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# NEWSRELEASE

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## IIDA CELEBRATES DESIGN EXCELLENCE AT UPCOMING DUBAI TRADE SHOW DESIGN COMPETITION WINNERS ANNOUNCED

**CHICAGO, IL USA (April 28, 2011)** – The International Interior Design Association (IIDA) is pleased to recognize exceptional office product Design and Design projects that represent design excellence in two competitions held in conjunction with The Office Exhibition, the Middle East's premier trade event for office fit-outs and high end interior design products and services. The show premiers in Dubai, May 17 – 19, 2011.

The judging panel who reviewed submissions for both The [Middle East Office Awards](#), a product competition celebrating innovation, function and outstanding aesthetic advancements; and The [Decade of Design Competition](#), a competition honoring projects that have made a significant impact on the changing landscape of the UAE, included:

**Julio Braga**, Principal, IA New York

**Alejandro de la Vega Zulueta, IIDA**, and **Ricardo Warman Martinez**,  
Principals, entasis Architects, Mexico City

**Bill Grant, Affiliate IIDA**, President, Grant Design Collaborative, Atlanta

**Joey Shimoda, IIDA**, Principal, Shimoda Design Group, Los Angeles

Commenting on the competition, Cheryl Durst, Executive Vice President/CEO, IIDA said: "IIDA is committed to celebrating exceptional design and the products and projects selected in these two competitions are truly outstanding representations of global design excellence. IIDA looks forward to congratulating these talented designers for their quality work at The Office Exhibition on Tuesday, May 17."

The following Companies were recognized for outstanding products for The [Middle East Office Awards](#):

Best of Category-Seating: **The Total Office/Orange Box**, from UAE, for Group Seating CWTCH

Honorable Mention-Stacking/Training: **Guialmi**, from Portugal, for Basilissa

Honorable Mention-Benches: **Guialmi**, from Portugal, for Panca

Honorable Mention-Tables/Desks: **Guialmi**, from Portugal, for L. System

The judges commented that these products were selected for their sophistication and expressive nature, as well as for their crisp, clean and uncluttered lines.

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For the [Decade of Design Competition](#), the following Design firms were honored for their projects, which evoke a sense of the future while incorporating beautifully restrained, yet worldly and luxurious palates:

**AK Design**, UAE, Best of Category/Corporate Space – Small, for AL Mojil Investment

**HBA International**, USA, Dubai Branch, Best of Category/Hotels, for the Qasr Al Sarab Desert Resort

**Jestico + Whiles**, UK, Honorable Mention/Hotels, for the Yas Hotel

**Draw Link Group**, UAE, Honorable Mention/Hotels, for Hotel Jal Tower Hotel Dubai

**Skidmore Owings & Merrill LLP**, USA, Best of Category/Mixed Use Buildings, for the Public Areas at Residences of Burj Khalifa

All winning projects, products, manufacturers and design firms will be featured on The Office Exhibition website and the IIDA website. Photos are available.

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### ***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 educational initiatives and Interior Design/Architecture competitions honoring local talent, including the Global Excellence Awards with BMW, Interior Design Competition, Smart Environments Awards and Sustainable Leadership Awards. [www.iida.org](http://www.iida.org).

### ***About The Office Exhibition***

The Office Exhibition is the Middle East's premium showcase for high-end products and services which combine to create outstanding working environments. Organized by DMG Events, the show attracts thousands of top tier architectural and interior design firms and end-users from the Middle East and beyond. Now encompassing a wider range of products and services to reflect the ever expanding market and with the addition of the International Interior Design Association (IIDA) as official knowledge partner in 2011, the event has become the most important exhibition for commercial interior design professionals in the GCC region.