

RESIDENTIAL · HOTELS · RESTAURANTS · OUTDOOR

identity[®]

DESIGN AWARDS 2019

MEDIA KIT



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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 fifth annual **id** Design Awards, to be held in October 2019.



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.

Design Categories

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

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

2 - RESIDENTIAL EXTERIOR

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

3 - HOSPITALITY — RESTAURANTS

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

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

6 - OFFICE INTERIOR — BOUTIQUE

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

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

8 - HEALTH + WELLNESS

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

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

12 - PROJECT OF THE FUTURE

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

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

14 - LIFETIME ACHIEVEMENT

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

Jury

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

Once again, architect, interior designer, master planner and industrial designer, **Marco Piva** will serve as Head Juror of the **id** Design Awards. This year we are honoured to have **Alex Michaelis**, of the London/New York-based Michaelis Boyd practice, **Christian Sieger** of Sieger Design, Barcelona-based Italian architect **Teresa Sapey** as well as **Shawn Sullivan**, Rockwell Group Partner and Studio Leader on the jury.

Below: 2019 jury



Marco Piva



Alex Michaelis



Teresa Sapey



Christian Sieger



Shawn Sullivan

DATE
OCTOBER 2019

VENUE
TO BE CONFIRMED



Media plan

identity Design Awards Media Plan 2019

Print	Title	Details													VALUE (\$US)						
			June			July			August			September				October			November		
			Submissions Open			Extended Deadline			Last Call			Tickets				Tickets			Winners Announced		
Submissions open	identity	FP	1															\$	3,750.00		
	Gulf Business	FP																\$	-		
	Emirates Woman	FP	1															\$	5,000.00		
	Campaign	FP	1															\$	5,500.00		
Submissions/Tickets	identity	FP				1			1			1			1			\$	15,000.00		
	Gulf Business	FP				1			1									\$	13,000.00		
	Emirates Woman	FP				1			1			1						\$	15,000.00		
	Campaign	FP				1			1			1						\$	22,000.00		
Winners announced	identity	FP													1			\$	3,750.00		
	Gulf Business	FP													1			\$	6,500.00		

Digital	Title	Details													VALUE (\$US)													
			June				July				August					September				October				November				
			1	2	3	4	1	2	3	4	1	2	3	4		1	2	3	4	1	2	3	4	1	2	3	4	
Website	Identity.ae	Online article	1				1				1				1				1				\$	10,000.00				
MPU/Leaderboard/Half-page	Identity.ae	Digital banners	1				1				1				1				1				\$	16,200.00				
	Whatson.ae		1																				\$	2,980.00				
	Campaignme.com		1																				\$	2,980.00				
EDM	Identity	Newsletter banner	4				4				4				2								\$	6,300.00				
	Identity	EDM	1				1				1				1								\$	16,000.00				
	What's On	EDM	1								1								1				\$	100.00				
Social Media	Identity	Instagram post			1				1				1				1				1						\$	750.00
	Identity	Instagram story	1	1		1	1		1	1	1		1	1	1		1	1	1		1	1					\$	3,000.00
	Identity	Facebook post		1					1				1				1										\$	750.00

\$ 148,560.00



Sponsorship packages

- 8 Headline sponsor
- 9 Category sponsor
- 10 Gift bag sponsor
- 11 Car sponsor

Headline sponsor

PRE-EVENT BENEFITS

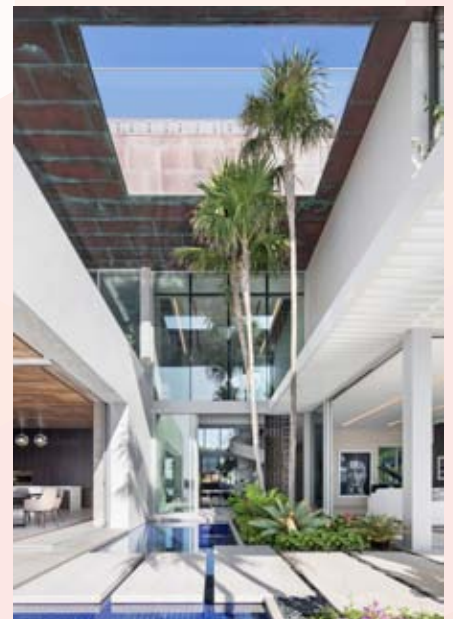
- 'In Association with' lock-in logo created with event logo. Sponsor's logo to be a maximum of 30% relative to event logo
- Logo on all event collateral, plus media plan worth over US\$200,000
- Logo on event e-invitations, website and e-mail campaigns
- A 250-word company profile on the event website
- 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



Category sponsor

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

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
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- Logo on official post-event letter sent to all winners





Gift bag from Kvadrat Maharam using Medina fabric



Ambient spray and diffuser from Luxury Visions



Exotic jam from Style Bangkok



Limited edition post cards by Paola Lenti for Purity



Exclusive voucher from Hacker

Gift bag sponsor

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

Car sponsor

PRE-EVENT BENEFITS

- 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 EDM sent to 15,000 subscribers of Motivate's luxury lifestyle database (valued at US\$3,300)

AT THE EVENT BENEFITS

- 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



Previous sponsors

ALESSI

al tayer الطابير
motors للسيارات



BISLEY



CHIVAS
LIVE WITH CHIVALRY



Global Interior Solutions

مجلس دبي
للتصميم والأزياء
Dubai Design &
Fashion Council

DURAVIT

**EDELMAN
LEATHER**



FANTINI
MOSAICI | MARMI

GALLERIA
(LUXURY VISIONS)



GUIDO GUBINO

Häcker
kitchen.germanMade.
Division of the innerspace Group

homecentre

iittala

INTERCONTINENTAL
DUBAI MARINA

JACOBSONS
accelerate business

jalapeno
A Herman Miller
Dealer Associate

Kartell

KOHLER

**kvadrat
maharam**



LINCOLN

**Lobo &
Listone**

OFIS

1920 R
MADE IN ITALY



The Wellness Company

www.woodfloors.ae
Natural . Sustainable . Desirable

Testimonials



“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

2018 winners

RESIDENTIAL INTERIOR

Sneha Divias Atelier

Villa Bar Al Jissah

RESIDENTIAL EXTERIOR

AGi Architects

Wind Tower

HOSPITALITY - HOTEL

GAJ

Mysk Al Mouj

HOSPITALITY - CAFE

H2R Design

Two at Symphony

HOSPITALITY - RESTAURANT

LW Design

Seventy Seventy

PUBLIC SPACE

LS Design

Leila Heller Gallery

OUTDOOR SPACE

AE7

Al Marmoom Birds Observation Deck

OFFICE - BOUTIQUE

XBD Collective

TAWS Printing

OFFICE - CORPORATE

Swiss Bureau Interior Design

Emirates National Investment (ENI) Office

HEALTH + WELLNESS

WA International

Drift Beach Club

PROJECT OF THE FUTURE

AE7

Covered Ampitheatre

EDITOR'S CHOICE

GAJ + 10 Design

Al Seef

LIFETIME ACHIEVEMENT

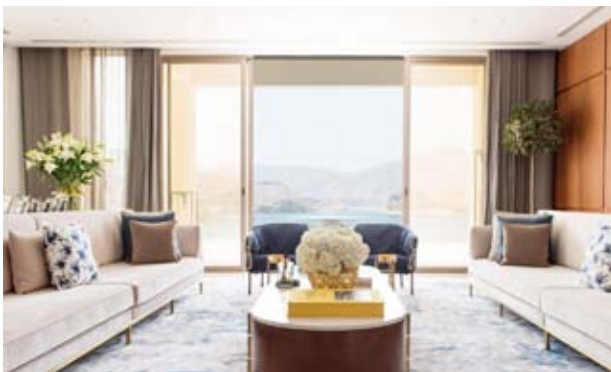
Isabel Pintado

DESIGN OF THE YEAR*

H2R Design

Two at Symphony

*voted for by attendees



For more information

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2018 trophies: Aalto vase by Alvar Aalto for Iitala



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