

Press release  
Amsterdam, 15 August 2007

CELEBRATING THE BEST  
— INTERIOR DESIGN  
— WORLDWIDE

# THE GREAT INDOORS AWARD 2007

## **The Great Indoors 2007 presents: international conference Branded by Space**

AWARD CONFERENCE WORKSHOPS

Maastricht, Netherlands  
16-18 November 2007

**The Great Indoors, a new European interior design event, organises its first international conference ‘Branded by Space’ on Saturday 17 November 2007. In the former Sphinx factory in Maastricht, the format of a magazine will be transformed into a three-dimensional decor in which experts, top designers and authoritative journalists focus on the role of interior design in the expression of identity. Speakers are amongst others Mark Wigley, Li Edelkoort, Hella Jongerius, Fabio Novembre, Jürgen Mayer H., Guus Beumer and Robert Thiemann.**

### **Interior is identity**

Increasingly, commissioners use the interior as an instrument to present an image of their organisation. Interiors are no longer pure functionally decorated spaces without any spatial experience. Completely in line with the ‘experience economy’ of the third millennium, the new generation of interiors is more and more used as a business card. A three-dimensional logo. By means of an interior, organisations express the values they represent. The interior has become a tool as part of the marketing mix of organisations, deployed in major external brand operations as well as in the internal expression of values and organisation identity.

### **Theme: the growing importance of interior design**

The conference Branded by Space researches the growing importance of interior design, in both the private and public domain, and will focus on the role of interior design as a producer of identities, by presenting inspiring examples from all over the world. Not only specific interiors such as hotels, offices and restaurants, but also projects in the public domain and in urban planning will be put forward. Aesthetic, formal, technical, and social issues concerning interior design will be addressed from both the clients’ and the designers’ perspective. The conference offers a unique opportunity to share the visions and experience of international design experts and some of the world’s most talented designers.

### **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 worldwide, 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.*

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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](http://www.the-great-indoors.com) or contact Anneke Moors, [press@the-great-indoors.com](mailto:press@the-great-indoors.com),  
T. + 31 (0)6 – 28 43 55 42.