



SINGAPORE  
INTERIOR DESIGN  
AWARDS 2021

*Organiser:*



# Be an internationally recognised designer

*22 September 2021*



# The Society. The Fraternity. The Family

*Society of Interior Designers, Singapore or SIDS represents Singapore on the regional stage via Asia-Pacific Space Designers Association or APSDA (<http://apsda.org>) as well as on the international stage via the International Federation of Interior Architects / Designers or IFI (<https://ifiworld.org>).*

*As the apex society for interior designers in Singapore, we are proud to represent the country's best designers to the world. We are honoured to be the standard-bearer of professionalism and integrity since 1994.*

*We bring together experienced industry practitioners, aspiring designers and relevant service providers to nurture an ecosystem that would be conducive for creativity.*



## Our Vision

**To elevate the Interior Design Industry in Singapore to the highest possible level of professionalism and integrity.**

## Our Mission

*To bring together professionals in the field of Interior Architecture/Design, and to work towards a common goal of raising awareness for good design; in order to create an environment of sharing of ideas and experiences for the benefit of members and the industry.*

*We also aim to mentor and nurture young talent so that they may be able to lead the industry towards greater heights; and to encourage lifelong learning and continual upgrading of skills and knowledge for all members.*

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Introducing



*SIDA is the highest accolade a designer can achieve from within our fraternity. The internationally recognised award is also held in high esteem by the International Federation of Interior Architects / Designers (IFI) and Design Singapore Council (DSG).*

*It is the preferred path for high calibre designers to achieve their international recognition for their craft. Organised by SIDS, this award rallies interior designers and architects from all corners of the globe to submit their finest work to be pitted against their peers.*

*Entries are scrutinised by a stellar panel of past winners, internationally acclaimed designers and educators from Japan, Korea, Vietnam and Singapore. In short, a jury of peers.*

# Step up onto the International Stage

*Be internationally recognised  
as the top designer Singapore has to offer.*

## Categories & Segments

**SIDA**  
**COMPLETED**

*Built Projects  
by Professionals*

**SIDA**  
**CONCEPT**

*Un-built Projects  
by Professionals*

**SIDA**  
**YOUTH**

*Academic Projects  
by Students of Local  
Design Institutions*

# Step up onto the International Stage

*Be internationally recognised  
as the top designer Singapore has to offer.*

## Sub-Categories

*Residential Design*

*Workspace Design*

*F&B Design*

*Hospitality Design*

*Public Space Design*

*Retail Design*

*Exhibition Design*

*Best in Pandemic Design Solutions*

*Best Design Firm of the Year*

*Dulux Colour Award 2021*

Contact us for more details on award categories

**T.** +65 6977 9849

## Sub-Categories

### RESIDENTIAL DESIGN

SN	Name of Category	Completed	Luminary – Completed*	Concept	Luminary – Concept*	Youth
A	Floor Area $\leq$ 50 sqm	●		●		●
B	Floor Area = 51 - 100 sqm	●		●		●
C	Floor Area $\geq$ 100 sqm	●	●	●	●	●
D	Show flats	●		●		●

### HOSPITALITY DESIGN

SN	Name of Category	Completed	Luminary – Completed*	Concept	Luminary – Concept*	Youth
A	Hotel Room	●		●		●
B	Hotel Communal Space	●	●	●	●	●

## Sub-Categories

### RETAIL DESIGN

SN	Name of Category	Completed	Luminary – Completed*	Concept	Luminary – Concept*	Youth
A	<i>Mall Communal Spaces</i>	●		●		●
B	<i>Retail Shops</i>	●	●	●	●	●

### WORKSPACE DESIGN

SN	Name of Category	Completed	Luminary – Completed*	Concept	Luminary – Concept*	Youth
A	<i>Floor Area <math>\leq</math> 100 sqm</i>	●		●		●
B	<i>Floor Area = 101 - 500 sqm</i>	●	●	●	●	●
C	<i>Floor Area <math>\geq</math> 500 sqm</i>	●		●		●



# Sub-Categories

## PUBLIC SPACE DESIGN

SN	Name of Category	Completed	Luminary – Completed*	Concept	Luminary – Concept*	Youth
A	<i>Civic &amp; Cultural</i>	●		●		●
B	<i>Institutional &amp; Education</i>	●	●	●	●	●
C	<i>Leisure &amp; Entertainment</i>	●		●		●

## EXHIBITION DESIGN

SN	Name of Category	Completed	Luminary – Completed*	Concept	Luminary – Concept*	Youth
A	<i>Temporary Exhibit ( ≤ 6 months )</i>	●		●		●
B	<i>Permanent Exhibit ( ≥ 6 months )</i>	●	●	●	●	●
C	<i>Developer Sales Office</i>	●		●		●

# Sub-Categories

## F&B DESIGN

SN	Name of Category	Completed	Luminary – Completed*	Concept	Luminary – Concept*	Youth
A	Food Kiosk / Pop Up	●		●		●
B	Restaurant Spaces	●	●	●	●	●
C	Café Spaces	●		●		●
D	Food Centres	●		●		●

## BEST DESIGN FIRM OF THE YEAR

SN	Completed	Luminary – Completed*	Concept	Luminary – Concept*
A	●			

## Sub-Categories

### DULUX COLOUR AWARD 2021\*\*

SN	Completed	Luminary – Completed*	Concept	Luminary – Concept*
A	●			

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*\* Luminary Awards will be awarded to best Singaporean/Singapore PR designer of the category*

*\*\* Entry must demonstrate the best use of (only) AkzoNobel Dulux products and indicate in the submitted images specifically the product colour code used in the project. Projects of other categories such as Residential, Workplace, Public Spaces, F&B, Hospitality, Retail or Exhibition Design can be submitted under this category as well.*

NEW

## Sub-Categories

### BEST IN PANDEMIC DESIGN SOLUTIONS\*\*\*

SN	Completed	Luminary – Completed*	Concept	Luminary – Concept*	Youth
A	•	•	•	•	•

\*\*\* Entry must be able to demonstrate how Spatial / Interior Design has pivoted to provide solutions that responds to the Pandemic situation.

\*\*\* Projects such as Vaccination Centres, Quarantine Facilities, Temporary Medical Facilities or any other Spatial / Interior Design projects that has responded to the Pandemic may be submitted under this category. This includes Workspace, Retail, F&B, Hospitality, Public Space, Residential and Exhibition projects.

# Judging Criteria

## Design Impact

The entry must be able to express the positive impact it has created for end users and/or audience of the space.

## Creativity

The entry must be able to articulate originality of the design merits and how it benefits end users and/or audience of the space.

## Spatial Usage

The entry must be able to address functional aspects of the design through the use of strategic space planning.

## Aesthetics

The entry must be able to demonstrate the conception of design and how the final visual outcome is achieved.

# Entry Fee (Submission Fee)

*An entry is considered valid only after submission fee is received*

## SIDA COMPLETED / CONCEPT

DESCRIPTION	STANDARD ENTRY FEE	SPECIAL DISCOUNT (SIDAsg1010)	SIDS MEMBER DISCOUNT*
1 Entry	\$500	\$450	\$400
2 Entries	\$900	\$800	\$700
3 Entries	\$1,200	\$1,050	\$900
4 Entries	\$1,500	\$1,300	\$1,100
5 Entries	\$1,800	\$1,550	\$1,300

For SIDS member, please email us at [info@sid-singapore.org](mailto:info@sid-singapore.org) to get an unique discount code to enjoy 10% discount!

## SIDA YOUTH

DESCRIPTION	TOTAL PRICE
Non SIDS Student member	\$30 per entry
SIDS Student member	\$15 per entry

Contact us for enquiry on entry fees  
and latest promotions

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\*SIDS Member Discount codes can only be disclosed upon verifying entrant's membership status. Any misuse of Discount codes will be subjected to disqualification of submission.

# Prizes

*Winners will be conferred with Gold, Silver, Bronze Awards and Honourable Mention. Gold, Silver and Bronze winners will be presented with a trophy while Honourable Mention winners will be presented with a hard copy certificate on stage.*

*With the exception of Dulux Colour Award 2021, there will only be one exclusive winner for Completed Category.*

*Additional certificate and trophy can be requested at a fee.*

*\*Terms and conditions apply*



## Submission Requirements

1. *All works submitted under Completed, Concept & Youth categories must be produced within the time period from 1-Jan-2018 to 31-Dec-2020.*
2. *A 200-300 words concept write-up in English.*
3. *A minimum of 5 images including at least one layout plan in JPG or PDF file formats. All images to be cropped to a minimum of 1920 x 1080 pixels.*
4. *Total submitted file size should be less than 5 MB.*

## Judging Criteria

1. *Design Impact - The entry must be able to express the positive impact it has created for end users and/or audience of the space.*
2. *Creativity - The entry must be able to articulate originality of the design merits and how it benefits end users and/or audience of the space.*
3. *Spatial Usage - The entry must be able to address functional aspects of the design through the use of strategic space planning.*
4. *Aesthetics - The entry must be able to demonstrate the conception of design and how the final visual outcome is achieved.*



# SIDA 2019



# SIDA 2020





# SIDA 2020



## SIDS DESIGN 2020 CONVENTION 03 Dec 2020

2:30pm - 9:00pm

Marina Bay Sands | Sands Convention & Exhibition Center  
SINGAPORE

Singapore's ID Fraternity Goes Hybrid

### "Moving Forward"

Keynote Speaker 1

**Ar. Ong Tze Boon**

Group Executive Chairman  
ONG&ONG Group



Keynote Speaker 2

**Prof. Carlos Banon**

Director & Co-founder of AIRLAB Singapore,  
Partner of Subarquitectura Architects &  
Assistant Professor of Architecture & Sustainable  
Design  
Singapore University of Technology and Design



**"AIRLAB recent works:  
Digital Design and 3D Printing for a  
Circular Economy"**



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*Contact our Secretariat today  
to find out more*

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to position your brand  
in front of Singapore's  
leading interior  
designers*

