

The Middle East's architecture, design, interiors + property magazine

# identity<sup>®</sup>

**DESIGN** AWARDS 2018

MEDIA KIT





Following the immense success of the inaugural identity Design Awards in 2015, identity – the region’s leading monthly magazine dedicated to contemporary design, interiors, architecture, landscape and property – is proud to announce plans for the third annual id Design Awards, to be held in October 2018.

The creation of the first **identity** Design Awards 2015 was in response to readers, advertisers and designers calling for **id** (the region’s first design magazine) to play a pioneering role in organising a programme that will set the standard for design awards, just as we have for magazine publishing.

Launched by Motivate in 2002, **identity** is dedicated to excellence in all forms of design — and regarded and revered as the regional authority on global trends, with a reputation for professional, unbiased and independent editorial content of the highest calibre. These are the attributes that are also applied to the **id** Design Awards.

The criteria for the design awards will remain true to **id**’s proud DNA and will seek to reward **design excellence, originality, sustainability** and **aesthetics**. The entries – to be submitted online – will be independently evaluated by a jury of the highest calibre, with each member renowned for delivering excellence in the design arena.

The judges will seek to identify the best examples of pure, clean, precise and dynamic, contemporary designs for residential, hospitality and public spaces.

The 15 awards will honour designs that go beyond the usual and make bold, brave yet functional statements in the following categories:

- 1 - Residential Interior
- 2 - Residential Exterior
- 3 - Hospitality - Hotels
- 4 - Hospitality - Restaurants
- 5 - Hospitality - Cafés
- 6 - Office Interior - Boutique
- 7 - Office Interior - Corporate
- 8 - Health + Wellness
- 9 - Public Building
- 10 - Outdoor Space
- 11 - Design of the Year
- 12 - Project of the Future
- 13 - Editor’s Choice
- 14 - Lifetime Achievement



Entrants are invited to submit their designs under two main sections – **Exterior and Interior** – which are divided into residential, hospitality, office and public projects.

As **'good design speaks for itself'**, the judges will consider the project concept, design value, overall excellence in contemporary design and respect for the environment. Designs should exude the 'wow' factor in terms of being pure, clean and original.

1 - RESIDENTIAL INTERIOR **SOLD**

Overall design concept in contemporary living spaces: living rooms, kitchens, bathrooms, bedrooms, studies, dining rooms, home cinemas...

2 - RESIDENTIAL EXTERIOR **SOLD**

Rewarding the most outstanding home exteriors: villas, palaces, apartments, compounds, housing developments...

3 - HOSPITALITY — RESTAURANTS **SOLD**

Rewarding the most original design in the hospitality sector: indoor and outdoor restaurants...

4 - HOSPITALITY — CAFÉS

Rewarding the most original design in the hospitality sector: indoor and outdoor cafés...

5 - HOSPITALITY INTERIOR — HOTELS **SOLD**

Rewarding the most original interior in the hospitality sector: lobbies, rooms, bathrooms, conference areas, spas...

6 - OFFICE INTERIOR — BOUTIQUE **SOLD**

Rewarding design in all types of work spaces: increasing efficiency and enhancing the work environment... (office of less than 25 people)

7 - OFFICE INTERIOR — CORPORATE **SOLD**

Rewarding design in all types of work spaces: increasing efficiency and enhancing the work environment...

8 - HEALTH + WELLNESS **SOLD**

Recognising conscientious design in healthcare, spas, gyms, workspaces and homes etc, related to the health and wellness design movement.

9 - PUBLIC BUILDING

Recognising creative design in public space and landmark buildings: airports, stations, schools, libraries, opera houses, malls, embassies...

10 - OUTDOOR SPACE

Rewarding innovative outdoor spaces, installation arts/public arts, parks, gardens, beaches, fountains, hardscaping...

11 - DESIGN OF THE YEAR **SOLD**

Selected from the winners of the nine main categories...

12 - PROJECT OF THE FUTURE **SOLD**

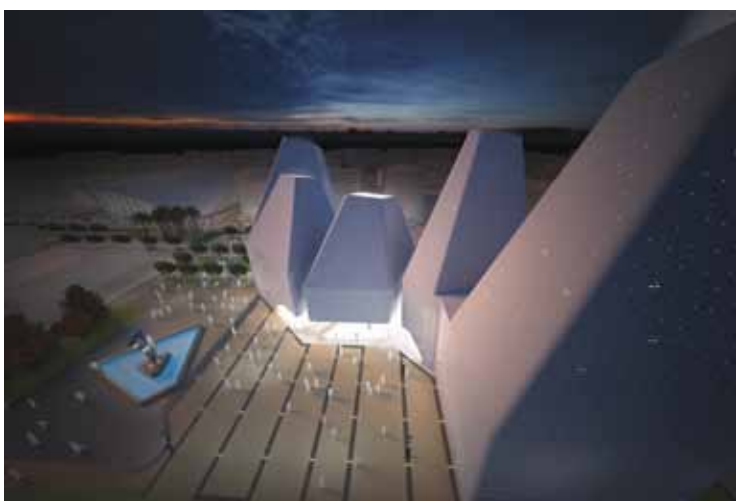
Buildings under construction, to be finished within the next three years, and that are establishing the UAE as a centre of architecture and design.

13 - EDITOR'S CHOICE **N/A**

identity will honour a project/person that has excelled in the GCC design scene over the past year.

14 - LIFETIME ACHIEVEMENT **N/A**

Awarded to the established global architect / figure who contributes most greatly to the region's architectural profile.





Marco Piva



Ludovica + Roberto Palomba



Jean-Philippe Nuel



Keiji Takeuchi

**identity's** jury comprises a number of internationally recognised industry professionals, each highly regarded for their expertise in the design arena.

These architects, designers and industrialists will independently assess the nominations and respect the magazine's reputation for integrity, impartiality and independence. The prestigious 2018 Jury will be headed by Marco Piva. The full 2018 jury will be announced soon.

(Pictured above: Partial list of 2018 juries)



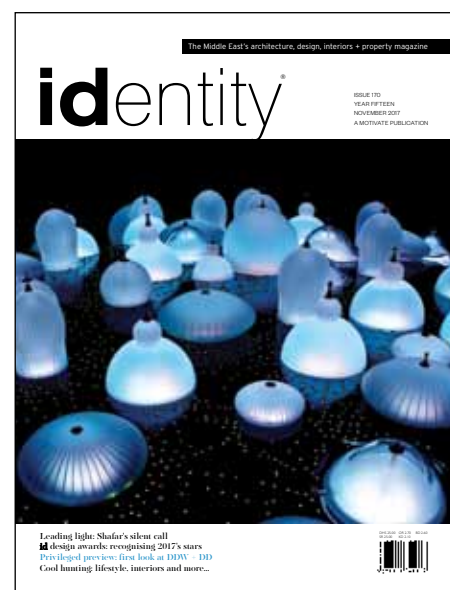
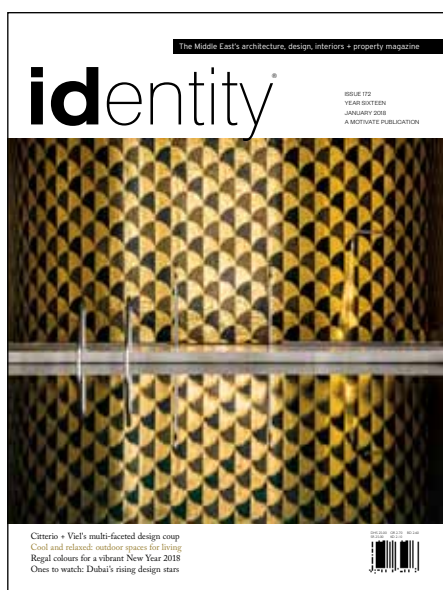
**Date**  
October 14, 2018

**Venue**  
Zabeel House, Al Seef

PRINT	TITLE	DETAILS	JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				VALUE (\$US)
			SUBMISSIONS OPENS				SUBMISSIONS OPENS				PROMOTIONAL AD				PROMOTIONAL AD				WINNERS ANNOUNCED				POST EVENT				
Submissions campaign	identity	FP	1				1																\$7,000.00				
	The Week	FP	2				2																\$24,000.00				
	Gulf Business	FP	1				1																\$11,000.00				
	Emirates Woman	FP	1				1																\$9,000.00				
	Emirates Man	FP	1				1																\$12,000.00				
	Campaign	FP	1				1																\$10,000.00				
Promotional campaign	identity	FP									1				1								\$10,500.00				
	The Week	FP									2				2				1				\$30,000.00				
	Gulf Business	FP									1				1				1				\$16,500.00				
	Emirates Woman	FP									1				1								\$9,000.00				
	Campaign	FP									1				1								\$10,000.00				
	Winners announced	The Week	FP																	1				\$6,000.00			
	Gulf Business	FP																	1				\$5,500.00				
																											\$160,500.00

DIGITAL	TITLE	DETAILS	JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				VALUE (\$US)
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
MPU/ Leaderboard/ Half-page	Whatson.ae	1 insert = 25k impressions	1																								\$5,000.00
	Campaignme.com		2																								\$10,000.00
EDM	Identity	Database	1				1				1				1				1				1				\$2,640.00
	Emirates Woman	Database	1				1																				\$14,770.00
Elevision (3 minute loop)	Media City & DIFC	15 second slot			1	1	1	1																			\$11,450.00
																											\$43,830.00

**TOTAL** **\$204,330.00**





#### PRE-EVENT BENEFITS

- 'In Association with' lock-in logo created with event logo. Sponsor's logo to be a maximum of 30% relative to event logo
- Logo on all event collateral, plus media plan worth over US\$200,000
- Logo on event e-invitations, website and e-mail campaigns
- A 250-word company profile on the event website
- Two full-page advert in **identity** magazine (valued at US\$6,650)

#### AT THE EVENT BENEFITS

- Presentation of two award categories
- Ten invitations to entertain clients
- Black and white logo on all branding at the event, including (but not limited to) photo backdrop, welcome boards, outdoor banners, presentation screens, menus and gift bag luggage tags
- Full-page advertisement in the digital event programme – emailed to guests upon arrival
- Activation space in the **identity** design gallery (to be managed and produced by sponsor) to showcase your products and services (on-site sponsor's collateral, display and merchandise to be shared and pre-approved by **identity** one month before the event. No roll-ups stands allowed.)
- TVC at the event (30 seconds maximum)
- Opportunity to provide a 'design' gift (pre-approved) or USB stick, for insertion in the gift bag. As part of **id**'s support of sustainable practices printed matter is discouraged.



#### POST-EVENT BENEFITS

- Comprehensive post-event report
- Listed in post-event coverage
- Logo on official post-event letter sent to all winners





#### PRE-EVENT BENEFITS

- Logo on all event collateral, plus media plan worth over US\$200,000
- Logo on event invitations, website (including 150-word company profile) and e-mail campaigns
- 1 full-page advert in **identity** magazine (valued at US\$3,500)

#### AT THE EVENT BENEFITS

- Presentation of one award category
- Ten invitations to entertain clients
- Black and white logo on all branding at the event, including (but not limited to) photo backdrop, welcome boards, outdoor banners, presentation screens, menus and gift bag luggage tags
- Activation space in the **identity** design gallery (to be managed and produced by sponsor) to showcase your products and services (on-site sponsor's collateral, display and merchandise to be shared and pre-approved by **identity** one month before the event. No roll-ups stands allowed.)
- Opportunity to provide a 'design' gift (pre-approved) or USB stick, for insertion in the gift bag. As part of **id**'s support of sustainable practices printed matter is discouraged.

#### POST-EVENT BENEFITS

- Comprehensive post-event report
- Listed in post-event coverage
- Logo on official post-event letter sent to all winners





#### PRE-EVENT BENEFITS

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- Logo on event collateral, plus media plan worth over US\$200,000
- Logo on event invitations, website (including 250-word company profile) and e-mail campaigns
- 1 DPS advert in **identity** magazine (valued at US\$6,650)
- 1 EDM sent to 15,000 subscribers of Motivate's luxury lifestyle database (valued at US\$3,300)

#### AT THE EVENT BENEFITS

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- Two cars on display at the hotel entrance (platform, lighting and management to be provided by the client)
- Opportunity for judges to experience the car by means of pickup and drop-off service
- Option to have a hooked flyer placed on the rear-view mirror in all valet cars with brand message and offer (e.g. 'Rather be driving a [insert your brand]? Book your test drive now')
- Logo on all branding at the event, including photo backdrop, welcome boards, outdoor banners, presentation screens, menus and gift bag luggage tags

- Full-page advertisement in the event programme
- Twenty invitations to entertain clients
- Presentation of 2 awards
- TVC at the event (30 seconds maximum)
- Opportunity to provide a 'design' gift (pre-approved) or USB stick, for insertion in the gift bag. As part of **id**'s support of sustainable practices printed matter is discouraged.

#### POST-EVENT BENEFITS

.....

- Comprehensive post-event report
- Listed in post-event coverage
- Logo on official post-event letter sent to all winners



Mouse bottle opener from Alessi



Kastehelmi candle holder from iittala



Moxie bluetooth speaker from Kohler



Sports towel and ambient spray from Luxury Visions



48,000 year-old Kauri wood ruler by Terry Dwan for RIVA 1920



Italian chocolates by Guido Gobino



Moxie bluetooth speaker from Kohler



Desk accessories from Lobo & Listone

#### PRE-EVENT BENEFITS

- Logo on gift bag collateral
- Logo on all event collateral, plus media plan worth over US\$200,000
- Logo on event invitations, website (including 100-word company profile) and e-mail campaigns

#### AT THE EVENT BENEFITS

- Five invitations to entertain clients
- Black and white logo on all branding at the event, including (but not limited to) photo backdrop, welcome boards, outdoor banners, presentation screens, menus and gift bag luggage tags
- Provide a 'design' gift (pre-approved) or USB stick, for insertion in the gift bag. As part of **id**'s support of sustainable practices printed matter is discouraged.

#### POST-EVENT BENEFITS

- Comprehensive post-event report
- Listed in post-event coverage
- Logo on official post-event letter sent to all winners



Gift bag from Kvadrat Maharam



*"We were very pleased with our exposure and your great support. Thank you. It was super well attended as well, we enjoyed networking throughout the evening. Well done to you and your excellent team!"*  
- Dina Karam Fekih, Kartell



*"Thank you dear identity team All members of the Swiss Bureau team is really honored and proud to have won a new Identity award! Thank you again for this beautiful evening! It was a success!"*  
- Joakim de Rham, Swiss Bureau



*"Beautiful venue and interesting choice of layout at identity Design Awards. Editor, Catherine Belbin kicks off proceedings! Good luck to all architects and interior firms."*  
- Dale Welch, Autodesk



*"I just wanted to send across a short note to thank you for a wonderful evening! Stuart, Sara and I thoroughly enjoyed ourselves and look forward to entering some great projects at next year's awards."*  
- Jay Stallard, AAID

## RESIDENTIAL INTERIOR

**Agi Architects**

Three Gardens House – Kuwait

## RESIDENTIAL EXTERIOR

**desert INK**

Private Villa

## HOSPITALITY INTERIOR – HOTEL

**LW-Multi Design**

Le Royal Méridien Beach Resort &amp; Spa

## HOSPITALITY – RECA

**LW-Multi Design**

Siddharta Lounge, Grosvenor House

## PUBLIC BUILDING

**OMA**

Concrete

## OFFICE INTERIOR - BOUTIQUE

**Pallavi Dean Interiors**

Private Office

## OFFICE INTERIOR - CORPORATE

**Swiss Bureau Interior Design**

Unbox Office

## RETAIL INTERIOR

**Wanders Wagner Architects**

Hautletic

## OUTDOOR SPACE

**AE7**

Dubai Water Canal (Pedestrian Bridge 2)

## MOST PROMINENT UAE PROJECT

**Ateliers Jean Nouvel**

Louvre Abu Dhabi

## DESIGNED BY THE WORLD FOR THE GCC

**Gatserelia Design**

Nikki Beach Resort &amp; Spa Dubai

## PROJECT OF THE FUTURE

**Atkins Middle East**

Nabta Town Public Library

## EDITOR'S CHOICE

**Lissoni Associati**

The Oberoi Beach Resort, Al Zorah – Ajman

## LIFETIME ACHIEVEMENT

Sumaya Dabbagh

## DESIGN OF THE YEAR

**AE7**

Dubai Water Canal (Pedestrian Bridge 2)



**ALESSI**

al tayer المطاير للسيارات  
motors للسيارات



**BISLEY**



**CHIVAS**  
LIVE WITH CHIVALRY



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Fashion Council

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Listone

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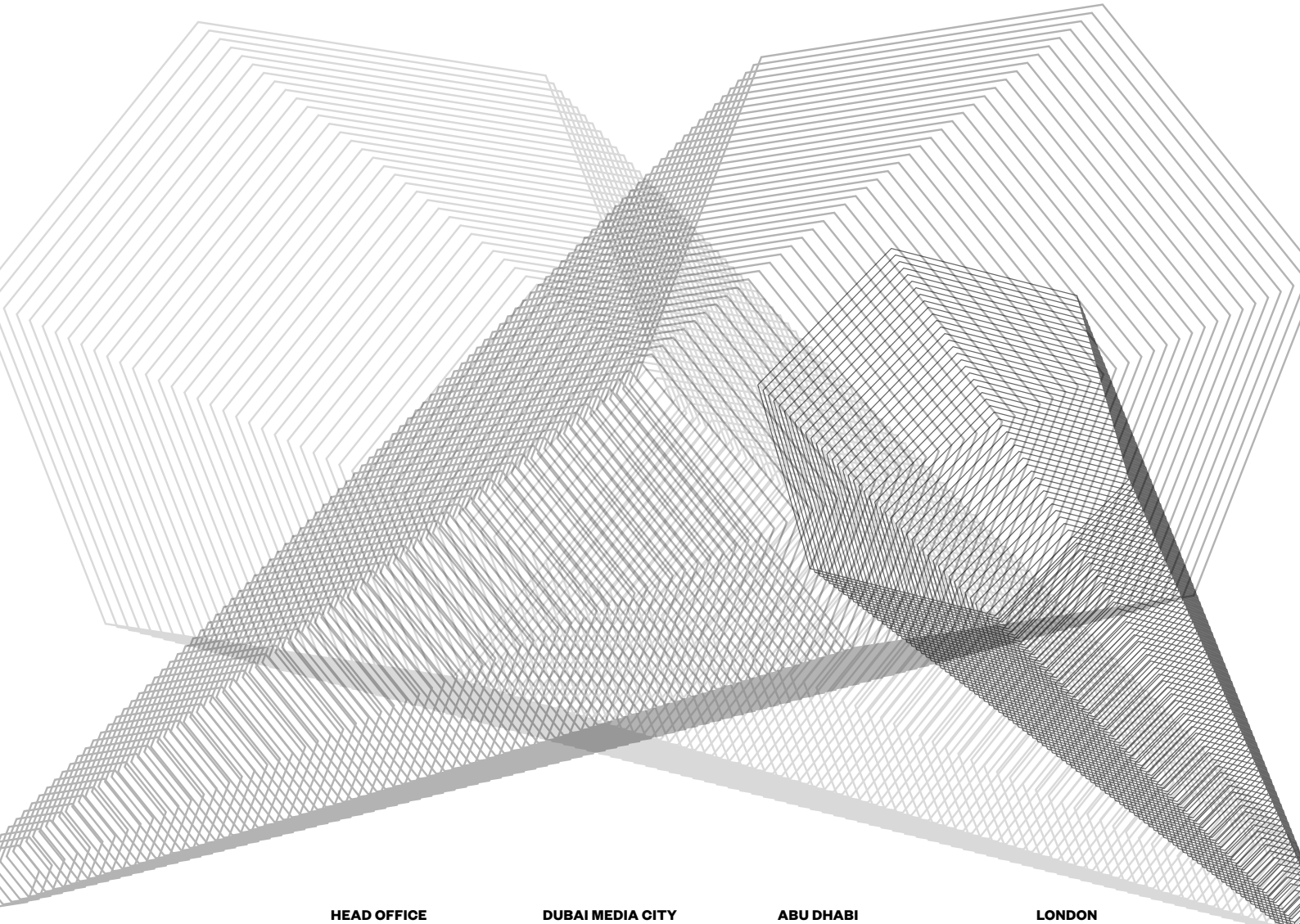
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