

**JURY  
REPORT  
2015**

**Celebrating the  
best interiors  
worldwide**

**THE  
GREAT  
INDOORS  
AWARD**

**FOREVER  
NOW**

**THE GREAT  
INDOORS  
AWARD 2015**



**JURY REPORT**

# FOREVER NOW

The jury of The Great Indoors Award 2015 honours radical and social approaches to interior design.

Forever Now is the theme of The Great Indoors Award 2015. The theme addresses our inclination to colonize past and future in a desire for something new, a tendency that results in an overt celebration of façade, aesthetic form and the commodity. This description might lead one to think of the field of design as a shallow discipline. The challenge facing the jury, however, was to select designs that define the *now* – projects emerging from an attitude that requires our attention to what is current, urgent and actual.

The jury of The Great Indoors Award 2015 consisted of:

**BRENDAN CORMIER**

Curator, Victoria and Albert Museum, London

**NORA FEHLBAUM**

Co-CEO, Vitra, Basel

**ALEXIS GEORGACOPOULOS**

Director, ÉCAL, Lausanne

**JASPAR JANSEN**

Designer and cofounder, i29, Amsterdam

**DEYAN SUDJIC**

Director, Design Museum, London

While formulating criteria for assessing the 271 submissions, certain members of the jury looked for 'spatial solutions that respond to the location and the client's identity' and for 'concepts of how we control spaces and their representation'. Others pointed out designs in which 'technology and materials communicate the contemporary condition of global connectivity'. The jury concurred in its assessment that the best projects 'should be flexible and sustainable but, above all, should push the boundaries of how we inhabit spaces, both culturally and socially'. In conclusion, the jury emphasized the search for ideas, because, in the words of Deyan Sudjic: 'If we're not judging ideas, then we're just judging appearances.'

In light of his statement, it will come as no surprise that the award winners display a radical, often social approach to designing interiors. In RAAAF's ideas about future office life, chair and desk have made way for an activating workscape. India Mahdavi's pink colour scheme and inclusion of art work for London restaurant Sketch marvellously evokes *fin-de-siècle* tea parlours, but with a distinctly modern twist. The ceramics store that Yusuke Seki designed in Nagasaki invites visitors to walk on what seems to be an installation of stacks of precious earthenware, which turn the showroom into an exciting visceral and acoustic experience. And what about the hotel that AllesWirdGut (German for 'all will be well') built in Vienna? It features 78 'designer rooms' for conventional guests and two apartments for refugees awaiting asylum. It puts the haves and the have-nots under one roof, facilitating an exchange between travellers who arrive by choice and those accommodated by necessity.

As this handful of examples makes abundantly clear, Forever Now is a theme that provides room for multiple interpretations. What follows is an enumeration of all the nominees of The Great Indoors Award 2015.

Saskia van Stein, *Bureau Europa*

Valentijn Byvanck, *Marres*

Robert Thiemann, *Frame Publishers*

# CONCENTRATE & COLLABORATE

## WINNER

### **RAAAF END OF SITTING, AMSTERDAM**

— Although all submissions to the competition are thoughtful and well executed, not all of them push the boundaries and show us new ideas. This project is a prototype and a wonderfully creative attempt to think spatially about future workscapes. Formally reminiscent of Zaha Hadid's early paintings, the design is not about taste but about the subject being addressed. Will we, in 20 or 50 years, be working while leaning over, lying down or standing up?

### **EX INTERIORS**

#### **ROYAL AUPING, DEVENTER**

— Many of today's workplaces have been designed especially for office management; they facilitate the work of medium- to top-level managers and employees. In this building, the designers make an effort to accommodate factory workers as well. The unusual and well-executed scheme is based on a combination of natural materials and clear perspectives.

### **MARCO COSTANZI ARCHITECTS**

#### **FENDI HEADQUARTERS, ROME**

— The design brings life to the interior of fascist monument Palazzo della Civiltà Italiana, also known as Rome's Square Colosseum. This is in itself an achievement, since the building was designed originally as no more than a façade for showing off Mussolini's architectural ambitions. Both office and showroom fluently speak the high-end, glamorous language of the client.

### **STUDIO O+A**

#### **UBER OFFICE 11TH FLOOR, SAN FRANCISCO**

— Uber represents a new breed of business in the service industry, and its offices express the essence of its innovative concept. This is the shape of now – a space that reflects the rhetoric of the casual; it encapsulates various atmospheres that facilitate informal gatherings, conveys today's fantasy about future office life, and sets a new norm for workplace design.

### **NERI&HU DESIGN**

#### **AND RESEARCH OFFICE**

#### **FLAMINGO: THE ATTIC, SHANGHAI**

— This well-designed, atmospheric workplace marks a layered attempt to open up the attic for professional use. With its dark colour scheme and rigorously disciplined lines, the office of consultancy firm Flamingo is a stagelike space imbued with a literary, neo-Victorian ambience.



RAAAF



Ex Interiors



Studio O+A



Marco Costanzi Architects



Neri&Hu Design and Research Office

# SERVE & FACILITATE

## WINNER

### **ALLESWIRDGUT ARCHITECTS**

#### **MAGDAS HOTEL/HOUSING, VIENNA**

— A project that deals with a notably topical and urgent social situation, Magdas is a hotel that welcomes conventional guests and 'newcomers' in the same manner, making no distinction between their financial circumstances and/or nationalities. A mix of second-hand furniture, natural materials and soft tones, the hotel has a homey feel. Of all the competition entries, it has the most visible social purpose, enabling encounters among users with the help of design.

#### **MINISTERIE VAN VERBEELDING**

##### **PUBLIC LIBRARY, GOUDA**

— Housed in an old factory, Gouda's public library aims to redefine the ways in which knowledge, literature and culture are made accessible and available to a wide audience. A composite of functions, the design plays with the building's 19<sup>th</sup>-century listed architecture. Among other moments of surprise and wonder, users discover a lush green courtyard.

#### **MATSUYA ART WORKS KTX ARCHILAB**

##### **KAWAII PREPARATORY SCHOOL, KOBE**

— The architects' display for a school on a busy street opens up and 'advertises' the building. Bright colours and geometric forms appeal to a target audience of young girls. In a highly competitive environment with lots of schools, such a display seems to be an effective way to attract pupils. It can be seen as a shop window with a functional programme that includes spaces for formal meetings, classroom activities and casual get-togethers.

#### **A2 ARQUITECTOS**

##### **KALEIDOSCOPE: SPACE FOR CHILDREN, PALMA DE MALLORCA**

— A series of playful objects turns a former squash court into a playground for kids. Variables such as external elements, natural light and youngsters on the move generate a range of shadows and reflections, modifying the space and producing multiple worlds that invite children to enter. A performative and visually gratifying design.

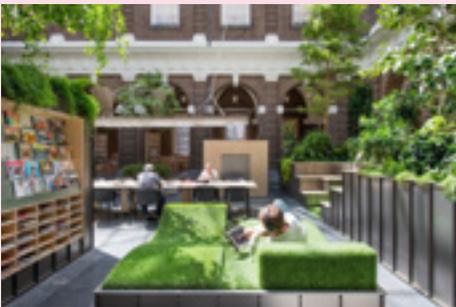
#### **G ARCHITECTS STUDIO**

##### **SHED OF LEAF: MEMORIAL AND SPACE FOR CONTEMPLATION, IBARAKI**

— With simple means, an existing structure is transformed into a place that prompts visitors to contemplate the tsunami of 2011. The ephemeral gesture combines a simple interior with elements such as wind, reminding us of the force of nature and renewing awareness of the constant state of flux that influences every facet of our lives.



AllesWirdGut Architects



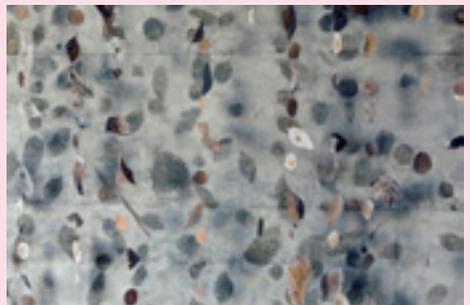
Ministerie van Verbeelding



A2 Arquitectos



Matsuya Art Works KTX ArchiLAB



G Architects Studio

# SHOW & SELL

## WINNER

### **YUSUKE SEKI MARUHIRO FLAGSHIP STORE, NAGASAKI**

— To show and sell earthenware in a store with a floor of cast-concrete bowls is not only a functional mode of advertisement – the shop’s open façade reveals a stunning installation of the products – but also a dilemma for visitors, who wonder whether they can walk on the surface. Taking the risk, many seize the opportunity to make selfies. This layered approach to retail design is worthy of further consideration.

## **XML**

### **HIC WHITESTORE, AMSTERDAM**

— Visitors to Amsterdam’s red-light district now have a pristine shop that stocks hangover medicine. A design reminiscent of contemporary art installations, Whitestore shows how retail outlets might function in the future. The design rigour that went into this project makes a strong substantive statement.

## **LOT-EK**

### **ARCHITECTURE & DESIGN**

#### **BAND OF OUTSIDERS**

#### **FLAGSHIP STORE, TOKYO**

— The designers’ installation features rotating display elements that are as eye-catching as they are functional. Referencing the interior of a clock, the flagship hints at the seasonal rhythm so familiar in fashion. Modular display units provide a flexible solution with a distinctive twist that is both nostalgic and futuristic.

## **STUDIO MAKKINK & BEY**

### **HUISRAAD (DUTCH FOR HOUSEHOLD GOODS’) EXHIBITION, TILBURG**

— It is not easy to display textile in an experiential manner within a gallery context. In an effort to immerse visitors in an elegant and interesting scenographic setting, the designers craft a space that is light, elegant and filled with visual references.

## **NERI&HU DESIGN AND RESEARCH OFFICE**

### **DESIGN REPUBLIC DESIGN COMMUNE, SHANGHAI**

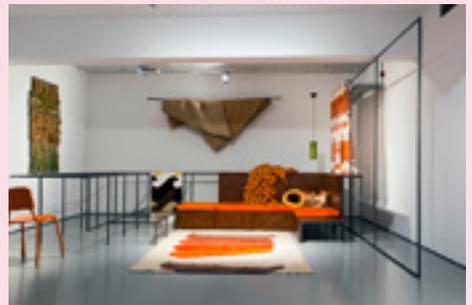
— Preservation is a topic seldom explored by the makers of Shanghai’s rapidly changing built environment. The architects and developers of this project brave the desire for newness without taking a historicizing approach. The space, with its great vistas and sightlines, serves a retailer that needs a spatially refined backdrop for its high-end interior products.



Yusuke Seki



XML



Studio Makkink & Bey



Lot-Ek Architecture & Design



Neri&Hu Design and Research Office

# RELAX & CONSUME

## WINNER

### INDIA MAHDAVI THE GALLERY AT SKETCH RESTAURANT, LONDON

— A pink room with chairs and tables that look like lavishly decorated cupcakes or a *fin-de-siècle* tearoom? This place is all about being different. It's a total environment that challenges preconceptions by appealing to our senses in a dramatic way. Apart from its adventurous colour choice, the space is dotted with intriguing details and beautiful framed illustrations by David Shrigley.

#### OHLAB

##### SALA DE DESPIECE RESTAURANT, MADRID

— With one grand gesture, Ohlab makes the most of a tiny space in Madrid: a white cutting board that runs through the entire interior allows for preparing, cooking and eating food. The metaphor and its materialization are consistent with the fish dishes on the menu. An intelligent, effective use of material and space.

#### ALATAŞ ARCHITECTURE & CONSULTING

##### DARDENIA RESTAURANT, ISTANBUL

— The restaurant offers a rare aesthetic combination of production and consumption. Thanks to a transparent floor in the dining area, guests have a theatrical view of the kitchen. The light, airy interior is enhanced by the use of striking contrasts.

#### CADENA + ASOCIADOS CONCEPT DESIGN

##### HUESO RESTAURANT, MONTERREY, NUEVO LEÓN

— There's lots of strange stuff going on in this *cabinet de curiosités*. Dipped in a powdery white coating, the interior is a pastiche of bones designed to evoke Mexico's surrealist tradition and macabre All Souls' Day. It's a dreamy place – and is conjuring dreams not a major goal of any good restaurant?

#### MMX ARCHITECTEN WITH JORD DEN HOLLANDER

##### LOFT LETTERS: BOTEL, AMSTERDAM

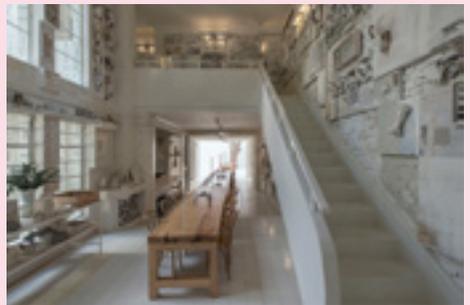
— A very smart spatial design that envelops pop culture and draws hordes of visitors, Loft Letters converts what might have been unsightly signage atop a boat into a brilliant marketing device. The makers see their work as a Robert Venturi 'Duck': a novel composition of compact hotel rooms with views of the Amsterdam river IJ.



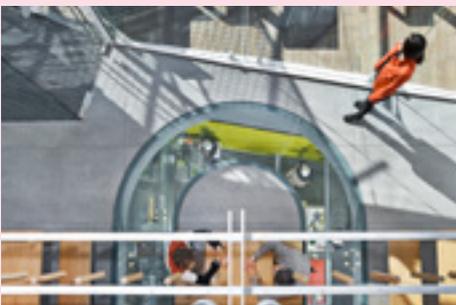
India Mahdavi



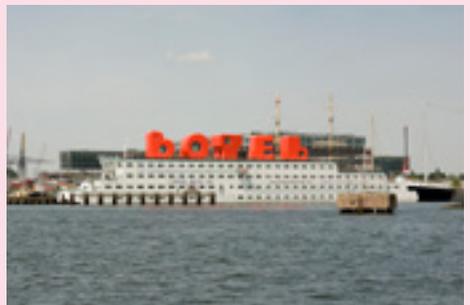
Ohlab



Cadena + Asociados Concept Design



Alatas Architecture & Consulting



MMX Architecten with Jord den Hollander

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**FRAME**  **Marres** 

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