IIDA ANNOUNCES THE BEST OF COMPETITION WINNER FOR THE 2010 GLOBAL EXCELLENCE AWARDS

CHICAGO, IL, USA (22 January, 2011) – The International Interior Design Association (IIDA) is pleased to announce the “Best of Competition” winner for the Association’s first annual Global Excellence Awards: the Heliport VIP Lounge, Hong Kong designed by Mission & Associates Limited, of Hong Kong. The Global Excellence Awards is an international Interior Design competition honoring the best in Interior Design projects from around the world. The winning entry was selected from a pool of design firms from 21 different countries.

The “Best of Competition” winner was revealed and all winners were celebrated at a special presentation during Maison&Objet on 22 January, 2011 in Paris, France. The Best of Competition winner received a one-of-a-kind Swarovski crystal award, unveiled for the first time at the ceremony, and was previously chosen from projects submitted in ten practice areas, including: Corporate Space Large, Corporate Space Small, Cultural/Institutional/Educational, Healthcare, Hotels, Municipal/Public Spaces, Residences, Restaurants, Retail and Spas/Fitness/Wellness Centers.

The 2010 judging panel included Giorgio Borruso, Principal/Founder of Giorgio Borruso Design; Patrick McEneany, Creative Director of BMW Group DesignworksUSA; Dan Menchions, IIDA, Principal of II BY IV Design Associates; and Ben Watson, Executive Creative Director of Herman Miller, Inc.

The judges praised Mission & Associates Limited’s attention to detail and sensibility for this project. “The space really suggests movement, for a project centered around transportation,” commented Ben Watson. Giorgio Borruso added, “The space really has a double function; it actually guides visitors with a sense of movement and transportation.”

The category competition winners were announced in early December, 2010, representing the best of outstanding originality and excellence in the creation of international Interior Design/architecture projects:

Corporate Space Large
Best of Category:
Project: Bancolombia, Medellin, Colombia
Firm: IA Interior Architects, New York, NY, USA
Honorable Mention:
Project: Middelfart Savings Bank, Middelfart, Denmark
Firm: 3XN, Copenhagen, Denmark
Honorable Mention:
Project: Spiralab, Chiba City, Japan
Firm: KINO architects, Tokyo, Japan

Corporate Space Small
Best of Category:
Project: CL3 Architects Limited Studio, Hong Kong
Firm: CL3 Architects Limited, Hong Kong
Honorable Mention:
Project: Casa Office, Sao Paulo, Brazil
Firm: Athié Wohnrath Projetos e Gerenciamento, Sao Paulo, Brazil
Cultural/Institutional/Educational
Honorable Mention:
   Project: Urbanian Pavilion, World Expo 2010, Shanghai, China
   Firm: Kossmann.dejong, Amsterdam, The Netherlands

Healthcare
Best of Category:
   Project: weissraum Dental Surgery, München, Germany
   Firm: Ippolito Fleitz Group - Identity Architects, Stuttgart, Germany
Honorable Mention:
   Project: Dermes, Hong Kong
   Firm: Beige Design Ltd, Hong Kong

Hotels
Best of Category:
   Project: East Hong Kong Hotel, Hong Kong
   Firm: CL3 Architects Limited, Hong Kong
Honorable Mention:
   Project: The Oterra Hotel, Bangalore, India
   Firm: DiLeonardo International, Inc., Warwick, RI, USA
Honorable Mention:
   Project: Park Hyatt Shanghai, Shanghai, China
   Firm: Tonychi and Associates, New York, NY, USA

Municipal/Public Spaces
Best of Category:
   Project: Heliport VIP Lounge, Hong Kong
   Firm: Mission & Associates Limited, Hong Kong
Honorable Mention:
   Project: Palace of International Forums Uzbekistan, Tashkent, Uzbekistan
   Firm: Ippolito Fleitz Group - Identity Architects, Stuttgart, Germany
Honorable Mention:
   Project: Cinema in Shanghai Integrated Commercial, Shanghai, China
   Firm: One Plus Partnership Limited, Hong Kong

Residences
Best of Category:
   Project: Beach Front Residence, Vancouver, Canada
   Firm: Mitchell Freedland Design, Vancouver, Canada
Honorable Mention:
   Project: Hillsborough Court, Hong Kong
   Firm: Ptang Studio Ltd., Hong Kong

Restaurants
Best of Category:
   Project: OCA Restaurant, Mexico City, Mexico
   Firm: Entasis Architects, Mexico City, Mexico
Honorable Mention:
   Project: Buddies Café, Hong Kong
   Firm: Beige Design Ltd, Hong Kong

- more -
Retail

Best of Category:
Project: Belfry Tashkent, Tashkent, Uzbekistan
Firm: Ippolito Fleitz Group - Identity Architects, Stuttgart, Germany

Honorable Mention:
Project: Rolls, Tokyo, Japan
Firm: sinato inc., Tokyo, Japan

Honorable Mention:
Project: DURAS Daiba, Tokyo, Japan
Firm: sinato inc., Tokyo, Japan

Spas/Fitness/Wellness Centers

Honorable Mention:
Project: Mira Spa, Hong Kong
Firm: CL3 Architects Limited, Hong Kong

BMW Group DesignworksUSA is a proud partner and collaborator in this competition. For more information about the Global Excellence Awards, please visit www.iida.org.

# # #

About International Interior Design Association
The International Interior Design Association (IIDA) is a professional networking and educational association with more than 13,000 Members practicing worldwide in more than 50 countries. IIDA is committed to enhancing the quality of life through excellence in interior design and advancing interior design through knowledge, value and community. IIDA advocates for interior design excellence; nurtures a global interior design community; maintains high educational standards; and supports its Members and the Profession with visionary leadership. For more than 37 years, IIDA has helped reveal new Design talent through a variety of trade show involvement and Interior Design/Architecture competitions honoring local talent, including the Interior Design Competition, Smart Environments Awards and Sustainable Leadership Awards. www.iida.org.

About BMW Group DesignworksUSA
BMW Group DesignworksUSA provides design strategy, research, design development, sustainability consulting, brand communications, 3D modeling, and color, materials, and finish to many of the world’s great brands. In addition to being the creative partner to BMW Group, which includes BMW, MINI and Rolls-Royce Motor Cars, additional DesignworksUSA clients include Boeing Business Jets, HEAD, Hewlett Packard, Microsoft, Saeco, and Sony. The company was founded in 1972 by Charles W. Pelly in Malibu, California, and acquired by BMW Group in 1995. Since December 2009, President Laurenz Schaffer has led DesignworksUSA’s strategy and operations, which includes studios in Los Angeles, Munich, and Singapore. With global resources and clients across a spectrum of forward-thinking industries, DesignworksUSA has an unparalleled understanding of consumers and the world of design that surrounds them, both today and many years into the future. In 2010, Fast Company magazine ranked DesignworksUSA as the world’s “#1 Most Innovative Company in Design,” and among the “Most Innovative Companies for 2010.” www.designworksusa.com.