



Press Release

1<sup>st</sup> September 2020

## Annette Frommer Interior Design is shortlisted for the SBID International Design Awards 2020

Annette Frommer Interior Design is among the impressive global design talent to have become a finalist in the SBID International Design Awards 2020, for its entry into the **Residential Apartment Over £1M category**.

Considered as one of the most prestigious accolades in interior design and respected by the industry at large, success in this GOLD-rated awards programme is achieved purely for the quality of design, innovation, aesthetic and value-added to the project. The finalists in each category therefore demonstrate the highest standards of design excellence for interiors within their field, spanning commercial and residential design sectors.

Consistent in its quest to recognise, reward and celebrate global interior design, this year's SBID Awards has been the most globally represented edition to date; receiving entries from 49 countries around the world. Entries from this category showcase talent from countries such as the UK, Israel, Ukraine, Vietnam, Taiwan, China, Macau S.A.R., United States and Italy.

Each entry undergoes an exhaustive two-tier judging process, where leading industry professionals evaluate essential elements such as compliance with the brief, budget, health & safety and fit-for-purpose design. **Annette Frommer Interior Design** was shortlisted by this year's revered international jury for both its technical content and aesthetic creativity.

The Judges decisions are finalised by the third and final stage of judging, where the public are now invited to vote for their favourite projects at [www.sbidawards.com](http://www.sbidawards.com). Accounting for an influential 30% of the results, the public and ultimate end-users of design have the final say in which projects and products have what it takes to take home a prestigious SBID Award. With previous years seeing an astounding 225,000 unique voters, the voting will close on Wednesday 30<sup>th</sup> September at 5pm (BST).

You can show your support and vote for **Annette Frommer Interior Design's** project by visiting [bit.ly/2R1q9zy](https://bit.ly/2R1q9zy)

The Residential Apartment Over £1M is the premium category of residential interior design for an apartment. It focuses on design trends and the wow factor of residential projects with an overall value of over £1 Million. Projects can include a single room, several rooms, or a whole apartment.

Founder and CEO of SBID, Dr Vanessa Brady OBE says: "Business has been disrupted for many designers during the pandemic, but I'm pleased to confirm that the interior design practice has remained relatively steady. The SBID International Design Awards received submissions from more countries this year than in any other year, demonstrating the strength of SBID and the industry as a whole. We are thrilled to be the award that designers want to win and for that, we are particularly proud and honoured, as an interior design body for trading standards, to continue showcasing the world's best interior design during these difficult days."

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The winning entry in each category will be announced on Friday 23<sup>rd</sup> October and be awarded with a bespoke crystal trophy designed by Sans Souci Glass Deco as this year's prestigious SBID Awards Winners. An Overall Winner will also be awarded for the project that scored highest overall from both the judges shortlists and public votes combined!

Visit [www.sbidawards.com](http://www.sbidawards.com) for more information.

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### **About the SBID International Design Awards**

The SBID International Design Awards has firmly established itself as the most prestigious interior design award in the global design calendar. The awards serve to recognise, reward and celebrate design excellence across a diverse range of commercial and residential categories. Winning an SBID International Design Award is a high achievement – evaluated by leading industry experts for technical content and aesthetic creativity. The SBID Awards attracts entries from almost 50 countries worldwide, making it a globally distinguished sign of industry recognition that is second to none for the deserving winners.

### **About SBID (Society of British and International Interior Design)**

The Society of British and International Interior Design (SBID) is a professional accrediting body for the Interior Design industry across the UK, Europe and around the world. Supporting professional trading standards of Interior Designers, Architects and manufacturers, SBID are committed to guiding and measuring the profession through practice, competence and education; setting standards for the industry at large to develop future growth.

[www.sbid.org](http://www.sbid.org)

### **For additional media information please contact:**

Marketing, PR & Communications Department | E: [pr@sbid.org](mailto:pr@sbid.org) | T: 020 7738 9383