

The Middle East's architecture, design, interiors + property magazine

identity[®]

DESIGN AWARDS 2015

In association with



Global Interior Solutions

POST EVENT REPORT

25/10/15

ACCENTS

INTERCONTINENTAL DUBAI MARINA

DUBAI



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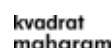
Lobo &
Listone



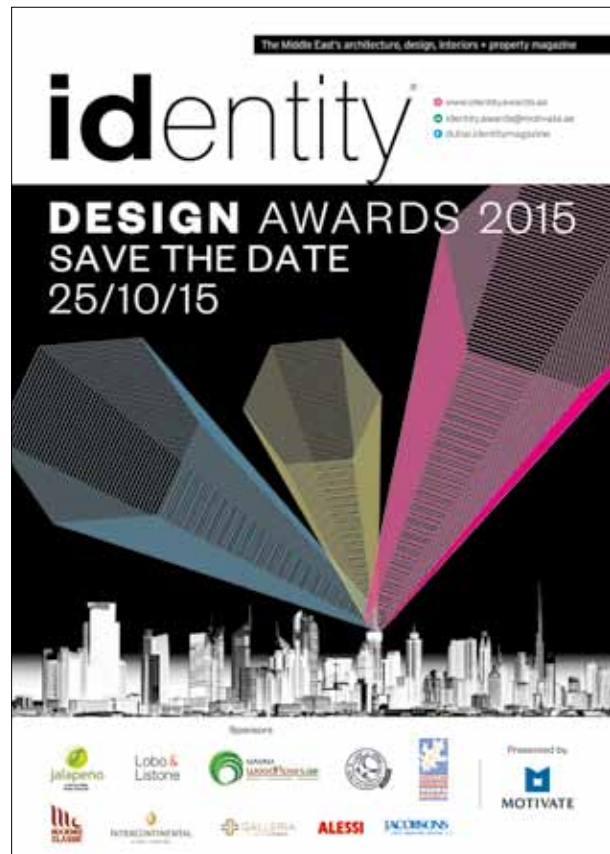
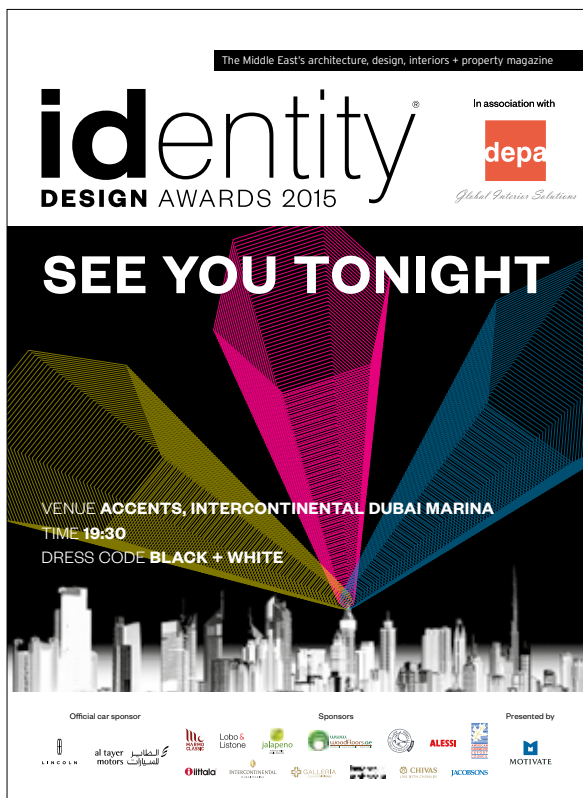
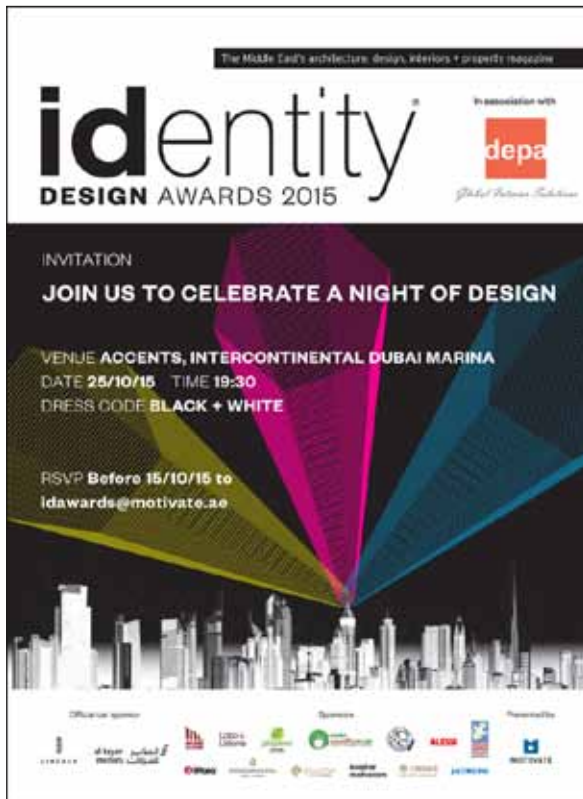
ALESSI



Presented by



Over 250 guests celebrated as 17 awards were presented throughout the evening.





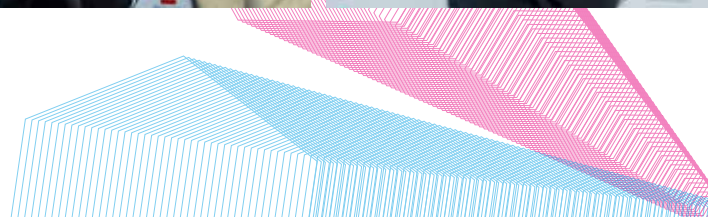
INTERCONTINENTAL®
DUBAI MARINA

The Venue

The newly opened InterContinental Dubai Marina is leading the way in the UAE design field. Natural light fills artfully designed interiors revealing a collection of contemporary sculptures. A Michelin-starred chef and expert sommeliers attract discerning diners to the nine restaurants and bars. The awards were held in the Accents restaurant, which features a large terrace that provides stunning views of Dubai Marina.

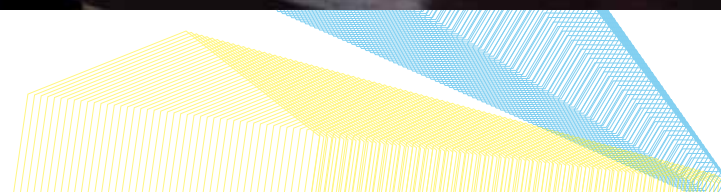


Design Celebration





Sponsors logos were placed on all event collaterals including: invitations, photo backdrops, programmes, coasters, LED table-top boxes and the outdoor signage.



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Sponsors



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Global Interior Solutions

Headline Sponsor

Headline sponsor Depa created a networking lounge on the terrace. Eva Sieburg, Marketing Manager at Depa delivered an inspiring welcome speech.

Sam Saleh, Group Business Development Director, presented the live voted award **Project of the Future Award** to the Louvre Abu Dhabi . Tim Holmes, Project Director presented the **Readers' Choice: Interiors Store of the Year Award** to the store Interiors Furniture. Depa generously provided a useful tool kit in the event gift bag for guests.

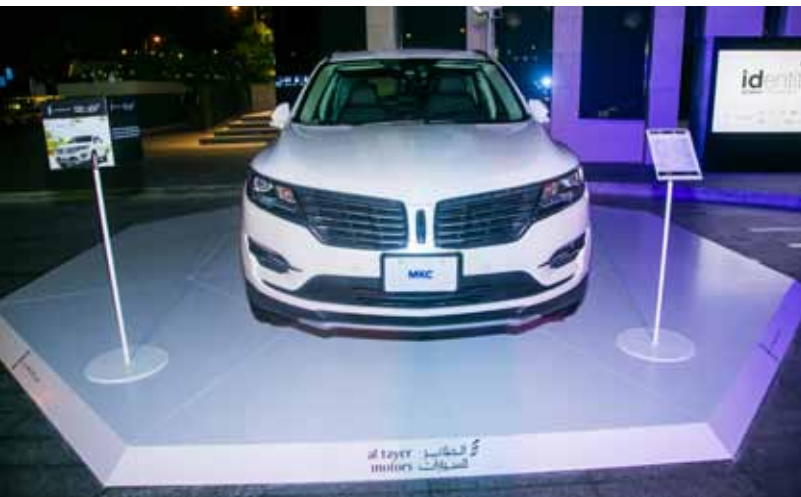




al tayer الطائر
motors للسيارات

Official Car Sponsor

A beautiful Lincoln car was on display outside at the hotel entrance. Ashok Khanna, Chief Executive Office at Al Tayer Motors presented Perkins + Will, with the award for **Best Public Building Interior** and then Mimar Models for **Best Architectural Scale Model**.



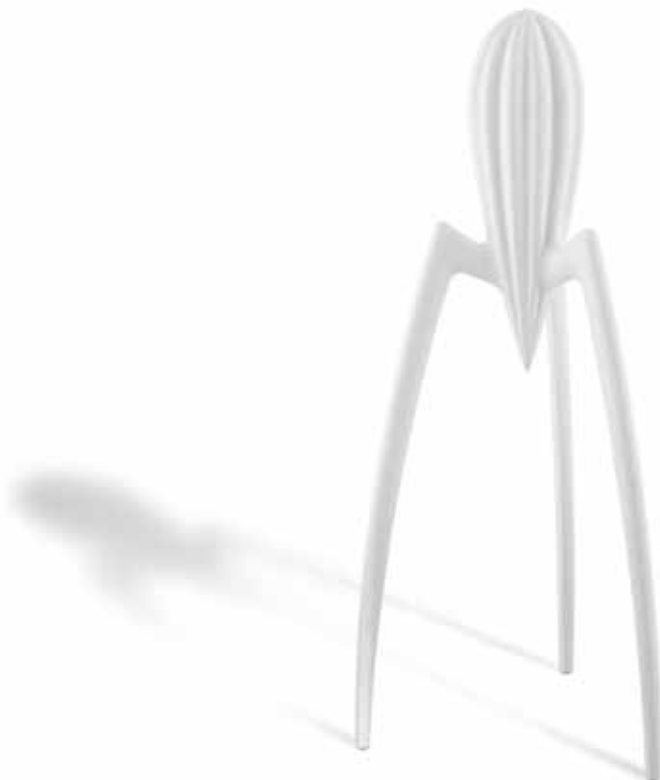
Alessi were celebrating 25 years of the iconic *Juicy Salif* designed by Philippe Starck – an impressive giant *Juicy Salif* was on display next to the stage. A limited edition *Juicy Salif* was also generously gifted to each winner and each guest received an iconic Alessi bottle opener.



ALESSI

Always fascinated by the world of design where creativity works by bringing in the daily life fragments of art and poetry and the contemporary fits cleverly into tradition, I congratulate you on this important recognition that identity wanted to award you.

Alberto Alessi
Oct 25, 2015
Alberto Alessi



Limited edition *Juicy Salif* designed by Philippe Starck for Alessi



Mouse bottle opener by Eero Aarnio for Alessi



Philippe Starck



Roderick Wiles, Regional Director at the American Hardwood Export Council presented Masdar City with the prestigious **Most Sustainable Project Award**.



Alcohol was provided by Pernod Richard, to the delight of guests.





Hazem Aljesr, Owner and Founder of Cities, presented Emaar, for the Burj Khalifa and Downtown Dubai, with the award for **Most Prominent UAE Project**. A range of Cities products were on display on the terrace, including an impressive giant hen.



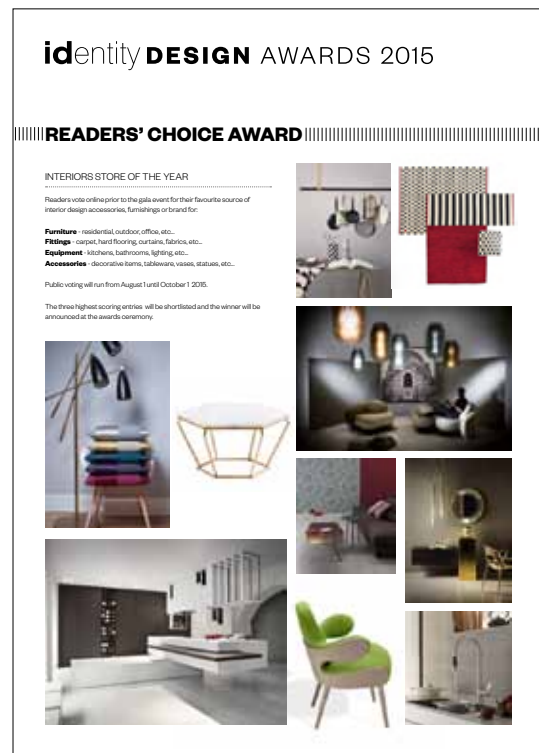
Trophy sponsor iittala provided the unique glass trophies, designed by Alvo Aalto in 1936. iittala also displayed a range of their latest products for guests to see at the event.

In each gift bag 2 iittala *Kastehelmi* votives were gifted to our guests. *Kastehelmi* designed by Oiva Toikka 1964 is based on the Finnish word *kastehelmi* means *dewdrop*, which refers to the rings of small glass beads that give each piece in the *Kastehelmi* collection its distinct character.



Jacobsons Direct, our official vote processing partner, audited the votes for the public voted category **Readers' Choice: Interiors Store of the Year**.

Stores were able to nominate themselves and voting took place from August 1 to October 1, the three highest scoring stores were shortlisted and the winner announced at the event. The 2015 **Readers' Choice: Interiors Store of the Year** winner was the store Interiors Furniture.





Thierry Van Durme Interior Architect and Managing Partner at Jalapeño Trading LLC, presented Studio Bruno Guelaff with the award for **Best Office Interior**.

Guests were able to see the latest range of Herman Miller chairs that were on display.



kvadrat maharam

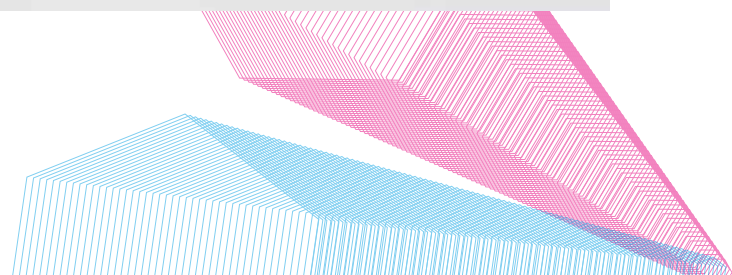
Leading Danish design firm, Kvadrat Maharam designed and supplied the beautiful *Divina* fabric **identity** gift bags that were packed with design treats from our generous sponsors.



Cloud chair designed by **id** juror Richard Hutten, made with *Divina* fabric



Luxury Visions provided beautiful **identity** co-branded candles and fragrance diffusers, that were placed across the venue. In each gift bag an **identity Amber** room fragrance was given to each guest.



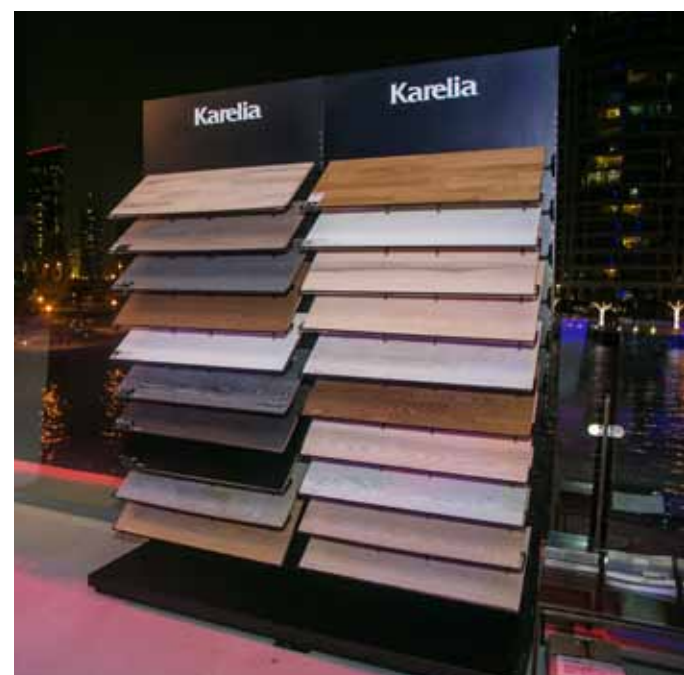


Subodh Saleh, Marmo Classic Stone Factory's Managing Director and Owner, presented the **Best Emerging Designer Award** to Hadeel Shaheen from RSP Architects.

On the terrace Marmo displayed a range of their marble samples.



Lesley Lobo, Managing Director of Woodfloors Middle East and Lobo & Listone presented the first awards of the evening to Swiss Bureau for **Best Residential Interior** and Desert Ink for **Best Residential Exterior**. Tripti Lobo, Design Director at Woodfloors Middle East and Lobo & Listone presented Drawlink Group with **Best Hospitality Interior – Hotel** and then LW Design for **Best Hospitality Interior – Restaurant**. On the terrace, Woodfloors displayed a range of samples from their latest collection.



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www.kvadrat.dk

Lincoln – Al Tayer Motors

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www.me.lincoln.com

Lobo & Listone Design Décor Tech Services

Tel: +971 4 338 6678
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www.lobolistonie.com

Luxury Visions

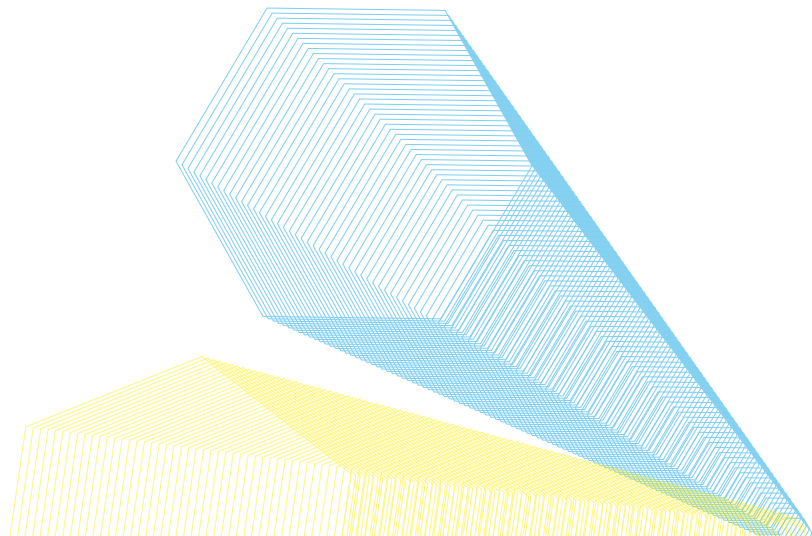
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info@luxuryvisionsuae.com
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Marmo Classic Stones Factory LLC

Tel : +971 4 883 4885/6
info@marmoclassic.ae
www.marmoclassic.ae

Woodfloors Middle East

Tel: +971 4 338 6678
info@woodfloors.ae
www.lobolistonie.com



The **id** awards gift bag was filled with designer products...



Kvadrat Maharam's *Divina* fabric, created in 1984 by Finn SkÖdt



Luxury Vision's *Amber* ambient spray specially blended for the **id** event



Depa's tool kit



Mouse bottle opener by Eero Aarnio for Alessi



Iconic *Kastehelmi* candle holder, Alvar Aalto Collection by Oiva Toikka for Iittala



Finn SkÖdt



Eero Aarnio



Oiva Toikka

1 - RESIDENTIAL INTERIOR

Overall design concept in contemporary living spaces: living rooms, kitchens, bathrooms, bedrooms, studies, dining rooms, home cinemas...

2 - RESIDENTIAL EXTERIOR

Rewarding the most outstanding home exterior scenario: villas, palaces, apartment buildings, compounds, housing developments, landscape designs...

3 - HOSPITALITY INTERIOR

Rewarding the most original interior in the hospitality sector: entrance lobbies, rooms, bathrooms, restaurants, conference areas, bars, cafés, spas, fitness areas...

4 - HOSPITALITY EXTERIOR

Rewarding innovative designs for outdoor living: hotels, swimming pools, beaches, gardens, outdoor lounges, recreation areas, al fresco dining, landscaping...

5 - PUBLIC BUILDING INTERIOR

Recognizing creative design in public spaces: airports, stations, schools, libraries, opera houses, sports complexes/clubs, shopping malls, embassies....

6 - PUBLIC BUILDING EXTERIOR

Rewarding innovative landmark buildings: airports, stations, libraries, concert halls, shopping malls, shops, sports centres/clubs, outdoor spaces, fountains, gardens...

7 - OFFICE INTERIOR

Rewarding creative design in all types of work spaces: new ways of working, increasing efficiency and productivity, enhancing the work environment...

8 - MOST SUSTAINABLE PROJECT

Highlighting the most innovative concepts, projects using advanced new technologies, exploring new boundaries in energy efficiency and conservation...

9 - MOST PROMINENT UAE PROJECT

Rewarding the project that has had the greatest architectural impact on the UAE design landscape since the magazine's launch in 2002.

10 - PROJECT OF THE FUTURE*

Buildings under construction, to be finished within the next three years, that are establishing the UAE as a centre of architecture and design.

11 - LIFETIME ACHIEVEMENT

Awarded to an established architect / interior designer who has made the most significant contribution to the region's architectural profile.

12 - EMERGING DESIGNER

The most promising UAE-based young designer (aged under 30), proposed by the professional community.

13 - ARCHITECTURAL SCALE MODEL

Rewarding the most innovative design / builder of architectural scale models.

14 - DESIGN OF THE YEAR *

Selected from the winners of main categories.

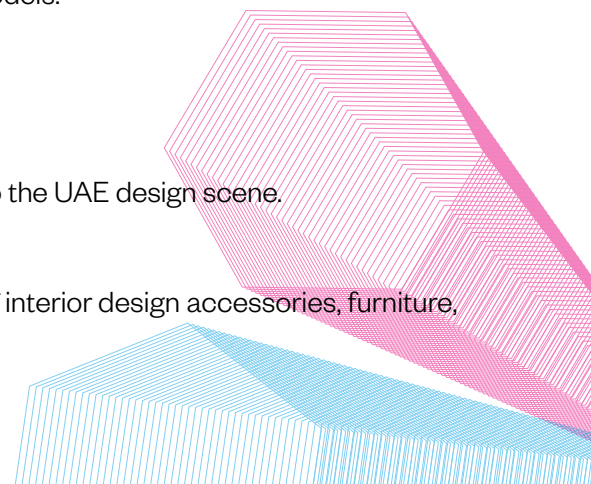
15 - EDITOR'S CHOICE

id's editor selected a designer who has made a significant contribution to the UAE design scene.

16 - READERS' CHOICE: INTERIORS STORE OF THE YEAR

Readers can nominate and vote online for their favourite retail source of interior design accessories, furniture, fixtures, equipment and brands.

*Voted for by attendees during the gala awards ceremony



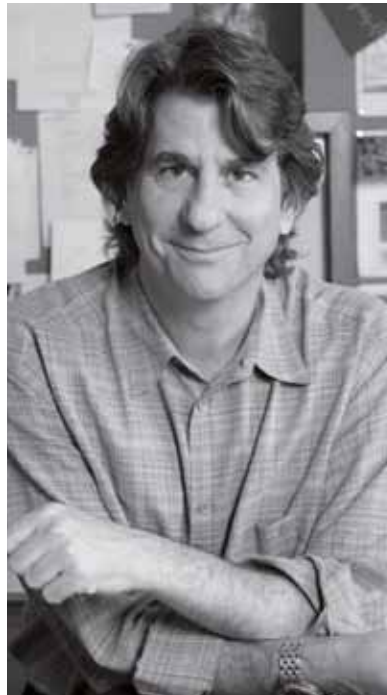


Head of Jury:

Marco Piva is leading the current renaissance in Italian design. His breathtaking Milanese hotel project, Hotel Excelsior Gallia, is a major project for Italy, as it showcases virtually every top Italian design brand and is one of Milan's top hospitality landmarks. His Gulf projects include Tiara and Oceania on the Palm Jumeirah. His forthcoming Rawdhat Residential Buildings in Abu Dhabi will be part of the major Rawdhat Development.



Led by design visionaries **Seyhan Özdemir** and **Sefer Çağlar**, Autoban is the power couple of the design scene, taking the world by storm with projects in Madrid, China, St Petersburg and Zürich.



David Rockwell has just celebrated 30 years of ground-breaking public spaces. His Rockwell Group in New York City is a 150-person global architecture and design firm with branches in Madrid and Shanghai.



Richard Hutten is known for his inimitable 'No sign of design' furniture: functional pieces in a highly conceptual and humorous style.



Residential Interior
Swiss Bureau



Residential Exterior
Desert Ink



Hospitality Interior
- Hotel
Draw Link Group



Hospitality Interior
- Restaurant
LW Design



Hospitality Exterior
Bishop Design



Public Building Interior
Perkins + Will



Public Building Exterior
Perkins + Will



Office Interior
Studio Bruno Guelaff



Most Sustainable Project
Masdar, Masdar City Abu Dhabi



Architectural Scale Model
Mimar Model Builders



Best Emerging Designer
Hadeel Shaheen



Most Prominent UAE Project
Burj Khalifa Downtown Dubai



TROPHY RECEIVED BY GAJ REPRESENTATIVE

Lifetime Achievement
Brian Johnson - GAJ



Project of the Future
(Live voted at the event)
Jean Nouvel Atelier Louvre, Abu Dhabi



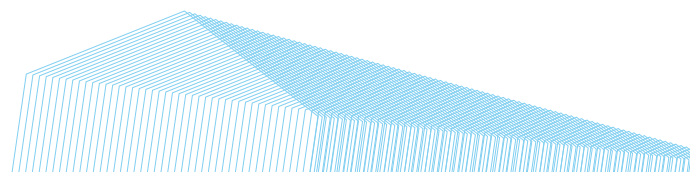
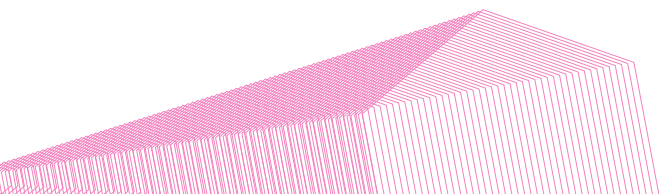
Readers' Choice: Interiors Store of the Year
Interiors Furniture



Editor's Choice Award
Wajih Nakkash



Design of the Year
(Live voted at the event)
Desert Ink



Category: Residential Interior

Winner: Swiss Bureau

Project: Penthouse, Fairouz Tower, Dubai Marina

Category: Residential Exterior

Winner: desert INK

Project: Akoya Oxygen, Dubai

Category: Hospitality Interior – Hotel

Winner: Draw Link Group

Project: InterContinental Dubai Marina

Category: Hospitality Interior – Restaurant

Winner: LW Design

Project: Mint Leaf of London, DIFC

Category: Hospitality Exterior

Winner: Bishop Design

Project: Zeta Restaurant & Lounge, Dubai

Category: Public Building Interior

Winner: Perkins+Will

Project: Princess Noura bint Abdul Rahman University, Riyadh

Category: Public Building Exterior

Winner: Perkins+Will

Project: Princess Noura bint Abdul Rahman University, Riyadh

Category: Office Interior

Winner: Studio Bruno Guelaff

Project: Guelaff Design Studio, Dubai

Category: Most Sustainable Project

Winner: Masdar City

Project: Masdar City, Abu Dhabi

Category: Architectural Scale Model

Winner: Mimar Models

Project: Dubai Opera

Category: Best Emerging Designer

Winner: Hadeel Shaheen – RSP Architects

Category: Most Prominent UAE Project

Winner: Burj Khalifa and Downtown Dubai

Category: Project Of The Future*

Winner: Jean Nouvel Atelier

Project: Louvre Abu Dhabi

Category: Reader's Choice: Interiors Store of the Year

Winner: Interiors Furniture

Category: Editor's Choice Award

Winner: Wajih Nakkash

Category: Design of the Year*

Winner: desert Ink

Project: Akoya Oxygen, Dubai

Category: Lifetime Achievement

Winner: Brian Johnson – GAJ

*Voted for by attendees during the gala awards ceremony

PRINT

Full page advertisements ran across the Motivate portfolio to announce the submission deadlines as well as to promote voting for the **Readers' Choice: Interiors Store of the Year** Award.

The advertisements ran in **identity**, *Emirates Woman*, *What's On Dubai*, *What's On Abu Dhabi*, *Business Traveller Middle East*, *The Week* and *Campaign Middle East*.

Email blasts of the same design were sent out to the **identity** database as well as the *Campaign* database.

The Middle East's architecture, design, interiors + property magazine

identity[®]

www.identityawards.ae
identityawards@motivate.ae
dubai.identitymagazine

DESIGN AWARDS 2015

SUBMISSIONS DEADLINE
08/08/15

CATEGORIES

- Residential Interior
- Hospitality Interior
- Public Building Interior
- Most Sustainable Project
- Project of the Future
- Lifetime Achievement
- Emerging Designer
- Residential Exterior
- Hospitality Exterior
- Public Building Exterior
- Office Interior
- Most Prominent UAE Project
- Architectural Scale Model

For more information www.identityawards.ae

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DESIGN AWARDS 2015

Readers' Choice:
Interiors Store of the Year

VOTE NOW!

www.identityawards.ae

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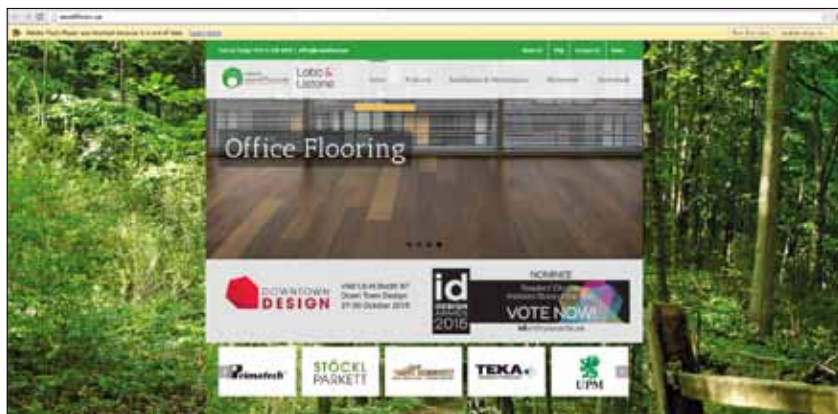
jalapeno
Lobo & Listone
WURU woodfloors.ae
JACOBSONS

A SELECTION OF ONLINE SOCIAL MEDIA COVERAGE

Readers' Choice: Interiors Store of the Year

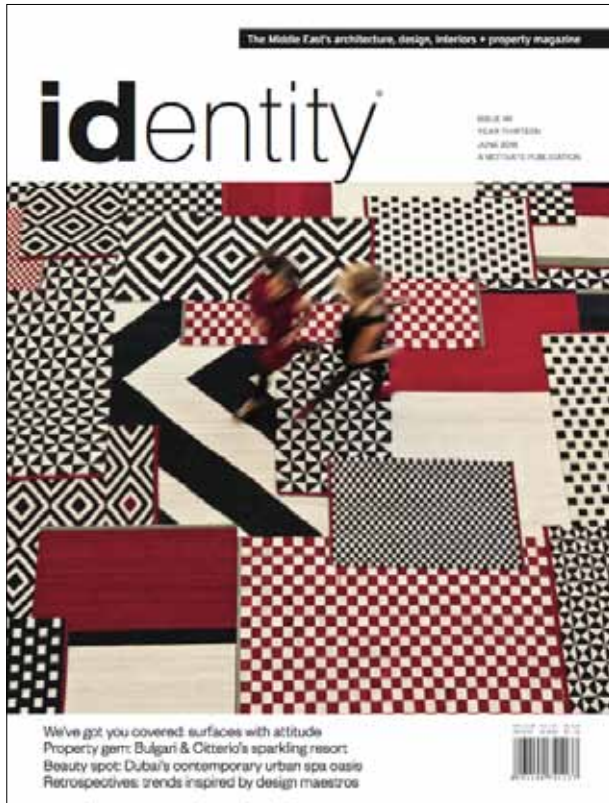


WEBSITES



EDITORIAL COVERAGE

June 2015 issue



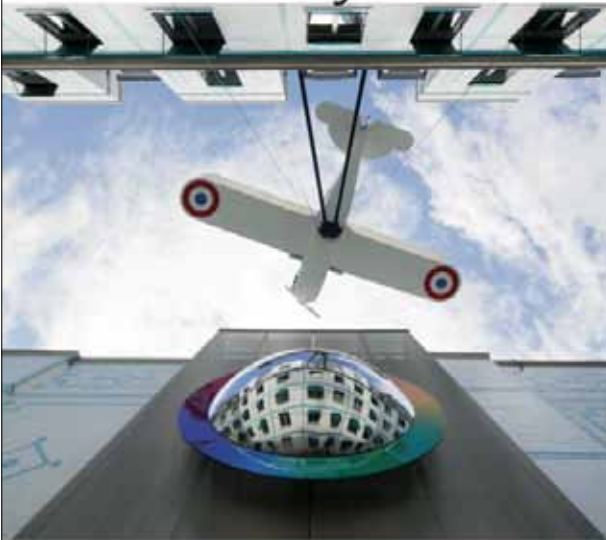
EDITORIAL COVERAGE

July 2015 issue

The Middle East's architecture, design, interiors • property magazine

identity

ISSUE 16
HEADMASTER
JULY 2015
A MONTHLY PUBLICATION



Così magnifico Martine's meticulous revival of a grand Parisienne hotel. Stylish homework media and work spaces customised for instant success. Design safari from Milan to the Hamptons, UAE creativity moves abroad. Ramadan Kareem! Inspirational and edge trends for giving for sharing.

0097 505 1010

Design in Dubai

The UAE's Design Week is a full-on event, with thousands of designers and architects showcasing their work in a variety of venues across the city. The event is a great opportunity for designers to showcase their work and for clients to find new talent. The event is a great opportunity for designers to showcase their work and for clients to find new talent.



Thomas Kohn, John Soder, and two other designers.



Portrait of a woman, likely a designer or architect.

identity

DESIGN AWARDS 2015

SUBMISSIONS OPEN!

You've asked and we've delivered. Identity is proud to announce that Design Awards submissions are now open! The official Identity Design Awards nomination is now live – so you can submit your best interior or exterior projects until 28 July.

Designers can submit in the below categories, including senior main categories for both interior and exterior, residential and commercial projects, office space and public space. Entries are not being accepted for nominations for the Emerging Designer award. The Architecture Awards. Winners of our Design Awards will be celebrated in style at our Design Awards Gala Ceremony in October – with the voting for the Design of the Year and Project of the Year by attendees.

AWARD CATEGORIES

- Residential Interior
- Residential Exterior
- Hospitality Interior
- Hospitality Exterior
- Public Building Interior
- Public Building Exterior
- Office Interior
- Most Sustainable Project
- Project of the Future
- Architectural Scale Model
- Best Emerging Designer
- Lifetime Achievement Award
- Most Prominent UAE Project
- Design of the Year*

*Voted by attendees during the gala award ceremony

SUBMISSIONS

Visit the Identity Design Awards website or the Identity Eventbrite page. Entry forms should be downloaded for review before they are completed online. Once the form is filled in, please email it to identity@identityawards.com and have all photos, plans, models and renderings ready when you submit your projects online.



Calling all readers!

Vote for the Identity Design Awards 2015 online Design Awards website during August and September 2015.

This special award will honour the growing regional industry leaders, persons of interior design excellence, bringing in trends for the future. It's a great opportunity to showcase your talent and to support your preferred design solutions and projects.

TIMELINE

June 24 – July 28: Design submissions/nominations
August 1 – September 20: Vote online for your favourite interior brands
October 25: Awards Gala

Website: identityawards.com
Facebook: [identityawards](https://www.facebook.com/identityawards)
Twitter: [identityawards](https://twitter.com/identityawards)

EDITORIAL COVERAGE

July 2015 continued

82 ICON

Aalto vase

Enduringly popular eighty years after its introduction, the Aalto Vase is simple, organic and uncomplicated – just like the philosophy of its creator
TEXT: MAX TUTTLE

Alvar Aalto (1898-1976) was one of the greatest names in modern architecture and design. He was driven by a belief that good design should form an intrinsic part of everyday life, as well as a close partnership with his wife, Aino.

Aalto's career began in the 1920s and spanned six decades, with the changing times – from rapid economic growth and industrialisation to modernism – influencing his work greatly. Yet the 1930s saw Aalto exert his own influence, developing an organic modernist style that featured in concert halls, libraries, hospitals, museums and private homes, and saw his works exhibited in the New York Museum of Modern Art.

Yet Aalto is above all famous for one object – the Aalto Vase of 1938. Like several of his creations, it was originally intended to be a part of a building – in this case the luxury Savoy restaurant in Helsinki. The eating establishment opened in 1937, the same year in which the Aalto Vase – now also known as the Savoy Vase – was shown at the 1937 Paris World Exposition. Like many of Aalto's designs, the Aalto Vase was

created in collaboration with his wife, Aino Aalto. Introduced in an age of hard-edged industrialism, this classic stood out because of its flowing form and subsequently gave birth to a range of similarly curvaceous products. The Alvar Aalto Collection has been a staple of modern Scandinavian design and the Iittala range ever since, made in myriad colours and sizes.

Today, as before, each Aalto Collection vase is mouth-blown at the Iittala glass factory. The manufacturer's products are now also available in the UAE, with a shop inside Jashanmal department store in The Dubai Mall.

In a 1957 speech, Aalto said: "We should work for simple, good, undecorated things. But things which are in harmony with the human being and organically suited to the little man in the street." This philosophy led also to the creation of highly influential works of architecture, furniture and textiles – yet it is the Aalto Collection, and especially the Aalto Vase, that best encapsulates this simple yet highly effective design philosophy. ■



identity [journal of design & property]

EDITORIAL COVERAGE

August 2015 issue



identity
DESIGN AWARDS 2015

Designed to Win
The world's top designers and architects have joined the annual **id Design Awards** Jury, ready to select top projects. Meanwhile, voting has begun for our Readers' Choice: Interiors Store of the Year...

Excitement is in the air as entries continue to pour in for **identity's** first Design Awards. With support from the region's leading design destinations, world-renowned prestigious designers, and retailers representing premiere local shops and boutiques, the countdown to the Awards Gala in October has begun.

Designers and architects will compete for awards in the main interior and exterior design categories of residential, hospitality, public spaces and offices.

Projects submitted need to be completed at the time of entry and should not be more than five years old, with the exception of the Project of the Future, which should be under construction at the time of entry. Entries in the Prominent UAE Project category should be less than 13 years old.

Readers can cast their votes in the special retail award category for their preferred Interiors Store of the Year. With over 50 retail interior shops and brands represented, the competition is fierce.

Top-tier sponsors for this year's premiere ceremony include: Jaispore Trading, which represents Herman Miller, Tribu, Pedrali and other premiere brands; Listone & Lobo Design Decor Tech Services; and Woodfloors Middle East.

And the nominees are...
Readers can also nominate their favourite designer for the Lifetime Achievement Award and their top choice for emerging designer.

The **Lifetime Achievement Award** will be given to an established architect/interior designer who has made the most significant contribution to the region's architectural profile.

The **Best Emerging Designer** will honour the most promising UAE-based young designer (aged under 30), as proposed by the professional community.

TIMELINE
June 24 - August 8: Design submissions
August 30: Nominations - Emerging Designer and Lifetime Achievement
August 1 - October 1: Online voting - Readers' Choice Interiors Store of the Year
October 25: Awards Gala

YOU BE THE JUDGE!
Readers' Choice: Interiors Store of the Year
Cast your votes online prior to the gala event for your favourite source/brand of interior design furnishings, fittings, equipment, and accessories, etc.

With support from YOU, we will identify the ultimate interior shopping destinations.

Starting on **August 1 to October 1** you can go online www.identityawards.ae and cast your votes for over 50 stores and brands.

identity www.designproperty.com

id Design Awards Jury
The jurors have been selected to identify the best examples of contemporary designs for residential, hospitality and public spaces. Our high profile jury includes: Seyhan Ozdemir and Sefer Caglar of Autoban, Richard Hutten, Marco Piva and David Rockwell. They have each made major contributions to the design arena.

Led by design visionaries Seyhan Ozdemir and Sefer Caglar, Autoban is the power couple of the design scene, taking the world by storm with projects in Madrid, China, St. Petersburg and Zürich. Voted Best Young Designers by Wallpaper* magazine, for 10 years their 35-member design studio in Istanbul has developed architectural and interior projects, along with product designs. Their latest design coup: the interior design of the Heydar Aliyev Airport in Baku.

Marco Piva is leading the current renaissance in Italian design. His breathtaking Milanese hotel project, Hotel Excelsior Gallia, is a major project for Italy, as it showcases virtually every top Italian design brand and is one of Milan's top hospitality landmarks. His Studioidada Associates was emblematic of the Radical Design period, and at Studio Marco Piva he collaborates with global residential and hospitality developers, as well as furnishings and accessories brands. His Gulf projects include Tira Hotel, Oceania Hotel and Palm Jumeirah, Dubai, and his forthcoming Rawdhat Residential Buildings in Abu Dhabi will be part of the Rawdhat Development.

Richard Hutten is known for his inimitable 'No sign of design' furniture: functional pieces in a highly conceptual and humorous style. Winner of numerous awards, including the Red Dot Award, his forthcoming interior projects include the Amstel Botel, a floating hotel in Amsterdam, and the Gemeente Museum in The Hague. He is a key exponent of 'Droog Design', the Dutch Design movement in which he has been involved since its inception in 1993.

David Rockwell has just celebrated 30 years of ground-breaking public spaces. His Rockwell Group in New York City is a 150-person global architecture and design firm with branches in Madrid and Shanghai. Rockwell's numerous awards include the Smithsonian's Cooper-Hewitt's National Design Award for outstanding achievement in Interior Design, and an Emmy Award for Art Direction for the 82nd Annual Academy Awards. His Gulf projects include Nobu, Dubai; Nobu, Doha; and Nobu Hotel in Riyadh, and the Astor Grill and Gordon Ramsay restaurants at the St. Regis, Doha.

identityawards.ae www.designproperty.com www.identityawards.ae

AUGUST 2015

EDITORIAL COVERAGE

August 2015 continued



EDITORIAL COVERAGE

August 2015 continued

50 JUROR PROFILE



Design maverick

Internationally renowned Dutch designer Richard Hutten* continues to apply his witty and playful approach to design with the opening of new hotel rooms and the renovated inner courtyard of the Gemeente Art Museum in The Netherlands.

TEXT: CATHERINE BELBIN

identity | interior/design/property

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Top and bottom: Hutten's B-shaped room is designed for skateboarders to have fun, drawing of the custom-designed room



T he Rotterdam-based designer, who was a key player of the Drog (Dry) Design movement of the early '90s, continues to demonstrate his non-conformist approach to design, whether through a piece of furniture or a staircase.

"Traditional design is about problem solving. I don't solve problems, but rather I create possibilities," the Rotterdam designer said. Recently during a recent visit to Dubai to promote his art installation, he created the iconic Layers Cloud chair.

It is therefore not really surprising that when guests check into the new B-shaped room in the Hotel in Amsterdam's trendy dockland to which he contributed to the design, they are offered skateboards to use during their stay!

Hutten is a designer who always thinks out of the box and who strives to create something that creates a buzz. And so the idea of creating an innovative multi-layered space in one of the giant 6.5-metre-high B-shaped spaces created by MXA Architects, on top of the floating three-star hotel, was right up his street.

What would give young travellers and backpackers a thrill, he asked himself. The answer was a playful space, where guests could practice their skateboarding skills... says Hutten, whose designs are always context-driven.

"The B-room already had a half round floor. Therefore I decided my room should be a playground. It should not only be a place to stay, but a destination in itself. That I came up with the idea of a half pipe, doubling the roundness of the floor," he says.

"To create spaciousness in the room, I created a split level and added two extra floors. A spiral stair leads to the first floor. The rail of the stair is extended in such a way that skaters can do tricks on it and the ground."

"This has never been done before, it's something new and of course, guests will skate at their own risk!" Hutten says, smiling. "I added a safety net that also acts as a sculptural element."

Hutten also created specially designed skateboards and helmets for the unique space. Since he kept onto the international design scene in the 1990s, Hutten's reputation, built on his 'top-down' approach, precedes him, and he continues to pursue his quest for originality in all his designs.

Hutten recently completed the new interior of the courtyard and restaurant at the Gemeentemuseum in The Hague, The Netherlands. Designed by Dutch architect H+D Berlage in the 1920s, the art museum is renowned for having the world's largest Mondrian collection.

"The building is a dominant structure and needs to be treated with respect, but also asks for a reaction," he says. His challenge was to bring back life and vibrancy to the courtyard and the heart of the building while respecting Berlage's class of design, using references from the original architect's geometric design and colour scheme. The result is an informal and flexible contemporary space for housing and shopping, featuring sofas that refer to his Layers series as

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A spiral staircase links the three levels of the Amstel Hotel's B-room



The sleeping zone is located on the upper level

well as a custom-designed Gerrit chair, manufactured by Dutch Originals for the terrace area, and small mobile reading tables on wheels.

Despite his preoccupation about the importance of form in design, Hutten's approach to creating something new is anything but frequent. A case in point is the amazing space-age looking Layers Cloud chair, which he designed for Danish firm Knudstad, the leading manufacturer of design fabrics. Inspired by rock pigments from the Permian Desert in Arizona, the chair is made from some 545 layers of the company's fabric. Around 100 metres of fabric, featuring some 100 different colour shades, is used to create the 243 kg chair, composed of a cluster of spheres and which takes over 240 hours to make!

True to character, Hutten sought not to cover a chair with fabric, but rather to create a chair only using fabric. "My goal was to create an object with the material, where the design focus was on the tactile rather than on the object," he explains. The chair has been turning heads since it was launched at the Salone del Mobile in 2014, however Hutten is keen to move on and discover new challenges, some of which he sees in this region.

Turning his focus to the future, Hutten creates enthusiasm about future possibilities. "At the moment, having just finished the work on some hospitality projects, like the Broom in Europe, I am inspired by the opportunities that Dubai has to offer."

"Most of the hotels in this region are serious and actually quite classical, [but] there's certainly room for more playfulness in their interiors – for spaces that talk to young, energetic and inspired people."

He adds: "Dubai is dynamic and open to new ideas. As the oil reserves decline, it's essential that other industries like the tourism sector look not just at the business travellers' and beach lovers' requirements but also develop hotels that speak to other travellers."

As a global traveller, with a bevy of international clients in his impressive portfolio, Hutten knows only too well how unimposing it can be to check into bland, corporate style hotels that seriously lack individuality or flair.

"Fun can also be serious, but to succeed today you need to be different from your competitors. It's important to experiment and to create unique spaces

"To me design should not be something serious, but fun"



Exterior of the three-star hotel located in the trendy Amsterdam dockland, and featuring the new concept rooms conceived by MXA Architects

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Hutten's reinterpretation of the courtyard of the Gemeentemuseum Art Museum, The Hague



Hutten's Ogilvy visit for The Dutch Glass Museum and the New Institute was based on the work of A.D. Ooster, the legendary Dutch glass designer



Moroso's K Chair



Hutten's Layers Cloud chair designed for leading Danish fabric firm Knudstad, was displayed in Dubai recently as part of the Dutch roadside exhibition



Ogilvy's three-legged Satellite chair

that will be remembered, and ones that people will want to return to, to discover more. I believe in the element of playfulness and the need to break away from pre-conceived notions and ideas of new products and interior look. Design is about creating possibilities – then it's up to the user, what they do with it."

A prolific multi-talented designer, Hutten continued to make his mark at this year's Salone del Mobile, where he presented the K Chair, also known as the Mix chair for the Italian firm Moroso. As always, his design had a twist.

"I conceived this chair to look great from any angle – front, back or side," he says of the new chair, that he designed from the back and which enjoys generous extra wide proportions, making it functional yet comfortable and, of course, at the same time somewhat playful. The K Chair was designed to

be used in a variety of environments, whether home, office or residential.

Another new release for this year from the designer whose work takes pride of place in some of the world's most important design museums was the charming and practical, quirky three-legged Satellite chair for Ogilvy – another creation that allowed Hutten to experiment yet again with the circular form.

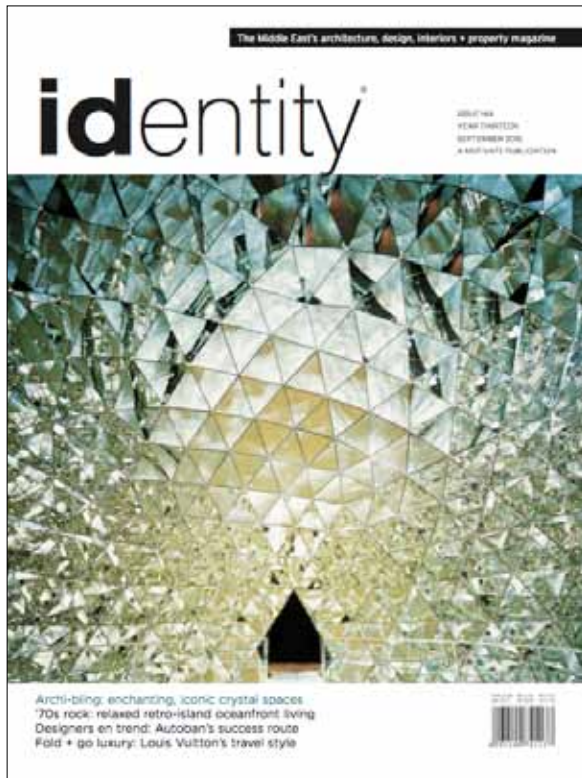
Like so many in his profession, Hutten is passionate about chairs. "Chairs are really a complex product to design, as they are close to the body. They are very complicated and it's a tough challenge to design a perfect one," he concludes.

Indeed, collected chairs – lots of chairs! he quips. ■

AUGUST 2015

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Soaring High

Reports of somehats far-fetched underwater tennis courts and hotels mean momentum is mounting in the run-up to the Cityscape Global exhibition. The show, running from 8 to 10 September at the Dubai World Trade Centre, is poised to be the largest in years as developers, real estate agents and investors try to maximise the investment potential of our real estate market.

The 18th edition of Cityscape will see over 300 exhibitors and award-winning designers such as the Tabanlegu Architects, display their latest projects over some 40,000 square metres of exhibition space.

The show will open amid reports of falling real estate prices, as over 22,000 new residential units will be released on to the market.

Around 14,000 new units will be handed over in 2016 and 2017. However, demand for homes in Dubai continues to grow, as the city remains popular with young people's search for better careers.

And as the Expo comes to a close, the UAE Expo committee is urging the arts for UAE Expo 2020, which should generate huge demand for accommodation for support teams and visitors.

More is likely to be revealed during Cityscape about the Dh5600 million Museum of the Future that is now under construction on Sheikh Zayed Road. Designed by architect Shaun Killa, the museum will be the UAE's first research institute devoted to science and the future of innovation and new-generation technologies. One of the highlights of the UAE Year of Innovation 2016, the impressive structure is expected to be completed by 2017.

The recently launched \$1.7 billion square metro Meydan One development is poised to break a number of Dubai's existing world records. The project, managed by Meydan City Corporation, will include the world's tallest (71 metres) high residential tower, incorporating the world's first 360-degree observation deck at a height of 655 metres and a sky restaurant at 675 metres.

The major leisure destination will also include the world's longest (1.3 km) indoor roller coaster and the world's largest dancing fountain. Other major facilities will include a 4.4 km canal, 100 earth marinas and 300 metre-long beach. Indoor and outdoor sport and recreation facilities will include over five kilometres of bicycle and jogging tracks.

Phase one of this ambitious project is set for completion in time for the UAE Expo 2020, when Dubai's population will be at 3.4 million, and will provide accommodation for almost 80,000 residents.

At the end of the month global tourism experts will converge on the city to discuss Dubai's tourist potential by 2020. Over 80,000 people related to the fast-growing industry will attend The Hotel Show from 28 to 30 September.

By 2020 the UAE leisure market is predicted to increase to 46 million people – 70% up on the year – including 38 million international tourists.

While our judging panel mulls over submissions for the first M Design Awards, the team is busy monitoring the voting for the readers' preferred design store/retailer for 2015.

Meanwhile, the UAE's designers and buyers will be heading to Milan & China and then the London Design Festival, just in time to get back for the Cityscape and the Dubai Hotel Show.

For better or for worse, hectic and exhilarating times lie ahead as the UAE is once again on a major thrust forward.

Cateri.

Congratulations!

To the winners of the Italia Aalto vases for the Identity Facebook summer contest: **Isabella Philippa Pitti** and **Anna Italy** and the winner of the **DeLonghi Extra Coffee Multicooker**, **Louise Pitt**.



Left to right: Mural and Mural Owner Mural



Group Editor Catherine Babin

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"Now is the time for the UAE and Identity to play a strategic role in the design world community. With their help, it will be a station on the international design circuit."

- Marco Piva



Time to Shine

Anticipation grows as the Identity Design Awards jury makes its final decisions and readers continue to vote for their top retailers, culminating in a celebratory Gala on 25 October.

Our jury is out for deliberation and pulses are racing as the deadline for ID Design Awards submissions has officially closed. But the competition is still fierce as online voting for the region's favourite retail shop continues throughout the month, until October.

Regional and global entries poured in for every design category, a testament to the incredible and overwhelming design talent in the region, and to the numbers of international designers who have chosen Dubai as one of their global offices.

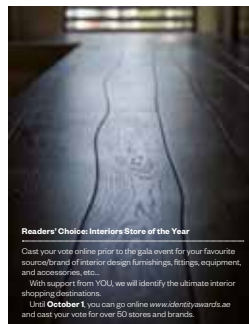
As one of Italy's most prestigious architects and designers, ID Design Awards jury **Marco Piva** explains the vast importance of our awards: "When a design award comes onto a specific scene it means it has matured. Now is the time for the UAE and Identity to play a strategic role in the design world community. With their help, it will be a station on the international design circuit."

Our prestigious jury illustrates our commitment to international design competing and reflects our mission to create a truly diverse design platform.

David Rockwell is celebrating 30 years of ground-breaking design for public spaces, including all global hotel projects. Dutch designer and Red Dot Award winner **Richard Houten** is known for his witty and humorous design projects, from chairs to museums. Istanbul's **Autobahn** duo has spent 10 years designing everything from airports and home furnishings to residential projects and London's hottest new restaurants.

They will be voting on entries for interiors and exteriors categories. These entries will also be considered for the coveted Design of the Year award.

Our sponsors have been championing the inaugural event as a game-changer for the design scene. They include Woodworths Middle East, the market leaders and preferred supplier of wood flooring; Lolo & Lolo Design Décor Tech Services, an ongoing supporter of art and design through grassroots initiatives and events in the region; and Jaleeno Trading, a premiere source for solutions in the office furniture environment.



Readers' Choice: Interiors Store of the Year

Cast your vote online prior to the gala event for your favourite source for all of interior design furnishings, fittings, equipment, and accessories, etc.

With support from IDU, we will identify the ultimate interior shopping destinations.

Until **October 1**, you can go online www.identityawards.ae and cast your vote for over 60 stores and brands.

SEPTEMBER 2015

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Autoban founders Seyhan Özdemir and Sefer Çağlar

identity [interior/design/property]

Double the Pleasure

Autoban founders and **id** Design Award jurors Seyhan Özdemir* and Sefer Çağlar* are turning heads with their latest restaurant designs for London's The Duck & Rice and Babaji, and with their new *Union* collection.

TEXT: JOANNE MOLINA



The interior features a large communal table. The oversized bespoke blue and white tiles by Autoban reference China's pottery traditions.



The window banquettes in Duck and Rice slide back in the summer to reveal the hustle and bustle of the street below

Since bringing contemporary Turkish design to the global design arena in 2010, Autoban founders Seyhan Özdemir and Sefer Çağlar have had the world at their fingertips. From airports, hotels, residences, offices and product lines to their latest London restaurants – and their new *Union* Collection – they are design's current power couple.

"Our philosophy is based on creating spaces that offer inspiring experiences," says Özdemir. "We design for people. Design should provide comfort or interaction, inspire or stimulate, or all of these," echoes Çağlar. "Positively affecting the people who inhabit it, visit or pass by. This has been fundamental to our approach since the beginning and it keeps evolving."

The Duck & Rice and Babaji, their hot new restaurants in London, the reigning culinary capital of the world, are illustrations of how their hospitality design aesthetic easily translates into compelling international projects that fuse cultural motifs.

"Designing two restaurants in London was a genuine experience for us. And designing them for culinary maestro Alan Yau was another inspiring experience," says Çağlar. "He has this unique ability to see cultural metaphors in a lot of things. And he sees restaurants as film directing. That's very similar to our approach."

Özdemir further explains, "We also create scenes, while thinking about every single detail like a director. At The Duck & Rice, as with Alan Yau's approach to the menu, our design concept is inspired by traditional British pub design, and the materials we used showcase Chinese influences in a contemporary setting. We blended these British and Chinese metaphors using our layered approach. One of these layers is made of wood, representing the traditional Victorian pubs, and the other layer is the handrails, oversized white tiles with striking blue floor motifs that cover the walls and are repeated in sections of the ceiling."

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The ground floor of the building, featuring a long communal table, a Turkish-style restaurant, and a modern traditional urban street view

Designing is a similar philosophy. It requires a deep understanding of the project and the client's vision. Turkish designers create a modern living experience. Again, in modern Turkey, we understand traditional Turkish design with a contemporary context," says Çağlar. "The country's ability to combine modern and traditional spaces that brought Autoban award-winning projects and awarded them the status of a world-class design award."

In fact, Çağlar also mentions that the concept of modern design is not just a style, but a way of life. "It's a way of life that is constantly evolving and adapting to the needs of the society. It's a way of life that is constantly evolving and adapting to the needs of the society. It's a way of life that is constantly evolving and adapting to the needs of the society."

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identity [interior/design/property]

70 ID DESIGN AWARDS JUROR PROFILE



The upper floor of the building

identity [interior/design/property]

"Awards are definitely important for increasing awareness about your work. They're very motivating"

Insight from Istanbul

The Autoban team is optimistic about their country's current design culture. "There has been considerable progress towards developing a more contemporary design culture in Turkey," says Çağlar. "We're now truly understanding the importance of design."

"The global design scene is constantly evolving and we are always looking for new ways to stay relevant in this market. We have great insights into the historical richness of the city and a strong commitment to innovation. So it's a great place to work and live in Istanbul."

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SEPTEMBER 2015

EDITORIAL COVERAGE

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Designed to win!

With the **Id** Design Awards winners set to be revealed any day now and retail voting closed, the stage is set for the launch of the region's newest design awards with a jury of global experts.



Baku International Airport by Autodesk



Edition Hotel - New York by Rockwell Group and I.D. Design Studio



Baku International Airport by Autodesk



Galla Exclusive Hotel by Marco Piva

The region's designers and architects are holding their breath as **Identity** announces its winners of the premier **Id** Design Awards and Gala at the end of this month.

Every design category was overwhelmed with entries, a massive nod to the design talent in the region and international firms who have chosen Dubai as the site to explore their professional possibilities. And with online voting for the region's favourite retail shop closed, top boutiques and brands are counting on the support of their loyal customers to win the coveted title.

The **Id** Design Awards' commitment to integrity and respect for top design talent and authority has garnered overt sponsorship and support from top industry players, including **Khalid Al-Jarrah** and **Luxury Vision**, as well as our world renowned Design Award jury members Italian designer **Marco Piva**, NY designer **David Rockwell**, Dutch designer **Richard Hutten**, and **Seyhan Özdemir** and **Geoffrey Ogilvy** of **Interbrand's** Autodesk.

An evening event filled with local surprises, the **Id** Design Awards Gala will celebrate the region's design excellence with special guest appearances by our jurors. Winners honoured by our design authorities will receive Prestigious hand-drawn in Europe trophies as they are awarded in following categories of Residential, Hospitality, Public Building and Office. These will also be considered for the coveted Design of the Year award – determined with a final vote by attendees that will take place on the night of the gala – and the Lifetime Achievement award. Participants in these primary categories who meet the sustainability criteria will also be considered for the Most Sustainable Project award. Those attending will catch a glimpse of Marco Piva, one of Italy's most

prestigious architects and designers, who explains, "When a design award comes onto a specific scene it means it has matured. Now is the time for the UAE and **Identity** to play a strategic role in the design world community. With that held, it will be a station on the international design circuit."

Sharing **Id**'s passion for design and inspired international dialogue are our sponsors **WoodFloor Middle East**, the market leaders and preferred supplier of wood flooring **Lube & Listens Design Decor**, Tech Services, an ongoing supporter of art and design through grassroots initiatives and events in the office furniture environment, the **American Hardware Export Council**, the leading international trade association for the U.S. hardwood industry **Clive Design**, **Art & Lifestyle Store**, the region's premier boutique for artisans and renowned designers from across the globe to display and share their authentic creations in the Middle East and Gulf regions, with locations in Riyadh, Saudi Arabia and Dubai, UAE, and **Marina Classic** Bonas Factory LLC, fast becoming the region's leading supplier of stone.

As the Middle East's reputation for first-class international design grows, so does the desire to win the award for top local retailer. Since online voting opened readers have raced to **Id**'s voting site to pledge their loyalty to their preferred source of interior design accessories, furniture, fittings, equipment and brands in the UAE that inspire their design dreams.

With plans already underway for our 2016 awards, we eagerly anticipate the **Id** Design Awards Gala, where we will honour and commend all those who have made 2015 a landmark year. ■

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Identity: Renaissance man

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Renaissance man

Architect and designer Marco Piva is leading the next generation of Italian design with his ultimate homage to Italy: Miami's Excelsior Hotel Gallia in the Fort La Mesa district.

BY LISA MARRAS

The Italian design maestro Marco Piva is making history – not only with his long career in design, but also with his latest project: the Excelsior Hotel Gallia in Miami. Piva, 68, is a true Renaissance man, with a career spanning over 40 years in design, architecture, and interior design. He has worked for some of the most prestigious firms in the world, including the Italian Ministry of Culture, the Italian Ministry of the Interior, and the Italian Ministry of the Environment. Piva's work has been recognized internationally, with numerous awards and honors. His latest project, the Excelsior Hotel Gallia, is a testament to his talent and vision. The hotel is a masterpiece of Italian design, with a focus on creating a unique and memorable experience for its guests. Piva's design philosophy is centered on the idea of "Renaissance man," a person who is well-versed in many different fields of knowledge and skill. He believes that a great designer should be able to draw inspiration from a wide range of sources, including art, architecture, and nature. Piva's work is a reflection of his deep understanding of these fields and his ability to create something truly original and beautiful. The Excelsior Hotel Gallia is a prime example of his talent and vision. It is a hotel that is not just a place to stay, but a place to experience the best of Italian design and culture. Piva's work is a testament to his lifelong dedication to his craft and his belief in the power of design to create a better world.



Excelsior Hotel Gallia, Fort La Mesa, Miami, Florida

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Identity: Renaissance man

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Identity: Renaissance man

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Identity: Renaissance man

INCLUDES

A selection of online social media post-event coverage



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Winner's Circle

The competition is the winner of the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.



HOSPITALITY INTERIOR - HOTEL

Interior design of the new hotel, designed by the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.

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RESIDENTIAL EXTERIOR - DESIGN OF THE YEAR

Exterior design of the new residential building, designed by the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.



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HOSPITALITY INTERIOR - RESTAURANT

Interior design of the new restaurant, designed by the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.



HOSPITALITY EXTERIOR

Exterior design of the new building, designed by the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.



PUBLIC BUILDING INTERIOR

Interior design of the new public building, designed by the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.



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OFFICE INTERIOR

Interior design of the new office building, designed by the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.



ARCHITECTURAL DESIGN MODEL

Architectural design model of the new building, designed by the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.



MOST SUSTAINABLE PROJECT

Most sustainable project of the year, designed by the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.



PROJECT OF THE FUTURE

Project of the future, designed by the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.



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MOST INNOVATIVE PROJECT

Most innovative project of the year, designed by the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.



EDITOR'S CHOICE

Editor's choice of the year, designed by the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.



BEST EMERGING DESIGNER

Best emerging designer of the year, designed by the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.



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LIFETIME ACHIEVEMENT

Lifetime achievement award of the year, designed by the 10th Annual Design Award. The award is made up of 10 categories: Architecture, Interior Design, Landscape Architecture, Urban Planning, Transportation Design, Product Design, Fashion Design, Graphic Design, Digital Design, and Sustainability Design.



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December 2015 continued

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Juicy Salif

A quarter of a century on, the remarkable *Juicy Salif* from Alessi remains as much a starter of conversations as it is a squeezer of oranges and lemons.

TEXT: MAX TUTTLE

'Design icon' is perhaps an overused term – but in the case of the striking *Juicy Salif* it's entirely appropriate. Designer Philippe Starck took the hitherto purely functional juice squeezer and transformed it into an internationally recognised icon that belongs to the permanent exhibitions of numerous museums worldwide, including the Museum of Modern Art in New York and the Centre Georges Pompidou in Paris.

Designed by Starck in 1990, *Juicy Salif* looks more like a futuristic living space or Martian invader than it does an object designed to extract juice from citrus fruits. Unlike conventional squeezers, this three-legged creation towers over work surfaces, its inverted teardrop suspended high up.

Of course, as part of the Alessi family, *Juicy Salif* is not just beautiful but functional too, its tapered and spined central section coaxing fruit juices to the pointed tip, ready to drip into a waiting receptacle underneath.

The best and most revered design icons usually come with a story attached, and *Juicy Salif* is no exception. Legend has it that company

founder Alberto Alessi asked Philippe Starck to create a tray – a core component of the Alessi catalogue since the early 20s.

Following months of silence, a letter arrived from an Italian island where Starck had been holidaying. The letter contained a paper napkin on which were the designer's sketches for a new citrus squeezer. As Starck was squeezing a lemon over his plate of squid, he was inspired by the shape of the mollusc, which led to the creation of *Juicy Salif*.

To celebrate the 25th anniversary of this amazing creation, two special editions have been released: one in cast bronze, the other in cast aluminium with an opaque white ceramic coating.

The winners of the recent *identity* Design Awards each received the opaque white *Juicy Salif*.

Iconic, sometimes controversial, the quarter-century of *Juicy Salif* is being celebrated with new versions that take it as far away from the humble juice squeezer as imaginable. ■

identity [interiordesign/perpetuity]



“The event was truly enjoyable and you had a fantastic turnout. It was definately a step above the others, actually quite a few steps!”

– Linda Merieau,
APID

“It was really great and we both wanted to say how well organised it was, it had a warm and friendly feel too. Well done for all of your hard work, we’re looking forward to the next one!”

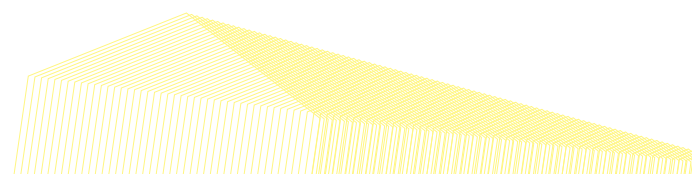
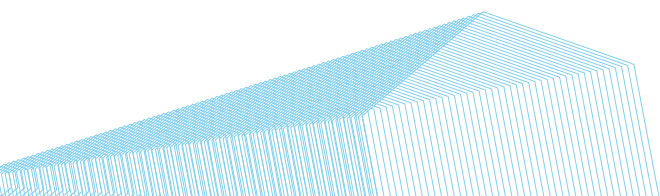
– William Bennett,
desert group

“The event felt different from all other award nights we attend in the region, it had a true city vibe to it.”

– Isabel Pintado,
LW Design

“Thank you for a lovely evening. I really enjoyed myself and the venue was superb!”

– Claire Craig,
Wa International



“It was a wonderful event and we are very happy that we got involved as a headline sponsor. The brand exposure was simply amazing... I’m very grateful for the experience.”

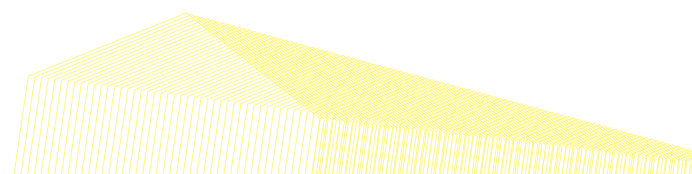
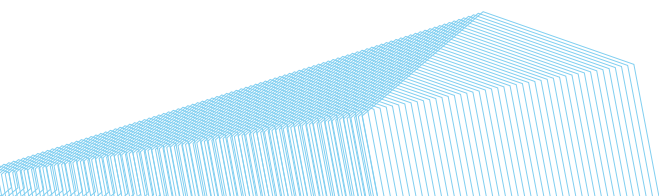
– Eva Sieburg,
Depa

“It was simply perfect! It had the right balance of casual elegance and creative buzz that a design award should have. It was fun and animated yet comfortable enough to enjoy a conversation with the perfectly chosen guests that were invited. We are all looking forward to next year’s event.”

– Christian Merieau,
MMAC Design Associates

“It was modern, fresh, intimate and very well executed. We are extremely pleased to have been a part of the evening and thrilled to have taken home an award. Again, thank you for a lovely evening. Hope to see you soon and looking forward to next years event!”

– Bruno Guelaff,
Studio Bruno Guelaff



Motivate would like to extend its gratitude and appreciation to our sponsors for making this successful event possible. We hope you thoroughly enjoyed celebrating design excellence.

We look forward to working with you again,

Motivate Events Team

