

PRESS RELEASE

Amsterdam,
13 September 2007

The Great Indoors Award 2007 Flooded With Entries

THE GREAT INDOORS AWARD 2007

CELEBRATING THE BEST
— INTERIOR DESIGN
— WORLDWIDE

Held for the first time this year, The Great Indoors Award – established to promote interior design – has been swamped by a veritable deluge of entries. Organisers of The Great Indoors 2007 have received submissions for registration from no fewer than 275 participants, representing 29 countries and five continents. Remarkable is the impressive number of designers from Germany, Australia, the United Kingdom, China, Japan and the United States. Everyone involved is overjoyed with the quality of the submitted projects and the diversity of the participants, a group that ranges from young unknowns to internationally acclaimed design studios.

Guus Beumer, director of NAI Maastricht and Marres and cofounder of the The Great Indoors initiative – along with Robert Thiemann, editor in chief of Frame magazine – is thrilled with the response: ‘Robert and I felt the importance and urgency of creating both this award and a platform for debate on the role of interior design. We’re incredibly happy with the number and the superb quality of the projects that have been submitted. Our instincts about the need for an initiative like this one and about the significance of the subject have been confirmed. What’s really struck us is the enormous number of entries in the categories Show & Sell and Relax & Consume.’

Designers, architects and clients had until 8 September to register for participation in one of four award categories: Show & Sell (retail), Relax & Consume (leisure), Concentrate & Collaborate (work) and Serve & Facilitate (public). Designers and architects were also invited to register for participation in a fifth category: Interior Design Firm of the Year. In mid-September, the nominating committee – consisting of Rob Wagemans, Gerrit Schilder, Huub Smeets, Kiki Niesten, Richard Hutten, Irma Goedemondt, Hans Koense and Paul Rinkens – will select five projects in each category and present these five short lists to an international jury. The 25 nominees for The

Great Indoors Award will be announced publicly in the fourth week of September. Winners will be honoured at The Great Indoors Award ceremony on Saturday, 17 November 2007, in Maastricht, the Netherlands. The Great Indoors Award has a total amount of €50,000 in prize money for the winners, which ranks it among the largest prizes in interior design.

THE GREAT INDOORS 2007

The Great Indoors is a new, biennial, international interior design award. Interior design – currently the most vital field of the design profession – combines the disciplines of fashion, architecture, and product design. By signalling the best interior design world-wide, The Great Indoors AWARD wishes to celebrate the best-realised projects biennially, thus raising the quality of interior design. The Great Indoors CONFERENCE aims to contribute to the international discourse on and the growing importance of interior design. In addition, The Great Indoors WORKSHOPS intend to give a positive impulse to design education and to the positions of both designers and clients within interior design.

Initiators of The Great Indoors are Frame magazine, Marres, Centre for Contemporary Culture (Maastricht, NL), and the Netherlands Architecture Institute Maastricht (Maastricht, NL). The province of Limburg and the city of Maastricht are providing generous support for award, conference, and workshops.

The Great Indoors conference takes place during Woonevent Maastricht and Designroute Maastricht.

Not for publication:
For more information on the programme and registration for the conference and award, please have a look at www.the-great-indoors.com or contact Inneke Moors, press@the-great-indoors.com, T. +31 (0)6-28 43 55 42.