SBID And IIDA To Partner In The Middle East

Wednesday 22 July, 2015

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The Society of British and International Design (SBID) will be teaming up with The International Interior Design Association (IIDA) in their first ever joint program at Downtown Design, Dubai UAE.

The collaborative program will feature an in-depth, expert commentary presentation on worldwide trends showcased in the internationally recognised award-winning projects celebrated by both associations namely; the SBID International Design Awards and the IIDA Global Excellence Awards. Representatives from each organisation will include; Cheryl S. Durst, Hon. FIIDA, IIDA Executive Vice President and CEO Scott Hierlinger, IIDA, 2015 - 2016 IIDA President, and Vanessa Brady OBE, SBID Founder and President.

Downtown Design is the only platform in the Middle East for the region's trade professionals to discover original, high quality design from all over the world. Now in its third year, the Fair will take place at the Dubai Design District, and will present a carefully edited schedule of established and emerging brands across a range of product categories. The fair is dedicated to original and quality design, and is a key element of Dubai Design Week. Downtown Design will take place on October 27 – 30, 2015.

"Dubai has come to be recognised as a primary location for design in the industry and sits alongside the world's best for creativity and innovation. As a region that attracts the attention of design professionals and enthusiasts from all over the world; Downtown Design is the perfect platform to celebrate the coming together of SBID and IIDA. It is an exciting prospect and together we are looking forward to celebrating and promoting design excellence globally. "

Vanessa Brady OBE

Details of the IIDA and SBID program at Downtown Dubai, including date and time, will be announced in mid-August.

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About The Society of British & International Design (SBID)

The Society of British and International Design (SBID) is the professional accrediting organisation for the interior design industry in the UK supporting the interests of interior designers and manufacturers by guiding and measuring the profession's trading standards through practice, competence and education. As the sole British representative to the European Council of Interior Architects (ECIA), their objective is to promote the profession at the highest level of competence to provide unrivalled consumer protection and in doing so create a clear separation between professionals and hobbyists.

The organisation supports the profession locally, nationally and internationally and is part of a global network of 50,000 designers who are professionally accredited. SBID is the British organisation selected by the 16 nation members of the European Council of Interior Architects and the NCIDQ in the USA and Canada to represent their professional accreditation standards in Britain. www.sbid.org

About International Interior Design Association (IIDA)

IIDA is the Commercial Interior Design Association with a global reach. We support design professionals, industry affiliates, educators, students, firms and their clients through our network of 13,000+ Members across 50 countries. We advocate for advancements in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of Interior Design as a profession that enhances business value and positively impacts the health and well-being of people's lives every day. www.iida.org

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