



**ARCHITECTS.  
DESIGNERS.  
DECORATORS 2021**  
independent international award  
for architects, designers and developers

## The Best of Equals Are Announced!

*On December 16, the long-awaited Awarding Ceremony was held for the VII ADDAWARDS.RU winners at the panoramic hotel "St. Petersburg" on Pirogovskaya embankment. For the first time this year, the Awarding Ceremony was complemented by a two-day eventful exhibition and business program of St. Petersburg Design Week. The general sponsor of the VII season became the Meltzer Group.*

### Exhibition & Business Program

**On December 15**, an interior exhibition was opened at the hotel, where current trends and bright new products of the industry were presented. The exposition included such sections as furniture (Divan.ru, TU.ROOM, WOODDI, Designer Furniture, Interior Workshop, Stella, Granzeo Furniture Studio), lighting and lighting equipment (Arlite light, Bezhko, Jung, Schneider Electric, DILSYS Manufacturing Company, Rosanoff Creative Workshop), plumbing and tiles (Afonya), windows (Velux), parquet (Peter Parquet), paintings and artwork (ARTMaley), household appliances (Miele), construction and finishing materials (Slotex, TERGUM, Lanors), interior projects (Meltzer Group, Miller's Brigades, Inna Azorskaya's Bureau of Architecture & Design) and landscape design (Derevo Park).

The business program included master classes and presentations from exhibitors, as well as meetings with trendsetters and experts. So, on December 15, Sergey Galkin, a theoretical physicist, power engineer, head of the Ideal Art Furniture Production and the T-Stroy Finishing Company, spoke about the Russian realities of the cabinet furniture production. Head of HPL Slotex Sales Department Ekaterina Zaitseva shared her options for using Slotex materials in public interiors.

**On December 16**, the program was continued by the panel discussion "Design & Contemporary Art: A New Model of a Specialist". The New School of Design and Art curators' opinions were moderated by Tatyana Petrova, a trend analyst, author of the design and styles history courses, teacher at the New School of Design and Art. With the support of the Consulate of the Netherlands in Russia, a round table "Dutch chrysanthemums as a topical interior trend" was held. Experts of floristic design and flower business from Russia and Holland, the Russian-Dutch team of the Flower Experience Platform and the Just Chrys Chrysanthemum Association presented new trends in the design of social and business events, including compositions with Dutch chrysanthemums and a new look at the art of ikebana.

The sponsors of the business program, ArchSkin and Laminam, presented to the guests of the evening high-tech finishing materials, its area of application and features. The thoughtful work of architects and designers with forms, materials and textures, their professional approach to design allows the use of Laminam ceramic surfaces in a variety of formats: from floor to ceiling, from fireplace cladding to pool, from interiors to facades.

The head of b2b-sales of divan.ru Julia Zhuravleva and interior designer Sveta Khabeeva, a graduate of the British Higher Design School, who has 12 publications in top Russian and foreign magazines and the cover of AD magazine, is included in the top 200 designers according to Elle Décoration magazine and runs her own design studio, shared the secrets of the interior "from the glossy cover".

The guests were especially interested in the presentation of the exclusive ADD AWARDS 2021 trophy with the participation of its author, designer Alex Petunin, manufacturer - Director of the company "812" Nikolai Pak and President of ADDAWARDS.RU Ruslan Chernobaev.

*"The form of the award is not dealing with the semantic load and does not symbolize anything. It reflects my vision of the beauty of abstract phenomena and objects of art. Abstract paintings, sculptures and digital art are good because they maintain absolute neutrality in relation to views on political, social and other issues of society and allow you to simply enjoy their shape, color and other qualities. Lack of thinking about hidden meanings can even help you enter a meditative state, which is*



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*sometimes so lacking in a dynamic and eventful life, and what the winners of the ADDAWARDS.RU award in 2021 deserve is just to enjoy the beauty of the form and not think about anything else", shared Alex Petunin.*

## Awarding Ceremony

The Awarding Ceremony brought together more than 700 designers, architects and project partners on one site to reward the worthiest and celebrate together for the seventh season of the Award. For the second time, Flower Experience and Just Chrys became decor partners of the Award: enchanting compositions adorned the hotel halls and became a wonderful gift for the winners who highly appreciated the original bouquets.

*"As a representative of the Just Chrys chrysanthemum association in the Russian market, I believe that this partnership format is very important, where I had the opportunity to cooperate with a large team of talented Russian florist designers to present the chrysanthemum as a stylish and fashionable flower to the audience of the Award. Nobody else has done this in Russia", said Natalya Mironova, art director of Flower Experience, representative of the Just Chrys Association in Russia and flower trendsetter.*

The show of designer dresses from Malyarova Olga, Asya Akinshina and Alefina Samokhvalova, presented together with Flower Experience, and an enchanting light show of ballerinas from Prada Group became a real decoration of the awarding ceremony.

In total, 1,460 projects were moderated by 654 participants from 161 cities and 28 countries. The expert committee made a shortlist of 420 works in each of the 8 main nominations. The experts were [Sergey Smirnov](#), Director of SmirnovDesign, [Sergei Duzhnikov](#), Chairman of the Board of the St. Petersburg Union of Designers, [Elena Kuteinikova](#), Director of the New School of Design, [Irina Birilova](#), Editor-in-Chief of the Living Space magazine, [Ivan Pochinshchikov](#), Co-Chair of the Office Real Estate Committee of the Russian State University of Business Administration, Associate Professor of the Department of Design in Environmental Facilities, [Evgeny Lobanov](#).

Further, the projects were evaluated by members of the high jury, who identified 3 laureates in each nomination. The final marks of the competition projects were awarded by star representatives of the design and architecture industry from the UK, Italy, Spain and Russia: architect, designer, founder of Simone Micheli Architectural Hero [Simone Micheli](#), architect, founder of Iosa Ghini Associati [Massimo Iosa Ghini](#), founder of the architectural bureau A-cero [Joaquin Torres](#), architect, designer, founder of Studio Marco Piva [Marco Piva](#), design director of David Collins Studio [Lewis Taylor](#), CEO of Axolight [Giuseppe Scaturro](#), founder of Dima Loginoff Design Studio [Dima Loginov](#), designer, founder of Elizarova Design Studio [Ekaterina Elizarova](#), and author of the VII season trophy, co-owner of the Oneione Interiors design studio [Alex Petunin](#). Within the framework of public voting, all users registered on the site, who actively evaluated the projects of the participants, could feel themselves in the role of a jury member.

The winners of the main nominations were awarded not only the trophy of the season, but also valuable prizes from sponsors, such market leaders as Slotex, SWG, Divan.ru, Miele, Manders, Dolce Porte, Artu. In addition, the names of the winners of special nominations have become known: the authors of the best projects in the special nomination "Unique ceramic solutions" were presented by Novus with certificates for relaxation tours, and the winners of the special nomination "The best bathroom" from the Afonya will go on a trip to the Duravit factory in Frankfurt, will have a rest at the Igora hotel and test the Apple iPad Pro in practice.

The winners of the special competition "Stylish details of Schneider Electric in premium interiors", organized by Elevel and Schneider Electric, were also awarded valuable prizes - an APPLE MacBook Pro laptop and a Samsung Tab S7 tablet, which will become irreplaceable assistants in the work of designers.



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**The Grand Prix of the VII season of ADDAWARDS.RU was awarded to the repeated prize winner - the DA Architects architectural bureau for the ["KI Apartment"](#).**

*Ruslan Chernobaev, President of ADDAWARDS.RU:*

*- Our entire team followed the development of events throughout the year, and we are glad that in the end the seventh season was not only the most difficult (after all, we spent two seasons in one year!), But also the most ambitious in terms of the number of participants! The main thing is that the overall level of work has not decreased, despite all the fears due to the pandemic, design for us remains "the most important of the arts" thanks to your energy and professionalism! We are already starting to work on the regulations for the eighth season, there will be many new things, because we have already measured seven times, accumulated experience and are ready for large-scale changes for a new stage in the development of such an important annual event as the ADDAWARDS.RU!*

**The projects of all the VII season winners can be found [here](#).**