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NEWSRELEASE

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IIDA ANNOUNCES GLOBAL EXCELLENCE AWARDS

PRESENTED IN CONJUNCTION WITH BMW GROUP DESIGNWORKSUSA

October 5, 2011, Chicago, IL – The International Interior Design Association announced that the 2011 Global Excellence Awards, an annual international competition honoring the best interior design projects from around the world, is now open for submissions. This global design competition highlights outstanding originality and excellence in the creation of international interior design and architecture projects.

“IIDA’s International Members and Members doing business outside the U.S. have suggested there are subtle nuances and cultural differences for firms designing interiors in Europe, Asia, the Middle East, Africa, Central and South America,” stated Cheryl S. Durst, Honorary FIIDA, LEED AP, Executive Vice President and CEO, IIDA. “Based upon the tremendous response and the number of outstanding submissions we received in 2010, the inaugural year of the competition, we’re excited and proud to be able to again host such a deliberate celebration of the talented teams establishing global excellence in design, particularly with our partner, an internationally recognized brand of design leadership, BMW Group DesignworksUSA.”

BMW Group DesignworksUSA is a proud partner of the competition. “From our studios in Los Angeles, Munich, Singapore and Shanghai, DesignworksUSA creates mobility products and experiences for our parent company BMW Group, and consults with international clients to innovate solutions for everything from subways, yachts and airplanes to computers and urban furniture,” said Laurenz Schaffer, President, BMW Group DesignworksUSA. “We believe in the power of design to create change and success, which makes us a natural partner for the IIDA Global Excellence Awards 2011.”

Winners will be awarded in ten distinct categories, as well as two honorable mentions, and one Global Excellence “Best of Competition” winner will be selected to receive an original, one-of-a-kind crystal award created by Swarovski. The winners will be announced at a special presentation during Maison&Objet, January 21, 2012 in Paris, France.

Submissions will be judged on originality of design and appropriateness of the design solution and the successful integration of design elements. A prestigious, international panel of judges will select the winning design firms and their projects. The entry deadline is November 18, 2011.

Entries are now being accepted on the IIDA website, www.iida.org, or by contacting Jenny Palmer, jpalm@iida.org or 312-379-5177. For more information about the awards and the competition's debut, read IIDA's [Perspective article](#).

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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 12,000 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 38 years, IIDA has helped reveal new Design talent through a variety of education initiatives 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.