

ARCHITECTURE, DESIGN, INTERIORS + PROPERTY

identity[®]

DESIGN AWARDS 2020



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 fifth annual **id** Design Awards, to be held in October 2020.

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:

Interiors

1. Residential
2. Office
3. Hotel
4. Restaurant
5. Nightlife
6. Health + Wellness
7. Public Space
8. Design Of The Year

Architecture

9. Residential
10. Commercial
11. Hotel
12. Public Building
13. Cultural Building
14. Design Of The Year
15. Outdoor Space
16. Project of the Future
17. Editor’s Choice
18. People’s Choice Award



Marco Piva



Christian Sieger



Shawn Sullivan



Alex Michaelis



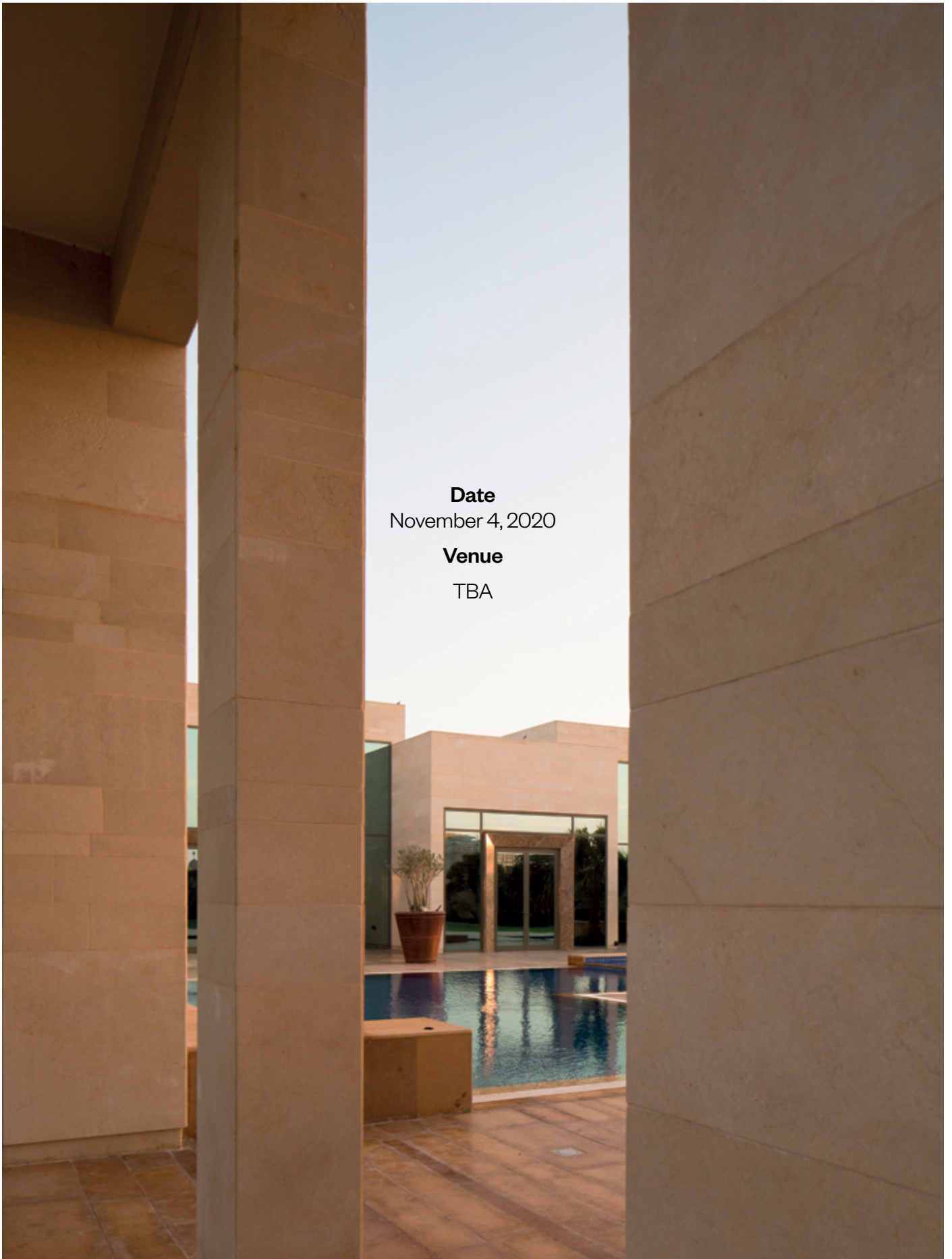
Teresa Sapey

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 was headed by Marco Piva.

Confirmed judges are India Mahdavi and Marco Piva. The full 2020 jury will be announced soon.

Above: 2019 jury



Date
November 4, 2020

Venue
TBA

identity Design Awards Media Plan 2020

Print	Title	Details						VALUE (\$US)
			July	August	September	October	November	
			Submission	Submission	Submission	Ticket sales	Winners Announced	
Nominee & submissions campaign	identity	FP	1	1	1			\$ 11,250.00
	Emirates Woman	FP	1	1	1			\$ 15,000.00
Tickets/Tables or voting	identity	FP				1		\$ 3,750.00
	Emirates Woman	FP				1		\$ 5,000.00
Winners announced	identity	FP					1	\$ 3,750.00

Digital	Title	Details																					VALUE (\$US)				
			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					
Website	identity.ae	Online article	4				4				4				2								\$ 28,000.00				
MPU/Leaderboard/Half-page	identity.ae	Digital banners	1				1				1				1				1				\$ 13,500.00				
EDM	Identity	Database	1				1				1				1								\$ 12,800.00				
		Newsletter banner	4				4				4				2								\$ 4,900.00				
Social Media	Identity	Instagram post		1				1				1				1				1				1			\$ 600.00
	Identity	Instagram story	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1					\$ 3,600.00
	Identity	LinkedIn post	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1					\$ 2,550.00
	Identity	Facebook post	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1					\$ 2,550.00

\$ 79,250.00

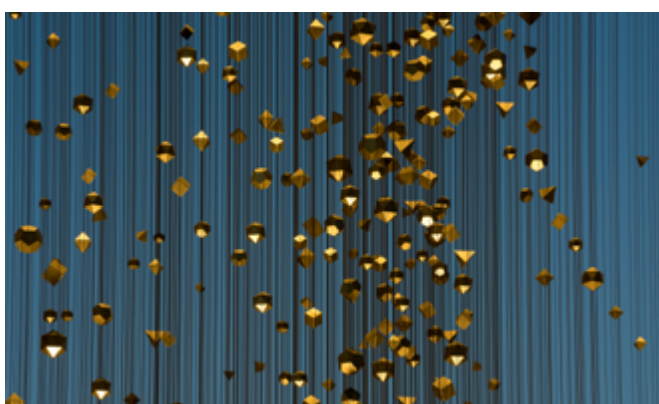


PRE-EVENT BENEFITS

- '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

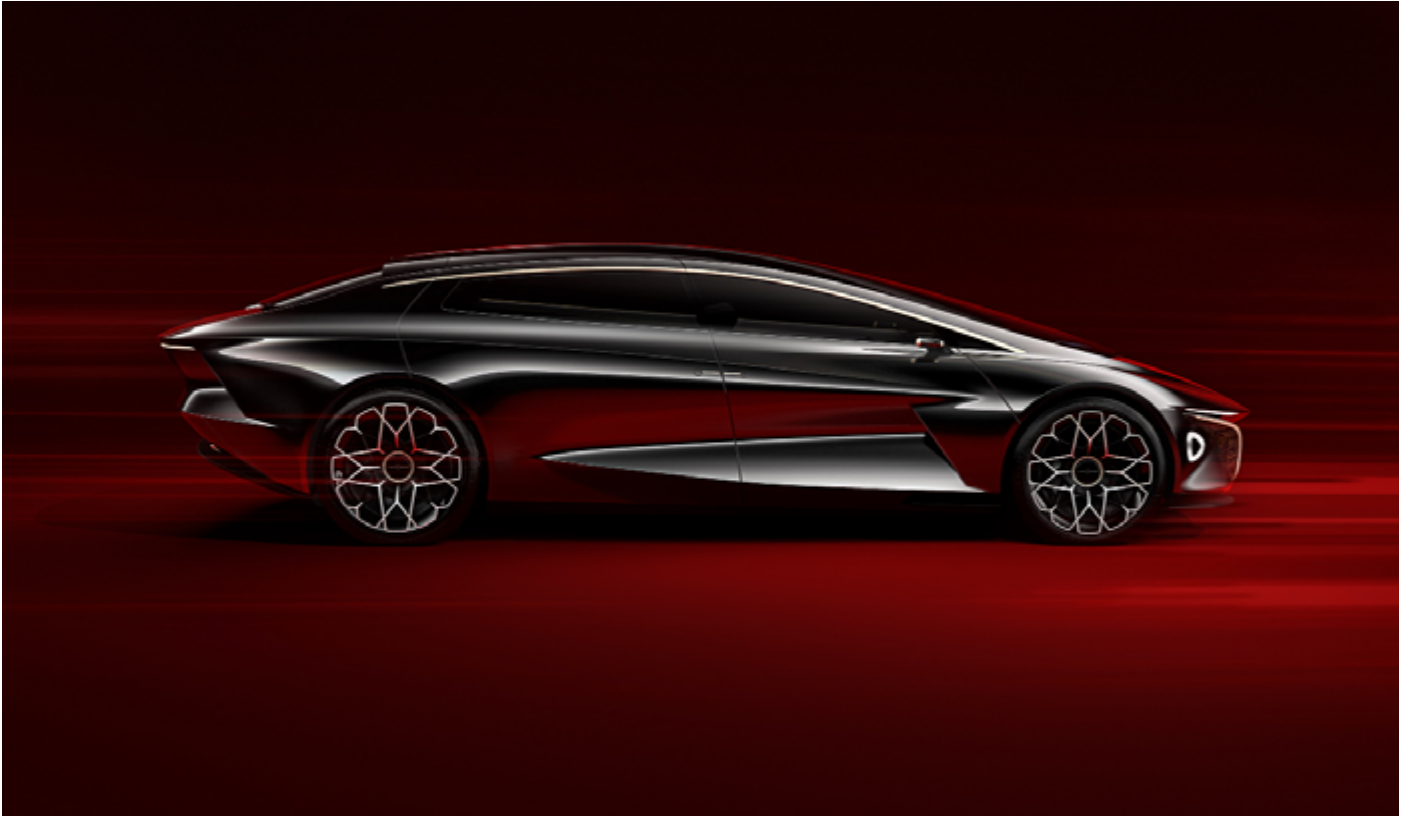
- Logo on all event collateral, plus media plan worth over US\$200,000
- Logo on event invitations, website (including 150-word company profile) and e-mail campaigns
- 1 full-page advert in **identity** magazine (valued at US\$3,500)

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

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



Ambient spray and diffuser from
Luxury Visions



Limited edition post cards by
Paola Lenti for Purity



Exclusive voucher from Hacker



Special jam from Style Bangkok,
commissioned by the King of Thailand

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 using Medina fabric



"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



"The venue and organization of the event was so lovely! It is such a refreshing feeling to know the judging panel was from an international background giving such credibility to the process."
- Bruno Guelaff, Studio Bruno Guelaff

identity Design Awards: 2019 winners

RESIDENTIAL INTERIOR - APARTMENT KCA International Designers The Residences at Caesars Palace Bluewaters	HOSPITALITY INTERIOR - HOTEL ANARCHITECT Al Faya Lodge	PROJECT OF THE FUTURE ROAR Armed Forces Officers Club and Hotel
RESIDENTIAL INTERIOR - VILLA Villa Lumiere Studio Bruno Guelaff	HOSPITALITY INTERIOR - CAFÉ LW Design Zeste Café	EDITOR'S CHOICE NIU Stone House
OFFICE INTERIOR - BOUTIQUE ROAR Sheraa University of Sharjah	PUBLIC BUILDING ROAR Ora Nursery of the Future	LIFETIME ACHIEVEMENT LW Design
OFFICE INTERIOR - CORPORATE Swiss Bureau Interior Design Property Finder	HEALTH + WELLNESS H2R Design Rose Poudre	DESIGN OF THE YEAR PEOPLE'S CHOICE AWARD* H2R Design Rose Poudre <small>*voted for by attendees</small>
HOSPITALITY INTERIOR - RESTAURANT LW Design Toro Toro	OUTDOOR SPACE desert INK Al Faya Lodge	



ALESSI

al tayer المطاير للسيارات
motors للسيارات



BISLEY



CHIVAS
LIVE WITH CHIVALRY



Global Interior Solutions

مجلس دبي
للتصميم والأزياء
Dubai Design &
Fashion Council

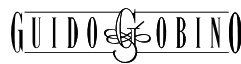


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