

The image is a cover for an IDEA 2021 fact sheet. It features a central photograph of a blue pen with the word 'idea.' embossed on it. The pen is set against a blurred background of other pens. Overlaid on the image are two large, bright yellow 'X' marks, one at the top and one at the bottom. The word 'idea.' is written in a large, bold, yellow sans-serif font across the middle of the image.

**idea.**



## IDEA 2021

Returning for the 19th year, the Interior Design Excellence Awards is Australia's largest and most successful independent design awards program.

### FAST FACTS

- Early bird entries open Friday 26 February 2021
- Early bird entries close Sunday 2 May 2021, 11:59pm AEDT
- Standard entries open Monday 3 May 2021
- Final entries close Friday 11 June 2021, 6pm AEDT
- Shortlist announced August 2021
- Winners announced November 2021

### HOW TO ENTER

## 1. REGISTER THROUGH THE ONLINE PORTAL

To make the entry process as smooth as possible, IDEA is facilitating the award entries through an online portal. Follow the 'enter here' link from the IDEA website to create an account and password. You will be able to save your progress as you go and return at any time to complete your application (before the deadline!).

## 2. SELECT YOUR CATEGORY

IDEA consists of 14 categories and all attract an entry fee with the exception of Object – Furniture and Lighting (Rising).

### COLOUR

This category is awarded to the submission that the jury believes demonstrates the most outstanding use of colour in a project. The winner will be the project that is deemed to have used colour, including black and white, to the best possible outcome – whether for aesthetics, form delineation, utility or brand presence. As appropriate to the project, colour used in wall, floor, ceiling, interior, exterior, furnishings, lighting, objects and art will all be considered, as will balance, fluidity and relevance of colour use. Originality will also be considered.

### EVENT

Pop-up shops, theatrical staging, exhibitions, marquees and other temporary installations-cum-event spaces are eligible for entry into this category. While clever, readily demountable design is likely to dominate here, the manner in which it contributes to the experience of the event itself is of course absolutely key.

### HOSPITALITY

Cafés, bars, restaurants, wellness centres, spas, gyms and hotels are eligible for this category. Functionality and smart planning are important considerations for the jury here, but just as important will be the ways in which the design

works with the program and personality of the venue to deliver that all-important memorable experience, drawing the clientele back for more.

### INSTITUTIONAL

This category is open to any interior design projects funded by a public body and/or that are dedicated to public care. Projects suitable for inclusion are institutional buildings such as schools, colleges, universities, hospitals, medical centres, aged care facilities, nursing homes and prisons.

### INTERNATIONAL

This award recognises Australian design excellence in the interior design of a project overseas. Qualities under consideration include decoration and spatial acumen as integral to the 'look and feel' of the design. Any project an Australian practice has been involved with overseas is eligible.

### OBJECT – FURNITURE AND LIGHTING (PROFESSIONAL)

This category serves as a showcase of the best Australian furniture and lighting design. Work submitted to this category will be judged on form and function; however, objects that demonstrate genuine innovation (be it in terms of materials, manufacturing, distribution or functionality etc) will be highly regarded.

### OBJECT – FURNITURE AND LIGHTING (RISING)

This free to enter category serves as a showcase of the brightest rising stars of Australian furniture and lighting design.



The work submitted to this category will be judged on form and function; however, objects that demonstrate genuine innovation (be it in terms of materials, manufacturing, distribution or functionality etc) will be highly regarded. This category is specifically for students or recent graduates (less than three years since graduating). You can have already set up your own business though.

#### **PUBLIC SPACE**

This category is open to any interior design projects funded by a public body and/or that are dedicated to public use. Projects suitable for inclusion are foyers, malls, airports, transport centres, churches, temples, entertainment venues, reception/event venues, libraries, cinemas, theatres, concert halls, museums, galleries, community centres, retirement villages, boarding houses, law courts, law enforcement offices, parliamentary buildings, mortuaries, cemeteries and parks.

#### **RESIDENTIAL DECORATION**

This category is all about the dressing of residential interiors and how that contributes to enhance the experience of inhabitation. Unlike the other two Residential categories, Residential Decoration is concerned purely with qualities brought to an existing dwelling by a designer who may have had little or no input into its architectural elements. The selection of furnishings, both soft and hard, colour, surfaces, and fixtures and fittings are all of key importance here.

#### **RESIDENTIAL MULTI**

This category relates exclusively to designs for multi-unit residential complexes; i.e. interior designs that apply to more than one dwelling. Much like the Residential-Single category, spatial planning and programming, and its relationship to the 'look and feel' of the design are critical. Absolutely essential to this will be an understanding of how the design reflects its target market demographic.

#### **RESIDENTIAL SINGLE**

This award recognises excellence in the interior design of a single dwelling. Qualities under consideration include spatial planning and programming, and its relationship to the 'look and feel' of the design. Designs that have been dealt with in this respect as a totality (interior architecture and interior design) will be highly regarded.

#### **RETAIL**

Submissions to this category denote retail fitouts that demonstrate a good understanding of all the things that contribute to making a shopper's visit to a store a memorable one (and, of course, a profitable one for the store in question).

#### **WORKPLACE – OVER 1000SQM**

A category for large commercial office designs, over 1000 square metres in size. Key considerations here include how a commercial fitout has been designed to enhance the efficiency of the workplace, not just from the perspective of user productivity, but also with regards to comfort and happiness.

#### **WORKPLACE – UNDER 1000SQM**

This category for the smaller, more bespoke office solutions, under 1000 square metres in size – with often concomitantly more tightly constrained budgets.

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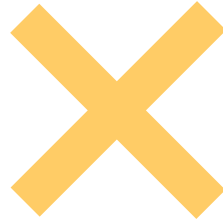
**IDEA also has six special awards, the winners of which are selected by the jury and inside editors from Category submissions with the exception of the Gold Medal: members of the IDEA jury individually nominate candidates for the Gold Medal.**

#### **OVERALL WINNER**

Overall Winner is awarded to the submission that the jury believes to be the most outstanding design among the individual category winners for that year. The winner will be the project that is deemed to have best addressed the challenges common to its category/typology and its brief.

#### **DESIGNER OF THE YEAR**

Any designer and/or design practice that has submitted work to this year's IDEA competition may be considered for the Designer of the Year award. The emphasis in assessment will focus on work submitted to this year's IDEA competition, with practices that demonstrate a consistently high calibre of output across a variety of typologies being highly regarded.



#### EDITOR'S MEDAL

The editor's medal recognises one outstanding project, as selected by the editor of Australian Design Review and inside magazine, and can be from any category.

#### EMERGING DESIGNER

Only designers and/or design practices that have been in practice for less than five years are considered to be eligible for this category. Any practice that fits this criterion that has submitted work to this year's IDEA competition can opt to be considered for the Emerging Designer award.

#### THE IDEA GOLD MEDAL

The IDEA Gold Medal is the most prestigious award at the Interior Design Excellence Awards, and is given in recognition of those practitioners who have made an influential and enduring contribution to Australian design culture over the course of a career. Members of the IDEA jury individually nominate candidates for the Gold Medal.

#### THE SUSTAINABILITY AWARD

Submissions to this award are open to all submissions in any of the 13 categories. Submissions must include a separate Sustainability statement. The award will be presented to the submission that demonstrates the most convincing and holistic address to the challenges of designing sustainably.

### 3. PREPARE YOUR IMAGERY

You can submit up to 10 images in landscape or portrait. Please ensure these are in JPEG, TIFF or PNG format in 1000px wide and 300dpi. Renders will not be accepted.

### 4. PREPARE YOUR DOCUMENTS

You can submit up to four project plans in landscape or portrait. Please ensure these are in JPEG, TIFF, PNG or PDF format. Entries to the Object – Furniture and Lighting categories may submit sketches or concept drawings.

Please upload your spec sheet for this project. If you are unable to do so, please provide a pdf document listing the main furnishing, lighting appliances and any other major suppliers.

### 5. GET YOUR CREDITS READY

To ensure your submission is comprehensive, let us know who photographed the project(s) and any practices/designers/stylists you collaborated with.

### 6. MAKE SURE YOU UNDERSTAND THE ENTRY CRITERIA AND PREP YOUR WRITTEN STATEMENTS

While each category has specific criteria for entry with which you must comply (for more information, go to Categories and Special Awards), the Jury will be looking at the following three key criteria in determining the shortlist, highly commended and winners:

1. What were the aims of the project?
2. How did you achieve excellence in design outcomes?
3. How did the project respond to and meet the brief?

If shortlisted in the 'Designer of the Year' category, at least one member of the design practice will be required to present to the jury at a public event in August in Melbourne. Practices unable to attend the jury day may be disqualified, at the discretion of the jury.



### ELIGIBILITY

Projects must be completed works at the time of entry. Speculative projects, client pitches and/or mock-ups will not be valid. Eligible projects must have been completed between 1 January 2020 and 30 June 2021, providing the project hasn't be entered in IDEA previously.

The competition is open to Australian architects and designers with completed projects in Australia. International projects completed by Australian architects and/or designers are only eligible to enter the International Project category. All entrants must be Australian residents. The definition of an Australian resident is someone who has lived and worked in Australia for 12 months and over.

### ENTRY CONDITIONS

Entries close 11 June 2021, 6pm. Entries and payment must be received by Niche Media on or before this date and time. All entries must be submitted online at [idea.awardsplatform.com](http://idea.awardsplatform.com).

### PRICING

- Early bird entries: \$260
- Standard entry: \$350
- Subsequent standard entries: \$250
- Projects may be entered in more than one category if they qualify. An additional entry fee will apply.
- Entries into Object – Furniture and Lighting (Rising) do not attract a fee.

### COPYRIGHT AND USAGE

By ticking the box on the entry form, all entrants warrant that they have permission from all parties including clients, copyright holders and collaborators to allow inside and its partners to publish their work in the

IDEA shortlist issue of inside, on the IDEA and ADR websites and in any associated promotional materials, without limitation, including social media.

By ticking the box on the entry form you indemnify Niche Media, inside magazine and IDEA 2021, its employees and agents and supporting partners from any liability for wrongful use or misrepresentation of the works submitted. You assert that you are the author of the work and own the intellectual and moral rights to the work under the Copyright Act. Wrongful assertion of such rights will render the entry invalid and the entrant accepts all liability for any claim for damages or loss resulting from such wrongful assertion.

By ticking the box on the entry form you assert the truthfulness of this information and assign copyright of this text to Niche Media, further authorising the editing and publication of the project statement by inside and its partners in the IDEA shortlist issue of inside, in the IDEA 2021 special edition of inside, on the IDEA and ADR websites and in any associated promotional materials, without limitation. All entrants must obtain permission from the commissioning client to enter the project into the awards.

Any entries that are subsequently found to breach any of the terms and conditions of entry will be ruled invalid and withdrawn from consideration for an award.

In the event that an award winner is subsequently found to breach the terms and conditions of entry, their work may be ruled invalid and the award deemed null and void.

The entrant will be liable for any costs incurred and must return the prize(s) received.

Judges reserve the right at all times to determine whether an entry qualifies as an acceptable work within the category for which it is submitted. Works the judges deem not acceptable will be ruled invalid.

IDEA winners and highly commended may be asked to participate in additional events/ video opportunities to support IDEA and the design industry.

Niche Media staff and their immediate families are ineligible to enter. Terms and conditions may be amended, deleted or added from time to time at our discretion and we will publish the revised terms and conditions on the website. By checking the box on the online entry form you agree to the full terms and conditions, so please read them carefully. All judges' decisions are final and no correspondence will be entered into relating to the judging process or the outcome.

### PRIVACY INFORMATION

inside, Niche Media and IDEA 2021 maintain a database of registered details. We may send you promotional material or pass your information to other companies that support IDEA 2021.

### GET IN TOUCH

We are happy to assist you with any queries relating to IDEA.

Sponsorship and partnership enquiries:  
Jillian Hood, Associate Publisher and Commercial Partnerships Manager  
[jillian.hood@niche.com.au](mailto:jillian.hood@niche.com.au)

Submission and event enquiries:  
[idea@niche.com.au](mailto:idea@niche.com.au)  
[03] 9948 4900



## IDEA 2021 ENTRY QUESTIONS

### PROJECT DETAILS:

- Practice name
- Practice address
- Name of collaborating practice (if applicable) (optional)
- Name of stylist (if applicable)(optional)
- Project location – Please enter as City, Country
- Date of completion

### CRITERIA:

- Please give a short 50 word description of the project. - The big 'IDEA' behind your project. This text will accompany your image in inside magazine, should your project be shortlisted.
- How did you achieve excellence in your design outcome? (max 200 words)
- How did the project respond to the client's brief? (max 200 words)

### PROJECT PHOTOGRAPHS:

Material may be supplied as follows:

1. Upload JPEG, PNG or TIFF files. Maximum file size is 100MB per piece.
2. You must submit a minimum of five photographs (max. 10 files allowed) of the completed project. Rendered images will not be accepted.
3. Please ensure all photographs are high resolution (300dpi minimum) and 1000px wide.
4. The correct credit must be added for each image. IDEA does not take responsibility for incorrect credits.

### PROJECT PLANS AND SPECIFICATIONS SHEET:

1. Upload JPEG, PNG or PDF files. Maximum file size is 100MB per file.
2. Please ensure all images are 1000px wide.
3. At least one plan (max. five plans allowed) must be submitted for all fitouts
4. Additional project photographs entered here will not be judged.
5. If you're entering into either of the Object - Furniture and Lighting categories, please submit a sketch or plan of the work.
6. Please upload your spec sheet for this project. If you are unable to do so, please provide a pdf document listing the main furnishing, lighting, appliances and any other major suppliers.

### SPECIAL AWARDS (OPTIONAL)

7. Sustainability (optional) max 200 words  
Only practices that complete this field will be eligible for the Sustainability Award.
- Entry into this category does not attract an additional entry fee.
  - You must address the below criteria that can be found on the IDEA website here.
  - Any images and plans relevant to the sustainability criteria should be attached here. These images will only be used to judge the sustainability aspect of your project.

### EMERGING DESIGNER

- Emerging Designer (optional) max 200 words
- Only practices who complete this field will be eligible for the Emerging Designer award.

- Entry into this category does not attract an additional entry fee.
- Please ensure you address the selection criteria on the IDEA website here.

### CONTACT DETAILS:

- Project lead first name
- Project lead last name
- Project lead occupation
- Project lead email
- Organisation size
- Phone number (business hours)
- Please ensure phone number has international code and has no spaces.