

INDEPENDENT INTERNATIONAL PROFESSIONAL AWARD  
FOR ARCHITECTS, DESIGNERS & DECORATORS

ADD  
AWARDS



**V SEASON 2019**

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# WHAT IS THE ADD AWARDS 2019?

A UNIQUE AWARD IN THE FIELD OF DESIGN AND ARCHITECTURE

OBJECTIVE | INDEPENDENT  
PROFESSIONAL | INTERNATIONAL

## THE MAIN STAGES OF THE ADD AWARDS 2019:

**01.09–15.10** — submitting of applications

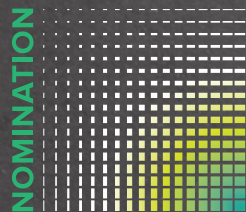
**19.10–28.10** — professional voting: experts

**01.11–10.11** — professional voting: jury

**11.11–03.12** — public voting

**The middle of December** — official Award ceremony





THE INTERIOR  
OF A CITY  
APARTMENT  
UP TO 100 SQ. M



THE INTERIOR  
OF A CITY  
APARTMENT  
FROM 100 SQ. M



COUNTRYSIDE  
RESIDENCE &  
TOWNHOUSE



HoReCa



LANDSCAPE  
DESIGN  
& URBAN  
ENVIRONMENT



SPECIAL



RETAIL  
& BUSINESS

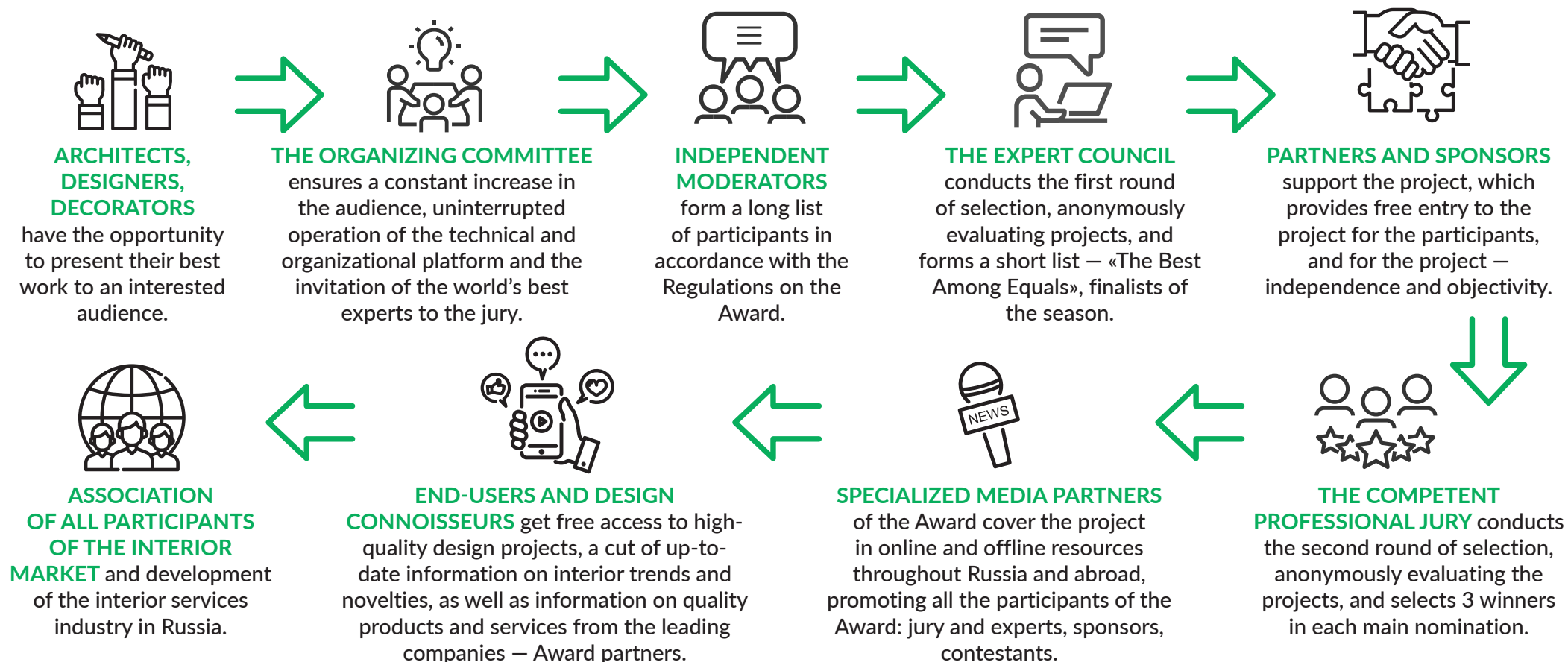


PRODUCT  
DESIGN



# MISSION OF THE ADD AWARDS

- ▲ Independent professional appraisal of projects created in the last 2 years.
- ▲ Association of the community of professionals: architects, designers, decorators, manufacturers and dealers of interior and construction materials, finishing materials, developers and services providers.
- ▲ Objective coverage of achievements in architecture, design and decoration and construction of private housing, public spaces and the urban environment.
- ▲ Effective promotion of participants, experts, sponsors and partners of the Award at the federal and international level.





# WHAT'S NEW IN V SEASON



## ► THE EXHIBITION OF SHORTLISTED PROJECTS

Due to numerous requests from participants and partners, the Organizing Committee plans to hold the exhibition of projects — candidates for victory in the 5th season — on the eve of the Award Ceremony. **The exhibition of the best works will be a gift to all participants and connoisseurs of design and architecture.** Everyone will be able to visit the exhibition, to get acquainted with the projects in detail and without hurry, to feel himself in the role of «high» jury and try to guess the winners! Admission to the exhibition will be free.

## ► AN OPEN BUSINESS PROGRAM WITH THE PARTICIPATION OF THE AWARD EXPERTS AND A JURY

which was a successful last season innovation, will be supplemented and expanded this year. The lecture and discussion program will be part of the exhibition of nominee projects. **Everyone will be able to talk to the famous members of the jury and the expert council, ask questions about the criteria for evaluating projects, and the secrets of professional success.**

As in the past year, the Organizing Committee will retain free entry to business program events, recognizing the importance of them for the professional community.

## ► PROJECT QUALITY IMPROVEMENT

Following the recommendation of an independent jury, the Organizing Committee changes the conditions for receiving the Grand Prix. **A completed project with the highest number of votes from a professional jury will be able to qualify for the Grand Prix of the season.**

Public voting will not affect the choice of Grand Prix!



# OFFICIAL SUMMARY OF THE IV SEASON

The fourth season of the ADD AWARDS has become very important to us. We decided to limit the number of works that can be submitted by one participant in order to increase the internal requirements of designers to select competitive projects. It was expected that we will receive fewer applications, but this season was a record for all indicators. More than 2,000 works were submitted to the main nominations, of which 1,448 projects from 74 cities and 25 countries were included in the long list! According to the international jury members, the quality level of the projects has also grown - in all seven main

nominations. Such a result is a clear sign that the Award is developing in the right direction, reflecting the development of the design market and showing growth potential.

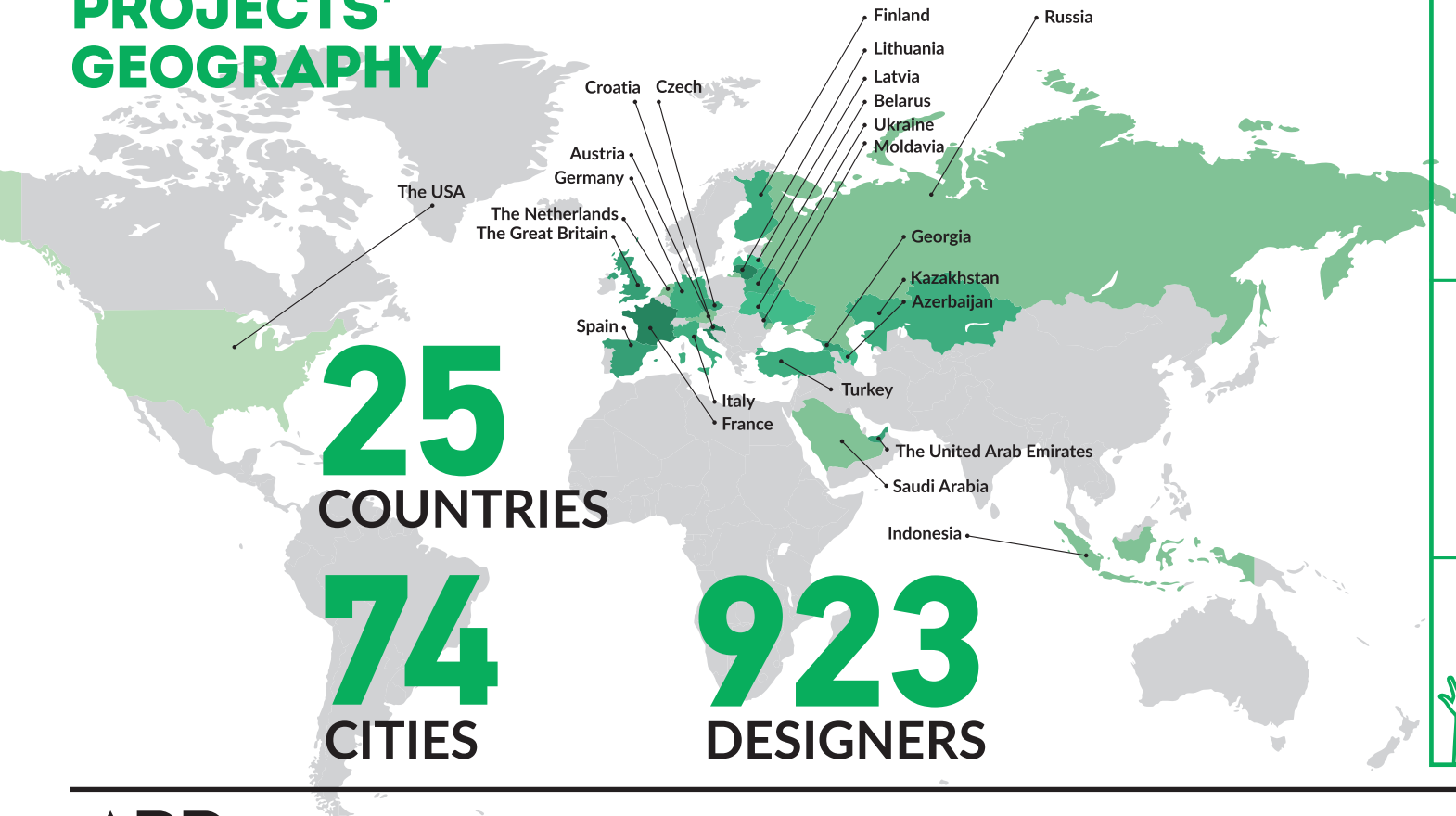
Summing up, we are looking to the future with a clear understanding of our task - to make the selection criteria even more transparent and to help participants advance in the Russian and international markets.

The main thing is that we do not change our basic principle: "there is no clear criterion of success or failure in our work, there are no losers in our Award; we simply define the best among equals".

And if your work this year did not reach the final - just congratulate your colleagues with a well-deserved recognition and work on the bugs to become the best next season! The ADD AWARDS team will always be your reliable partner.

**Ruslan Chernobaev,**  
**ADD AWARDS**  
**Founder**

## PROJECTS' GEOGRAPHY



### NOMINATIONS



**7**  
main

**1448**  
projects



**8**  
special

**3056**  
projects

### HIGH JURY

**11**

stars of design  
and architecture



### EXPERT COUNCIL

**13**

professional  
experts



### PUBLIC VOTING



**> 765000** > **25000**  
reviews marks  
**> 72500**  
website visitors

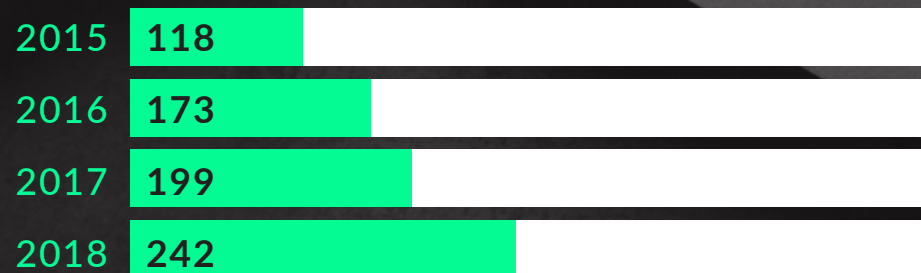


# NUMBER OF PROJECTS IN THE NOMINATIONS

## THE INTERIOR OF A CITY APARTMENT UP TO 100 SQ. M AND FROM 100 SQ. M



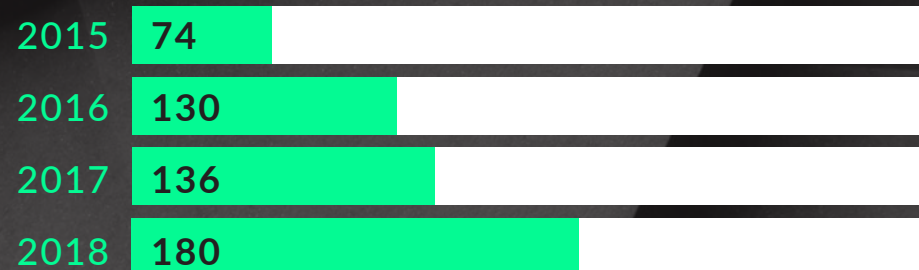
## COUNTRYSIDE RESIDENCE & TOWNHOUSE



## LANDSCAPE DESIGN & URBAN ENVIRONMENT



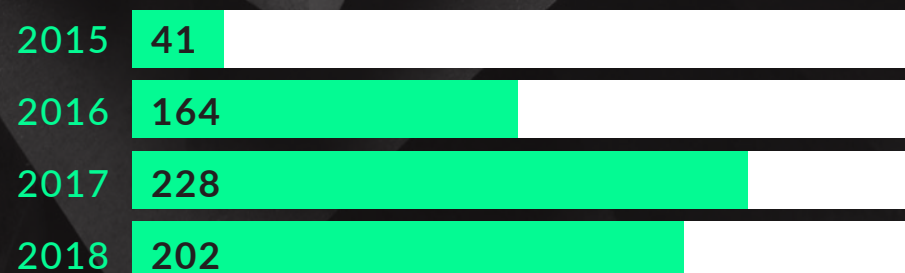
## RETAIL & BUSINESS



## HORECA



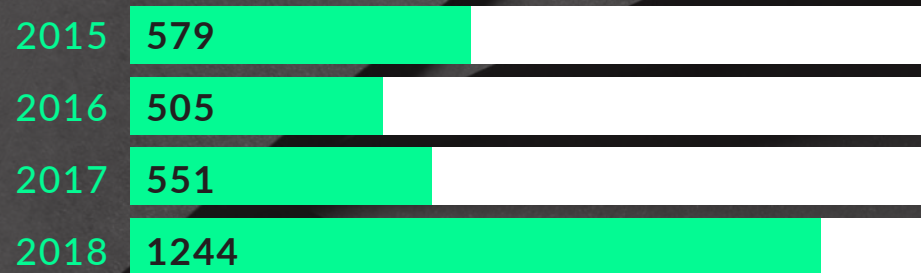
## PRODUCT DESIGN



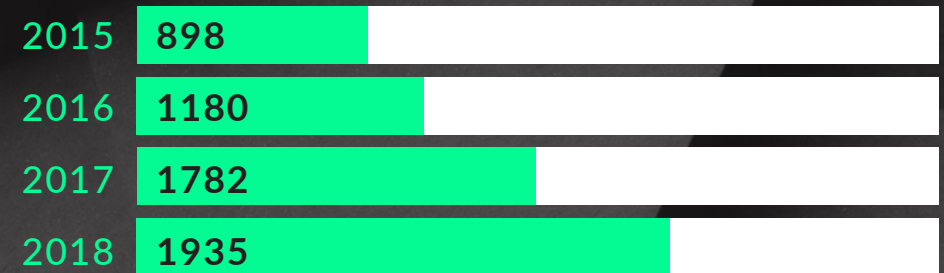


# THE AWARD'S WEBSITE STATISTICS

## UNIQUE PARTICIPANTS



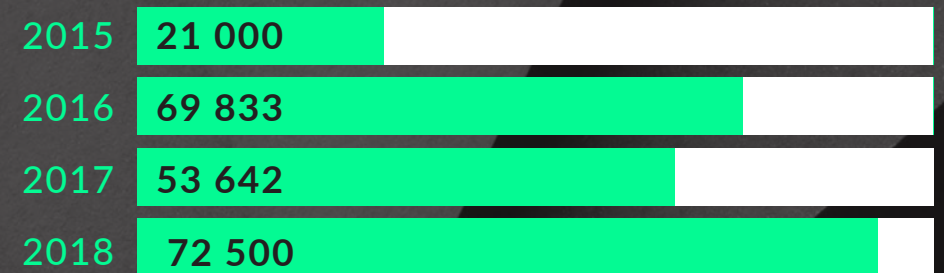
## SUBMITTED PROJECTS



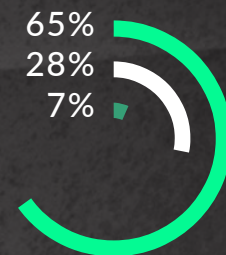
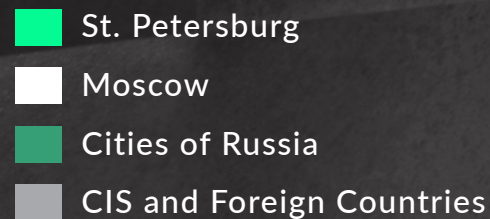
## DESIGN FANS IN THE ONLINE VOTING



## WEBSITE VISITORS



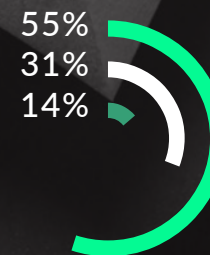
## GEOGRAPHY OF THE WEBSITE VISITORS



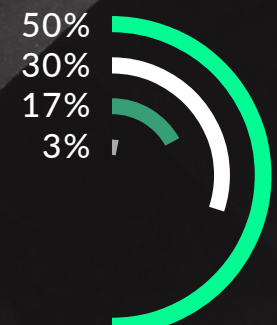
2015



2016



2017



2018



# WEBSITE KEY INDICATORS

DURING THE ACTIVE SUBMISSIONS PERIOD

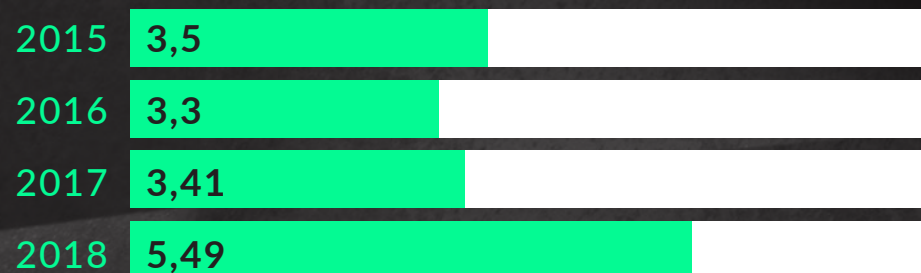
## VISITORS



## PAGE VIEWS



## TIME SPENT BY VISITORS TO THE WEBSITE (MINUTES, AVERAGE VALUE)



## VIEWING DEPTH (PAGES, AVERAGE VALUE)





# THE HIGH JURY OF THE IV SEASON



**STEFANO  
BOERI  
(ITALY),**

Architect, Director  
of La Triennale di Milano



**GISELLA  
BORIOLI  
(ITALY),**

Founder of the  
Superstudio 13  
and Superstudio Piu



**RODERICK  
VOS  
(THE NETHERLANDS),**

Designer, Founder  
of the Studio Roderick Vos



**EKATERINA  
ELIZAROVA  
(RUSSIA),**

Designer, Founder  
of the Ekaterina  
Elizarova Design Studio



**DIMA  
LOGINOV  
(RUSSIA),**

Product Designer,  
Founder of the Dima  
Loginoff Design



**OLGA  
CHERDANTSEVA  
(RUSSIA),**

Chief Guardian of the  
State Russian Museum  
gardens, General Manager  
of the Imerial Gardens  
of Russia Festival



**YURI  
NAZAROV  
(RUSSIA),**

President of the Russian  
Union of Designers



**SIMONE  
CIARMOLI AND  
MIGUEL QUEDA  
(ITALY),**

Designers, Founders  
of the CQS CiarmoliQueda



**SIMONE  
MICHELI  
(ITALY),**

Architect, Designer,  
Founder of the Simone  
Micheli Architectural  
Hero



**MASSIMO  
IOSA GHINI  
(ITALY),**

Architect, Designer,  
Founder of the Iosa Ghini  
Associates

# EXPERT COUNCIL IV SEASON



**ELENA  
BABKINA,**  
British Higher School  
of Art and Design  
(Russia)



**MICHAEL  
BELYAEV,**  
Misa Belyaev Design  
Studio (Russia)



**IRINA  
BIRILOVA,**  
interior magazine  
“Living Space”  
(Russia)



**TATYANA  
GORSHKOVA,**  
Association  
of Interior  
Designers  
and Decorators  
ADDI (Russia)



**SERGEY  
DUZHIKOV,**  
St. Petersburg  
Union of Designers  
(Russia)



**OKSANA  
KASHENKO,**  
Peredelka.tv,  
Maltseva.tv (Russia)



**EDUARD  
KUBENSKIY,**  
Tatlin Publishing  
(Russia)



**ELENA  
KUTEYNIKOVA,**  
International Design  
School  
in St. Petersburg /  
IDS (Russia)



**FRANCESCA  
RUSSO,**  
DDW Design  
Diffusion World  
(Italy)



**ALEKSANDRA  
SANKOVA,**  
Moscow Design  
Museum (Russia)



**EVGENY  
TESLYA,**  
Russian Guild  
of Managers and  
Developers (Russia)



**DILETTA  
TONIOLO,**  
Istituto Europeo  
di Design (Italy)



**NATALIA  
CHEREYSKAYA,**  
Russian Guild  
of Managers  
and Developers  
(Russia)



# BUSINESS PROGRAM 2018



## SAMSUNG SAMSUNG ELECTRONICS WAS THE OFFICIAL PARTNER OF THE IV SEASON BUSINESS PROGRAM

For the first time a series of business events took place in the IV season for the participants and guests of the Award Ceremony. Recognized international experts and members of the jury discussed topical issues relating to all those who create bespoke projects in Russia today.

### LECTURE TOPICS:

- ▲ A revolutionary look at the construction of urban housing
- ▲ Unique copy style or copy
- ▲ Ecology of modern interior

## SPEAKERS:



**STEFANO BOERI (ITALY),**  
Architect, Director of La Triennale di Milano  
(online lecture, teleconference)



**RODERICK VOS (THE NETHERLANDS),**  
Designer,  
Founder of the Studio Roderick Vos



**NATALIA SHESTAKOVA (RUSSIA),**  
Head of Samsung Electronics Professional Conditioning Systems



**SERGEY DUZHIKOV (RUSSIA),**  
Chairman of the St. Petersburg Union of Designers Board



**ELENA KUTEYNIKOVA (RUSSIA),**  
Director of the International Design School (Saint-Petersburg)



**MICHAEL BELYAEV (RUSSIA),**  
Multimedia Designer,  
Author of the ADD AWARDS 2018 Prize



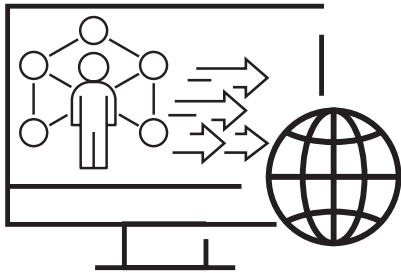
**DIMA LOGINOV (RUSSIA),**  
Product Designer,  
Founder of the Dima Loginoff Design



**EKATERINA ELIZAROVA (RUSSIA),**  
Designer,  
Founder of the Ekaterina Elizarova Design Studio

# ADVERTISING CAMPAIGN OF THE ADD AWARDS 2019

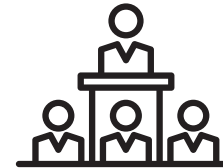
STARTING AUGUST 2019



## ONLINE PROMOTION

**The total coverage of the target audience of architects, designers, decorators — over 500,000 professionals**

- ▶ More than 4000 subject groups and publics
- ▶ Target audience reach — over 100,000 people
- ▶ Address e-mailings of project news through personalized newsletters to a professional audience — more than 20,000 recipients
- ▶ More than 50 Internet partners (including — 15 leading foreign specialized online resources)
- ▶ Interaction with professional communities of more than 25 countries
- ▶ Federal distribution of information for the target audience in Russia — in all major cities, through specialized information resources



## OFFLINE PROMOTION

- ▶ Radio
- ▶ TV
- ▶ Leading Russian and foreign printed media
- ▶ Promotion of the Award at all specialized exhibitions and conferences within 6 months (more than 20 per season)
- ▶ Promotion through own events: presentations, lectures, round tables, etc. (more than 15 events per season)
- ▶ More than 30 partner print publications are leaders in the interior and design segment
- ▶ Distribution of advertising materials during all the target B2B events in St. Petersburg and Moscow, such as: exhibitions, presentations, conferences (the total circulation will amount for more than 500,000 copies)



# TOOLS FOR INTERACTION WITH THE PARTICIPANTS OF THE AWARD



The ADD  
AWARDS Website



Living Space Magazine, 30,000 copies  
ADD AWARD Catalog, 10,000 copies



E-mailings to a constantly  
updated database



Social networks



ADD AWARDS Ceremony



The Award Partners  
Resources

## WHAT DOES THE ADD AWARDS GIVE TO A PARTNER?

- ▶ Recognition of the brand and its competitive advantages by designers
- ▶ Ability to show brand loyalty to designers
- ▶ Ability to highlight the leading position of the brand
- ▶ Ability to actively interact with the top designers
- ▶ Increasing the contact database of active architects and designers

# FORMATS OF PARTNERSHIP

## TITLE PARTNERS

Status partners receive special preferences and focused attention within the project — this emphasizes the leading role of a partner in the market for interior and designer products or services



### GENERAL PARTNER OF THE ADD AWARDS

Exclusive positioning of the partner next to the Organizer, maximum partner presence ON ALL promotional and informational materials of the project, the possibility of awarding the Grand Prix.

Recommended for large brands for which exclusive promotion of a brand, image and status is important.

**PACKAGE PRICE: 900 000 RUBLES**



### OFFICIAL PARTNER OF THE ADD AWARDS

(Only 3 packages are available for diversified companies representing different product groups)

The rewarding positioning of a partner is the preferential presence on the advertising, information and promotional materials of the project as compared with the partners of nominations, the possibility of awarding its own prize. Recommended for large brands for which premium brand, image and status promotion is important.

**PACKAGE PRICE: 450 000 RUBLES**

# FORMATS OF PARTNERSHIP

## THEMATIC PARTNERS

### MAIN NOMINATION SPONSOR

Sectoral promotion partner: recommended for companies aimed at promoting in a separate sector of the design market. 7 major nominations provide an opportunity for 7 companies to get the maximum promotion in the chosen direction. Thematic promotion of each nomination according to a separate plan gives the maximum coverage of the target audience, but only in one sector: interior goods, a country house, landscape, product design, business real estate or HoReCa.

**PACKAGE PRICE:  
250 000 RUBLES**

### SPECIAL NOMINATION SPONSOR

Niche promotion partner: recommended for companies with niche products or services, when the current promotion strategy focuses on the specific groups of the target audience. The framework topics of nominations are formed by the Organizing Committee, which helps the partner reflect in his nomination one basic need or good of his product.

**PACKAGE PRICE:  
200 000 – 250 000 RUBLES**

### PUBLIC VOTING SPONSOR

Recommended for companies interested in attracting the attention of end consumers: a set of options in the package provides a “flashing” of the brand for a shorter period, but for a more numerous and diverse audience.

**PACKAGE PRICE:  
FROM 110 000 RUBLES**



# THANKS TO ALL PARTNERS OF THE IV SEASON

## ORGANIZERS



ЖИЛАЯ СРЕДА  
ИНТЕРЬЕРНЫЙ ЖУРНАЛ

## GENERAL PARTNER



## OFFICIAL SPONSORS



## SPONSORS



## PARTNERS



Kingdom of the Netherlands



основан в 1987 году





**START FOR APPLICATIONS SUBMITTING**  
**SEPTEMBER 1, 2019**

ADD AWARDS Organizing Committee  
Tel. +7 (812) 438-15-38, [adda@fsmedia.ru](mailto:adda@fsmedia.ru)  
[addawards.ru](http://addawards.ru)