

**IDA**  
DESIGN  
AWARDS



**International Design Awards**  
2020 Media Partnership Proposal

## Background

The Farmani Group, a leading international organization creating art, architecture, design and property awards since 1985, founded the International Design Awards (IDA) in 2007.

The Awards were created to uncover emerging talent in the design industry around the world to recognize, celebrate and promote legendary visionaries who are conceptualizing and producing exceptional designs.

IDA accepts project submissions in the following design disciplines: Architecture, Interior, Product, Fashion, Graphic.

### The Awards in a nutshell:

- A 13 year history with +700% growth since the Awards commenced
- Entries from more than 73 countries (and growing!)
- A total of more than 20,000 entries over the past 13 years
- A yearly increase in entries of +34%
- Website: 400,000 page views 2019
- Facebook: 11,000 followers

### 2020 Submission deadlines

- Early Bird Deadline (-10%): May 30, 2020
- Extended Early Bird Deadline (-5%): June 27, 2020
- Regular Deadline: September 30, 2020
- Final Deadline: October 31, 2020
- Extended Final Deadline: November 15, 2020



Product Design IDA winner 2019  
**Neuron EV TORQ**

## Voting and Evaluation Process

Each entry is evaluated on its own merit, and during voting, all projects are listed in random order to ensure a fair and unbiased evaluation process. The jury panel evaluates each project based on its creativity, form and function. The project needs to be clear on its relationship to its environment, users, and purpose. In addition to creativity, projects must demonstrate innovation and embrace new technologies, set new trends, respect the environment, and push boundaries of human ingenuity. Projects with high regard to sustainable practises and the protection and preservation of the environment will also earn special attention from the jury

### THE IDA JURY

An esteemed jury panel consists of leading professionals in design, whose talents and contributions to the industry are genuinely aspirational. Collectively they shortlist and reward project entries across the categories of Architecture, Interior Design, Product Design, Fashion Design, and Graphic Design.



Graphic Design IDA Winner 2019  
Logitech Europe SA  
**G502 LIGHTSPEED Wireless Gaming Mouse Video**

## Winner Benefits

Winning an IDA Award—one of the most comprehensive multi-disciplinary design awards today—is an invaluable opportunity to bring awareness and visibility in recognising outstanding achievements.

This award provides:

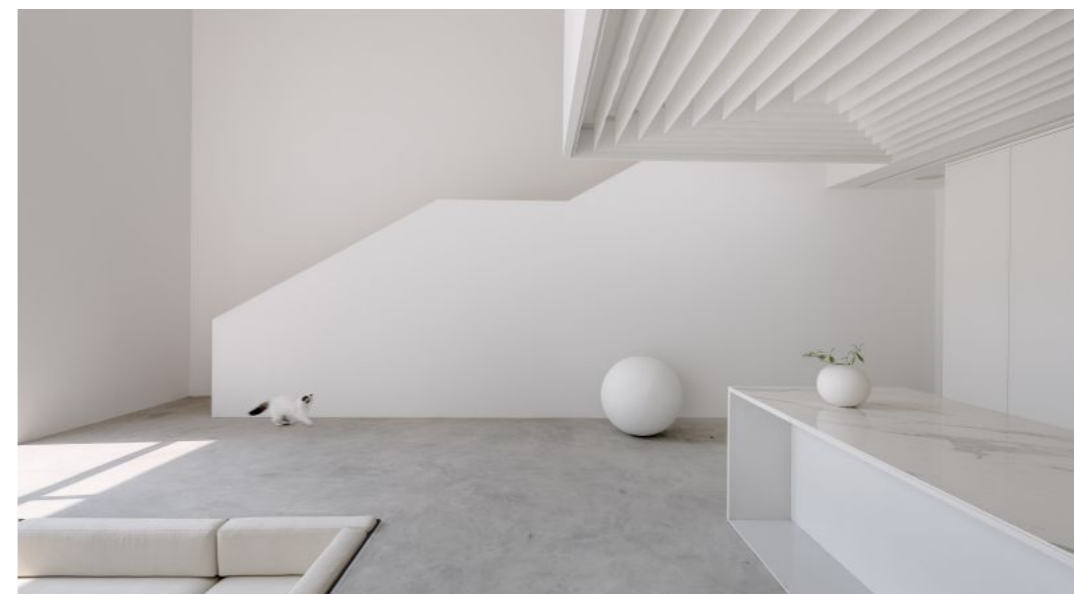
- **Brand differentiation** —creating a niche for a unique vision and project
- **Marketing opportunities**—exposing the designer’s work to clients, investors and industry influencers around the world
- **Social Media following:** Website: 400,000 page views 2019
- Facebook: 11,000 followers
- **Increased credibility**—acting as a 3<sup>rd</sup>-party endorsement for the exceptional quality of the designer’s work and setting the designer apart from the competition.

### Prizes

1. Design of the Year—Top prize in each of the
2. Gold, Silver, and Bronze Category Winners

### Winner assets include

- Printable certificate of achievement to display and promote your award
- Winner seal to promote online and in print
- Extensive global promotional coverage via the IDA network and press campaign
- Feature in the annual IDA Winner Catalogue
- Permanent place on the IDA Winner Gallery online
- Invitation to the bi-annual IDA Winners Gala



**Interior Design IDA Winner 2019**  
**Fujian Wuje Decoration Design**  
**Engineering Co Ltd**



# Media Partnership

**As media partner you will be partnering with the prestigious International Design Awards (IDA) which has:**

- A 13 year history with +700% growth since the IDA Awards started in 2007
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- A total of more than 20,000 entries over the past 13 years
- A year-on-year increase in entries of +34%
- Website: 400,000 page views 2019
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**Media partners will receive:**

- An opportunity to interview the winners, jury and IDA executives and attend the Gala event
- A special 5% discount code to your readers to enter the IDA Awards via a unique code.
- Your media logo will be included on the IDA website with a hotlink to your website.
- Media partners will be mentioned in IDA social media and newsletter communications and onsite branding at events.

**In return, media partners will:**

- Send periodic communications to your database to promote the IDA special discount.
- Include advertising and editorial about the IDA Awards in your magazine, blog, newsletter or mailings to your audience.
- Issue a media release highlighting the partnership with the IDA
- Use your social media channels to communicate information about the IDA Awards and we will provide communications materials regularly for this purpose.

The role of media partners is not restricted or limited to the above – we are interested to discuss with you alternative partnerships.

## Quotes from winners of the IDA

“ Winning a design award represents the moment when every doubt about the product you designed magically disappears. It is a confirmation of having done a good job and a celebration of all the effort involved. Being positively judged by an international jury of highly skilled professionals in the design industry is the ultimate confirmation of success and drives you to do even better in the next project. ”

**FABRIZIO CRISA / ELICA S.P.A.**

**IDA 2017 PRODUCT DESIGN OF THE YEAR WINNER**

“ Winning the IDA Awards is a great honor for a native Chinese designer, and I’d like to attribute this honor to my unwavering devotion to design for all these years, and also to the wise and impartial IDA committee. ”

**JIE LEE / CHALLENGE DESIGN**

**IDA 2018 GOLD IN ARCHITECTURE CATEGORIES**

“ Awards like this are a great honour and acknowledgement of a project and the commitment of the whole team, client, stakeholders, contractors and design team behind it’s making. With a project like this, which seeks to represent a community and it’s inclusive commitment to culture and arts such an award will mean a great deal to the people of Narre Warren. ”

**RICHARD FRANCIS-JONES / FJMT**

**IDA 2017 ARCHITECT DESIGN OF THE YEAR WINNER**

“ This award not only validates our dedication and vision for the book but also the tireless work ethic of our amazing students. Being recognized on this level for work we achieved with our students elevates the level of pride. We are so grateful to the IDA jurors for understanding the process and the product of our work and recognizing its merit. So thank you a million times over. (and then some) ”

**BRENDA MCMANUS & NED DREW**

**IDA 2018 WINNERS (PRINT/BOOKS)**



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