

SURFACE DESIGN AWARDS

BUSINESS DESIGN CENTRE
LONDON — 8 FEB 2018
www surfacedesignawards.com

The Surface Design Awards – Sponsorship Opportunities

Since their launch in 2013, the Surface Design Awards have become a focal point for the design sector worldwide.



In 2017, 94 entries were received from 10 different countries ensuring that our finalists flew into our Awards Presentation at Surface Design Show from all over the world.

The Surface Design Awards recognise examples of progressive design and the use of innovative surfaces and materials in projects both in the UK and internationally. The Awards mirror the goals of the show by shining a spotlight upon the wealth of creativity and innovation in our industry.

2018 Award Categories:

- Housing Interior Surface
- Light and Interior Surface
- Public Building Interior Surface
- Retail Interior Surface
- Temporary Structure
- Housing Exterior Surface
- Light and Exterior Surface
- Public Building Exterior Surface
- Retail Exterior Surface

Sponsors of the 2017 Awards were:



Our 2018 Judging Panel:

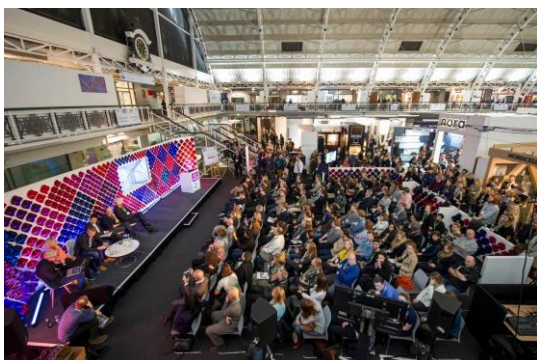
- Ab Rogers, Ab Rogers Design, Co Chair
- Tina Norden, Conran and Partners, Co Chair
- Jenny Jones, Studio Jenny Jones
- Sacha Leong, Studioilse
- Constantina Tsoutsikou, HBA London
- Jo Littlefair, Goddard Littlefair
- Howard Sullivan, Your Studio
- Nir Gilad, Nous Design

Presentation Ceremony

For 2018, the Awards Presentation is moving to a new venue within the Business Design Centre reflecting the importance of the event.

With finalists flying in from far and wide we want to create a more exciting event with plenty of scope for networking.

Following drinks and canapes, the presentations will draw in a large crowd of architects and designers interested to see the world's leading surface designs.



The Awards Display

Located right in the centre of Surface Design Show, the Awards Display is a focal point for finalists and visitors.

Designed by Xavier Llarch Font of The Decorators, the 'Table' displayed all the finalists' projects and the sponsors' logos



Media Coverage

“It was a real pleasure to host this year’s Surface Design Awards and I was genuinely impressed by the extremely high standard of the shortlisted and winning projects – not to mention the extremely knowledgeable and courteous audience” - **Mick Jordan, Editor, Mix Interiors**

“The Surface Design Awards showcased an incredible shortlist of talent across multiple disciplines utilising innovative and sustainable materials to better the buildings and assert thought-provoking ideas through their designs” - **Jade Tilley, Architects Choice**



“It’s clear that {The Broad Museum} is an incredibly special, visually stimulating building and it’s great for it to have been recognised with this Award” - **Pavlina Akritas, Senior Lighting Designer Arup**

Other magazines covering the Surface Design Awards included:

| | |
|------------------------|--------------------|
| Sleeper | Design Insider |
| FX | Asian Paints |
| Architects Datafile | Hotel Space Online |
| e-architect | OnOffice |
| Hospitality Interiors | Mix Interiors |
| A1 Retail | Beauty Streams |
| Building Pieces | Architects Choice |
| The Interior Directory | |

Sponsoring Surface Design Awards 2018

Sponsors receive significant coverage and exposure through the media, the Awards marketing campaign and the number of architects and interior designers visiting Surface Design Show and the Awards Display and Presentation.

Headline Sponsorship - £4000

Pre-event

- Branding on Awards Promotion from June through to the event
- Press coverage during lead up to Awards
- Branding on html email campaigns to over 50k A+D email addresses
- Branding on invitations
- Web link to your homepage on the official SDA website www surfacedesignawards.com
- Key presence on the SDA website throughout the year
- Web link to your homepage on the Surface Design Show website www surfacedesignshow.com
- Branding in the Surface Design Show Preview News circulated to 10,000 pre-registered visitors

At the Presentation

- Branding on the large-scale, on-stage screen
- Branding on signage throughout the Awards venue
- Specific mention and thanks on stage from the event host
- Presenting the Supreme Winner Award on stage
- Your company logo on the trophy presented by you to the Supreme Winner
- 12 VIP tickets to the Awards to include drinks and 'street food'
- Access to the VIP area for you and your guests
- Branding on Event Programme
- Branding on Finalists Certificates

At Surface Design Show

- Key branding in the Surface Design Show Official Showguide
- Key branding on the Awards Display right in the centre of Surface Design Show

Post-event

- Key branding in the Winners press release
- Photographs of the trophy presentation to the Supreme Winner
- Key branding on the Awards page of the Surface Design Show Post Show Report

Category Sponsorship - £3000

Pre-event

- Branding on Guide for Entries
- Branding on Awards Promotion from June through to the event
- Branding on html email campaigns to over 50k A+D email addresses
- Branding on Show Preview sent to over £10k pre-registered visitors.
- Web link to your homepage on the official SDA website www surfacedesignawards.com
- Web link to your homepage on the Surface Design Show website www surfacedesignshow.com

At the Presentation

- Branding on the large-scale, on-stage screen
- Presenting the Category Winner Award on stage
- Your company logo on the trophy presented by you to the Category Winner
- 10 VIP tickets to the Awards to include drinks and 'street food'
- Access to the VIP area for and your guests
- Branding on Event Programme
- Branding on Finalists Certificates

At Surface Design Show

- Key branding in the Surface Design Show Official Showguide
- Key branding on the Awards Display right in the centre of Surface Design Show

Post-event

- Key branding in the Winners press release
- Photographs of the trophy presentation to the Supreme Winner
- Key branding on the Awards page of the Surface Design Show Post Show Report

Please contact:

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