

NOVEMBER 15, 2024 The Forum by Banyan Tree Dubai

# POST - EVENT REPORT



## THANK YOU

Motivate Media Group would like to extend our thanks and appreciation to our sponsors for what was a hugely successful evening celebrating the very best of architecture and design in the region.

We hope you enjoyed the event, and we look forward to working with you in the near future.

Thanks again, Motivate Media Group Events Team





## THE VENUE

Banyan Tree Dubai's venue is perfect for memorable occasions. Immerse yourself in a realm of creativity, where they craft exceptional gatherings and experiences meticulously tailored to engage all your senses. Ideal for celebrations, the meticulous attention to detail and thoughtful design promise a seamless and immersive experience.

A great turn out of 300+ guests at the identity Design Awards 2024.

Twenty one awards were presented to well-deserved winners.



## YOU ARE INVITED









## **GUEST OF HONOUR**

Our Guest of Honor, Khadija Al Bastaki, Senior Vice President of Dubai Design District, part of TECOM Group, heads up the vision and progression of Dubai Design District (d3). Since joining the group her vision has always been to position Dubai as a global cultural hub and to bring together talented creatives. So far, her mission is successful with the city's cultural scene being transformed over the past decade.

## RED CARPET









# RED CARPET



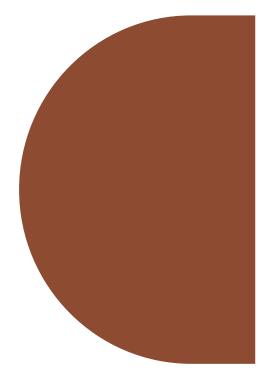














## **EVENT BRANDING**

Sponsors' Logos were placed on all event collateral, including but not limited to: invites, photo wall, winner's wall, table-top branding, menu & programme, welcome boards, outdoor signage, ballroom banners, etc.









Uves Pothiyawala, Deputy General Manager at Casamia presented the following award: **Project of the Future** 

Sara El Bakatoshi, Head of Projects at Casamia presented the following award:

Architecture - Design of the Year

Ikram Shaikh, General Manager of Casamia presented the following award: Interior Design - Design of the Year



**Project of the Future**Jumeirah Marsa Al Arab, Killa Design



Architecture - Design of the Year Signature Villas at The Ritz Carlton Al Wadi Desert, Ras al Khaimah, H+A



Interior Design – Design of the Year Raffles Al Areen Palace Bahrain, International Design Associates

## PLATINUM SPONSOR - CASAMIA



Outdoor Space Latent, Studio Taraf



**Emerging Interior Designer of the Year**Georges Hadid, Prospect Design International

Gaby Koudsi, Managing Partner at Studio 971 and Diego Benedetti, Head of Key Accounts at Studio 971 presented the following award: **Outdoor Space** 

Chris Hamod, Showroom Manager – Sheikh Zayed Road at Studio 971 and Julian Martin, Head of Business Development at Studio 971 presented the following award:

Emerging Interior Designer of the Year

## GOLD SPONSOR - STUDIO 971



Interior Design - Health & Wellness SIRO, LW Design Group



Architecture – Hotel
Signature Villas at The Ritz Carlton
Al Wadi Desert, Ras al Khaimah, H+A



Architecture - Cultural Building Mamluki Lancet Mosque, Babnimnim Design Studio

Samer Deeb - Middle East Manager of ROCA presented the following award: Interior Design - Health & Wellness

Eliane Deeb, Regional Specification Manager of ROCA presented the following award: Architecture – Hotel

Luis Sergio Castro, Country Manager - Middle East of ROCA LAUFEN presented the following award: **Architecture - Cultural Building** 

## GOLD SPONSORS - ROCA & LAUFEN





**Architecture – Commercial** Fly Dubai HQ Dewan Architects +Engineers



Interior Design - Fit-Out Propertyfinder, Swiss Bureau Interior Design



Shanawaz Kunhimon, Sales Manager, Glaze presented the following award: Interior Design – Fit-Out

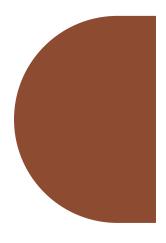
Syed Ahmad Ashraf, Sales Manager, Glaze presented the following award: **Architecture – Commercial** 

## SILVER SPONSOR - GLAZE



People's Choice Award - Residential ECLETTICO, Eterio Design Studio

Nada Kalaaoui, Marketing & Communication Representative Office, Maison&Objet presented the following award: **People's Choice Award - Residential** 



## SILVER SPONSOR - MAISON&OBJET





Architecture – Residential The Fold, tkdp





Omar Tabbara, Business Development and Sales Manager of Lutron presented the following award:

Architecture - Residential

# BRONZE SPONSOR - LUTRON







## **ACTIVATION SPONSOR - GRASSITUP**



Interior Design - Hotel
St Regis Red Sea Resort, Kristina Zanic Consultants

Elie El Khoury, Partner - Middle East of SANS SOUCI presented the following award: Interior Design - Hotel

# TROPHY PARTNER - SANS SOUCI



Interior Design - Public Spaces
Aldar Experience Center, Mustard&Linen

Ashley Jacob, Creative Director and Manager of Creative & New Media Design at Jacobsons presented the following award:

Interior Design – Public Spaces

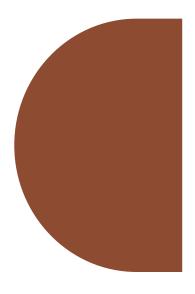
### **VOTE PROCESSING PARTNER - JACOBSONS**







# BEVERAGE PARTNER - A&E





Interior Design – Design of the Year Raffles Al Areen Palace Bahrain, International Design Associates



Emerging Interior Designer of the Year Georges Hadid, Prospect Design International



Architecture - Design of the Year Signature Villas at The Ritz Carlton Al Wadi Desert, Ras al Khaimah, H+A



**Interior Design - Office** Ajman Ruler's Court, Roar



Interior Design - Restaurant En Fuego, Bishop Design



Interior Design - Nightlife AGORA, 4Space Design



Interior Design - Fit-Out
Propertyfinder, Swiss Bureau Interior Design



Interior Design - Residential
Blue Copper Loft ANARCHITECT



Interior Design - Hotel St Regis Red Sea Resort, Kristina Zanic Consultants



Interior Design - Public Spaces
Aldar Experience Center, Mustard&Linen



Interior Design - Health & Wellness SIRO, LW Design Group



Architecture – Residential The Fold, tkdp



**Architecture – Commercial**Fly Dubai HQ Dewan Architects + Engineers



Architecture – Public Building
Anwar Gargash Diplomatic Academy
Shape Architecture Practice + Research



Architecture - Hotel
Signature Villas at The Ritz Carlton
Al Wadi Desert, Ras al Khaimah, H+A



Architecture - Cultural Building Mamluki Lancet Mosque, Babnimnim Design Studio



**Product Design** Oli Bench, Omar Nakkash



Outdoor Space Latent, Studio Taraf



**Project of the Future** Jumeirah Marsa Al Arab, Killa Design



**People's Choice Award** ECLETTICO, Etereo Design Studio

## HIGHLY COMMENDED



Interior Design - Office Landmark Group HQ



**Architecture - Residential** Villa AM



**Interior Design - Health Wellness Sunny Wellness** DZ Design



**Architecture - Commercial** Al Zorah Golf Clubhouse. ANNAKA FZCO



**Architecture - Residential** Villa OL

Raitects Design Studio



**Interior Design - Hotel** Raffles Al Areen Palace Bahrain, International Design Associates Ferrutti Building Contracting



**Architecture - Cultural Building Hindu Mandir Complex RSP** 



**Architecture - Public Building Dubai British School, Jumeira** 

Kidzink Office of Design and Architecture



**Interior Design - Fit-Out Entertainment Space,** 

## HIGHLY COMMENDED



Interior Design - Public Spaces Interior Design - Residential **Stellaire** 

Designsmith



**Product Design -KAMEH 0.5 Editions** 

Kameh



**Interior Design - Restaurant** Izakaya **Spaces Architects** 



Palm Jumeirah Luxury Villa

MWM Studio



**Product Design -Transbollard** 

Hadi Abu Hamdan



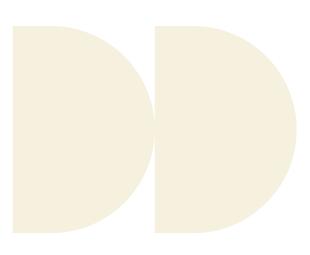
Interior Design - Nightlife **Agatha** 

Arch Home Interiors & SB Interior Design Studio



Project of the Future -Oceano

Dewan Architects + Engineers



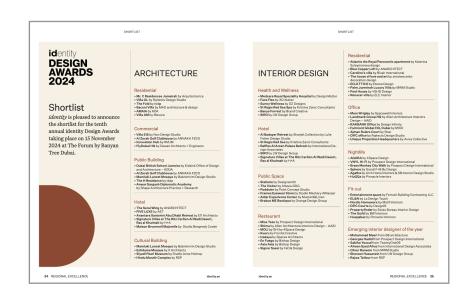








#### IDENTITY MAGAZINE — EDITORIAL COVERAGE, OCTOBER 2024 (READERSHIP 10,000)



# PRE-EVENT EDITORIAL COVERAGE



## **PRINT ADS**

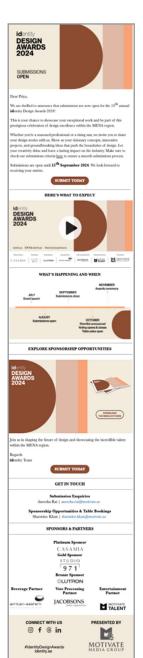






## **EDMS**









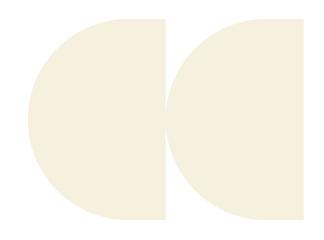
EDM'S WERE SENT OUT TO THE IDENITY, EMIRATES WOMAN AND CAMPAIGN DATABASES OF 60,500 SUBSCRIBERS

### **EDMS**

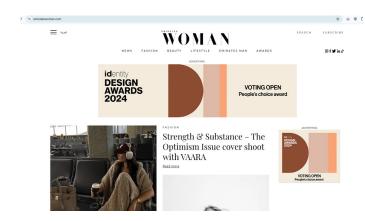




## **DIGITAL BANNERS**







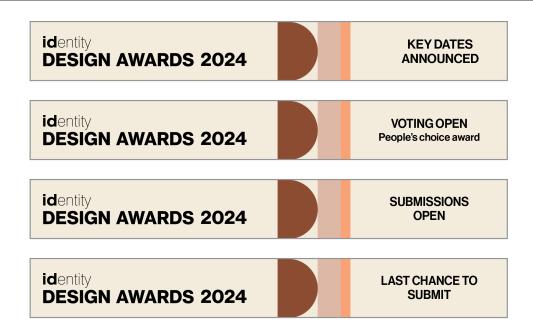






DIGITAL BANNERS WERE PLACED ON IDENTITY AND EMIRATES WOMAN 700,000 IMPRESSIONS WERE SERVED

### **EMAIL SIGNATURES**



## **NEWSLETTER BANNERS**







## **ARTICLES**

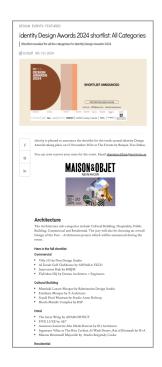






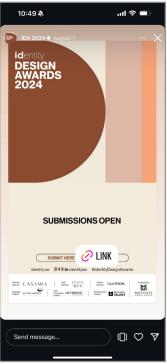


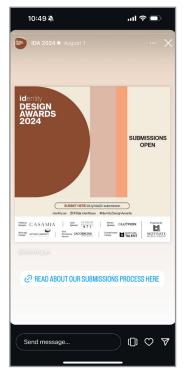


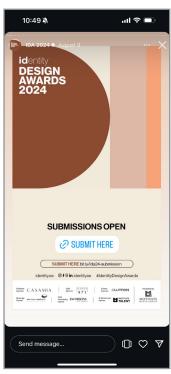


## SOCIAL

















### AT THE EVENT













## LIVE EVENT SOCIAL MEDIA UPDATES

## AT THE EVENT











## LIVE EVENT SOCIAL MEDIA UPDATES





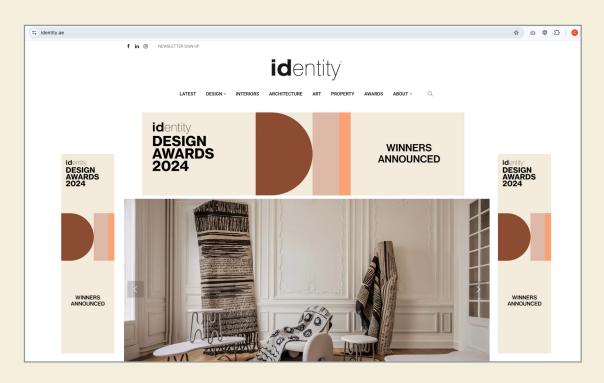


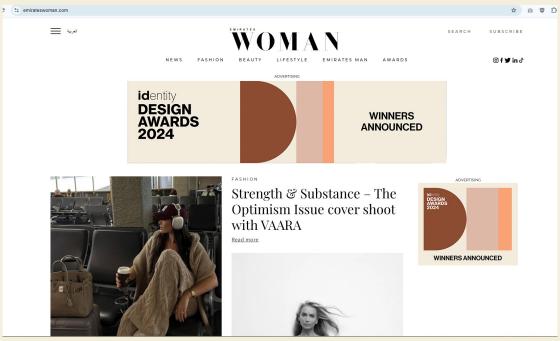




# POST-EVENT EDITORIAL COVERAGE

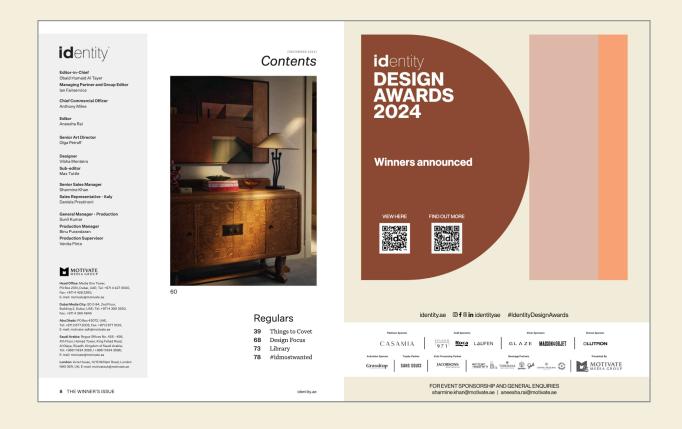
# DIGITAL BANNERS: Winner's Announcement





DIGITAL BANNERS WERE PLACED ON IDENTITY, EMIRATES WOMAN 100,000 IMPRESSIONS WERE SERVED

# PRINT: Winner's Announcement

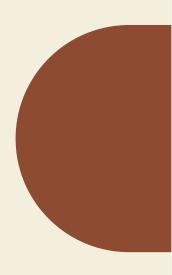


# EMAIL SIGNATURE: Winner's Announcement



# NEWSLETTER BANNER: Winner's Announcement





# SOCIAL: Winner's Announcement

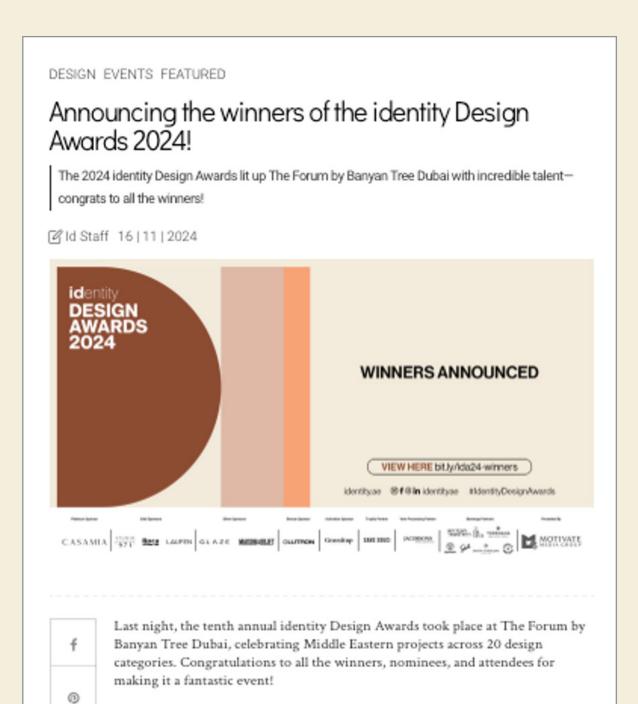




# EDM: Winner's Announcement



# ARTICLE: Winner's Announcement



## SPONSOR'S LOGO PANEL

#### (USED ACROSS EVENT COLLATERAL)

**Platinum Sponsor** 

## CASAMIA

**Gold Sponsors** 

971

Roca

**LAUFEN** 

**Silver Sponsors** 

**Bronze Sponsor** 

GLAZE

MAISON&OBJET



**Activation Sponsor** 

**Trophy Partner** 

**Vote Processing Partner** 



SANS SOUCI



**Beverage Partners** 















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