Winner of Designed for Business £30,000 prize to be announced

Editor / September 26, 2018 / Careers, News

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'Designed for Business' is the life-changing, equal-opportunity competition to showcase and nurture emerging talent, as well as providing an essential link between creative academia and the business community. It is a unique collaboration between The Society for British & International Design (SBID) and BE OPEN, the humanitarian think tank founded by international philanthropist and entrepreneur Elena Baturina.

Chosen based on their relevance to the five different disciplines in the competition: Interior Design, Interior Decoration, Fashion, Art & Design and Product Design, expert judges from relevant industries and academia will look for qualities such as originality of expression, individualism, creative use of materials and presentation skills. The judges include:

- *Sebastian Conran – Trustee of the Design Museum in London*
- *Jane Hay – International Managing Director of Christie's Education*
- *Guangci Qu – Contemporary Chinese Sculptor*
- *Maria-Christina Alvarez-Talty – Senior Product Manager for Amazon*
- *Philippa Prinsloo – Design Manager at John Lewis*
- *Kaye Newman – Head of Interiors at Cass School of Art, Architecture and Design*
- *Russell Gagg – Interior Design Expert and Programme Director at Bournemouth University*
- *Eujin Pei – Programme Director at Brunel University*
- *Hywel Davies – Programme Director at Central St Martins & Director ofWriters Bloc*

The overall winner will leave with a cash prize of £30,000 and winners from each category will receive £1,000, plus recognition for their university.

Finalists will be announced on Monday 29th October 2018, with the overall winner selected from all entries set to be announced at a glittering awards ceremony in London the following month. Competition entry is now closed.

SBID founder Dr Vanessa Brady OBE, said "*SBID are delighted with the engagements in this brand-new competition which identifies, recognises and promotes creative talent of young students, their university and achievements learned. In keeping with the aim for global design excellence for the next generation we have gathered some of the nation's best experts across five competitive creative sectors and look forward to presenting the winner with a life changing prize in the House of Commons on Thursday 29 November 2018.*"

BE OPEN founder Elena Baturina, said "*We are honoured and excited to collaborate with SBID on such an important project and delighted to work with the judges in this groundbreaking initiative. We strongly believe in the potential of the young, creative generation, their ability to look at the world with fresh eyes and find solutions no one has ever found before. That is why it is vital to give them the support they need to bring their ideas to fruition – and that is what we are happy to do.*"

The Society of British and International Design (SBID) is the standard bearer organisation for the Interior Design profession across the UK, Europe and around the world. It is the professional accrediting body for the Interior Design industry supporting professional and trading standards of Interior Designers, Architects and manufacturers. They achieve this by guiding and measuring the profession through practice, competence and education; setting the standard for the industry at large to develop future growth.

BE OPEN is a humanitarian initiative that aims to harness the brainpower of creative leaders through a system of conferences, competitions, exhibitions, master classes and art events. BE OPEN was founded by the businesswoman, entrepreneur and philanthropist, Elena Baturina.

Since its founding in 2012, BE OPEN has been exploring unique ways of fostering creativity and innovation to support a better future. The foundation has implemented its programmes and projects globally; its bespoke exhibitions, talks and forums have taken place in the UK, US, Italy, Switzerland and India and been witnessed by over 130,000 people. More than 740 designers have been involved in the foundation's projects.