

**IV season**

**1 SEPTEMBER – 14 DECEMBER 2018**



**ADDA**  
**A W A R D S**

INDEPENDENT PROFESSIONAL AWARD  
FOR ARCHITECTS, DESIGNERS, DECORATORS

THE AWARD CEREMONY WILL TAKE PLACE  
MID-DECEMBER 2018 IN ST. PETERSBURG

**[ADDAWARDS.RU](http://ADDAWARDS.RU)**

**CONTACT: 07 (812) 438-15-38, [ADDA@FSMEDIA.RU](mailto:ADDA@FSMEDIA.RU)**

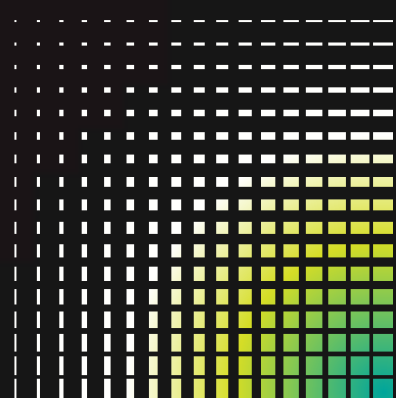
# STAY ADDICTED!

## WHAT IS ADD AWARDS 2018

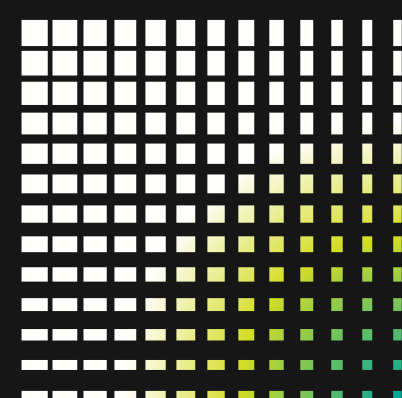
Unique award in the field of design and architecture:

IMPARTIAL | INDEPENDENT  
PROFESSIONAL | INTERNATIONAL

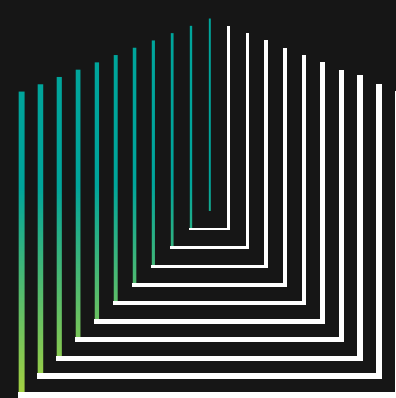
### NOMINATIONS:



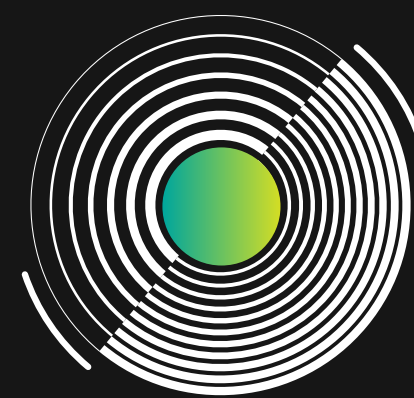
CITY  
APARTMENT UP  
TO 100 M<sup>2</sup>



CITY  
APARTMENT  
OVER 100 M<sup>2</sup>



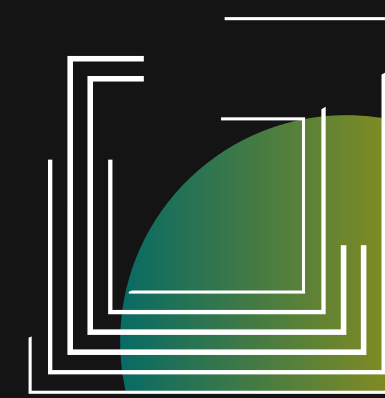
COUNTRY  
HOUSES  
AND TOWNHOUSES



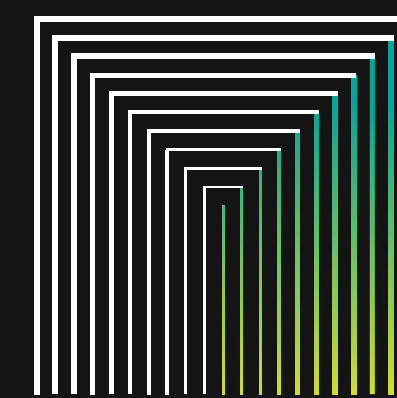
HoReCa



LANDSCAPE  
AND CITY  
ENVIRONMENT



PRODUCT  
DESIGN



RETAIL +  
BUSINESS

Gala award ceremony will take place in Saint Petersburg  
in December 2018





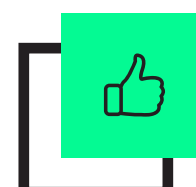
**THE BEST  
AMONG EQUALS!**

## MISSION

### ADD AWARDS



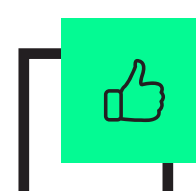
Community building: architects, designers, decorators, manufacturers and suppliers of interior solutions.



Impartial coverage of achievements in architecture, design and decoration of private housing, public spaces and urban environment.



Independent and professional assessment of projects created within the last two years, encouraging the best representatives of the architecture and design industry.



Active promotion of participants and sponsors of the award at the federal and international level.



# ADD AWARDS 2018: MAIN FACTS

IV season of the International ADD AWARDS for architects, designers and decorators started on September 1st, 2018.

In 2018 the number of participants made an important growth: 1,244 participants from 24 countries submitted 1,454 projects in 7 nominations and 2348 projects took part in special nominations.

## GEOGRAPHY OF PARTICIPANTS:

**24**  
countries

**68**  
cities

**1244**  
participants

**1454**  
PROJECTS IN 7 MAIN NOMINATIONS

**7** SPECIAL NOMINATIONS  
Each participant is entitled to submit its project to one of the main nominations and simultaneously to special nominations. Submission of projects to special nominations continues until **15th of November**.

**2348**  
SPECIAL PROJECTS



**202 435**  
visits (01.09.18 – 15.10.18)

**9114**  
website users  
(01.09.18 – 15.10.18)

**22**  
exclusive prizes

HIGH JURY  
**12**  
famous designers and architects

EXPERT BOARD  
**13**  
professionals

AWARD CEREMONY  
**750+**  
guests



## THE BEST AMONG EQUALS! “STAR” JUDGES ABOUT THE AWARD

The Organizing Committee of the Award is proud of the fact that during three seasons, the leading world-famous architects and designers took part in the jury and expert board. The evaluation of competitive works by professionals of such a high level is a guarantee of impartiality and the basis of the high status of the Award.



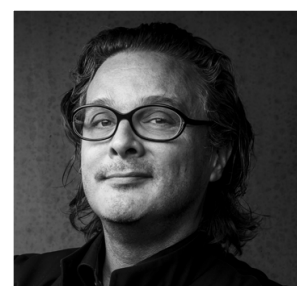
**Christos Passas,**  
executive director  
of Zaha Hadid Architects

— I happened to see some interesting, really extraordinary projects, fresh and bright. It is a terrific feeling when an interior project just opens the door to another world for you! On the other hand, any judge has to remain critical in order to establish a new framework for quality and raise the bar for the industry.



**Ralph Wigman,**  
CEO of the iF International  
Forum Design

— Each trustworthy design award takes on a specific challenge when trying to find a better way of evaluating among the already known ones. And only if the organizers, and particularly, independent experts decide to be really strict, the design award has a chance for «survival» and fame. ADD AWARDS has chosen this strategy.



**Roderick Vos,**  
designer,  
Studio Roderick Vos

— It is always good to meet colleagues and see what kind of interesting designs they are making. Moreover, I think it is good to have a wide angle in your personal interest for all creative industries and design offices, and designers. My criteria for estimating the projects submitted for the ADD AWARDS 2018 will be — creativity & functionality! I love intelligent use of materials & creative use of three dimensional space in architecture, and humor! I wish the participants that they realize that the ADD Awards is also about connecting and meeting people from several creative industries. They should be aware of the importance & potential of the creative industry and the role and responsibility of designers ‘creating a better world’.



**Marco Piva,**  
architect, designer

— I have participated in the High Jury of ADD AWARDS time and again. Every time this is a great honor for me, and at the same time, it allows me to be always aware of what is happening in Russian design. Membership in the Jury allows me to maintain a dialogue with professionals and «be on the wave» to discover the most innovative ideas. Keep it up, ADD AWARDS!



**Massimo Iosa Ghini,**  
architect, designer

— I am very pleased to see how the design system in Russia is changing. I saw many interesting works of a purely European level, devoid of any national color. The works showed that today design and architecture are so tightly integrated into each other that they cannot be separated. 20 years ago, there was architecture as such; today it does not exist, there is a design and architecture together.



**Alberto Apostoli,**  
architect, designer

— Being in the Jury of ADD AWARDS is a great honor for me. This taught me to remain impartial, although it is not easy to assess the work of my colleagues without prejudice. By the way, it also helped me understand the Russian style, now I, so to speak, have a happy key to future projects in Russia.



**Dima Loginov,**  
product designer

— It was very interesting for me to study all the projects included into the shortlist; many of them were created with great taste and understanding of the matter. Of course, in some projects, there were many template features that had long been worth throwing into the trash of history, but at the same time, I saw several cool projects performed on a high international level, and that is why I am very pleased!



**Yekaterina Yelizarova,**  
designer

— The contest confirmed that the interior design in Russia is still at a much higher level than the object design. There is a feeling that a significant number of designers are trying to get into the mass market, resulting in quite similar pieces. For me, participating in the contest as a member of the Jury is first and foremost an opportunity to share international experience with others, to contribute to the development of design in Russia.



**Tricia Guild,**  
designer

— It was an honor for me to participate in the High Jury of ADD AWARDS, the process and results impressed me. Very high level of nominated projects, very high level of projects included into the shortlist. Russian design really becomes a brand; it starts to acquire its own identity! I wish great luck in the future to everyone who is somehow involved into the project!



**Errol van de Werdt,**  
CEO of Textiel  
Museum in Tilburg

— Creating a digital voting platform for ADD AWARDS, an invitation to evaluate professionals, as well as the function of public voting bring together several prospects. First of all, new relationships between design communities of Russia and Europe are establishing in such way. Both sides can and should influence each other! Forms, materials and functionality, the Russian design language differs from the European one, and recognition of these differences is the starting point for development, for changes, and having decided to change, we always make the world a little bit more beautiful.



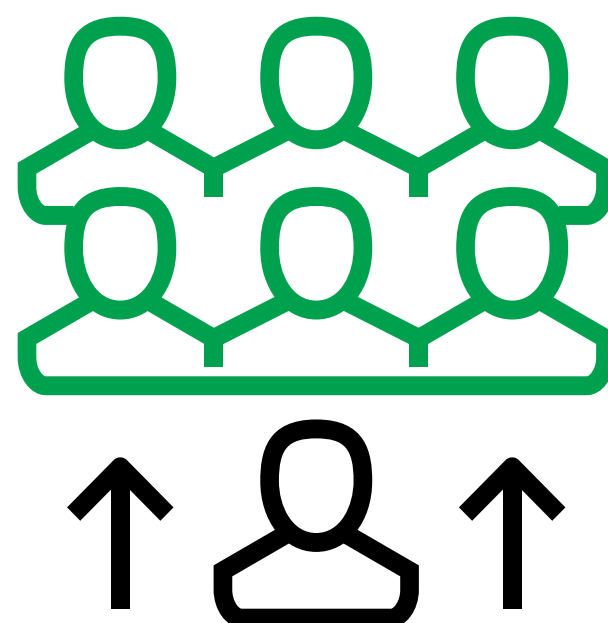
# BENEFITS OF PARTICIPATION

## FOR INTERIOR MARKET COMPANIES

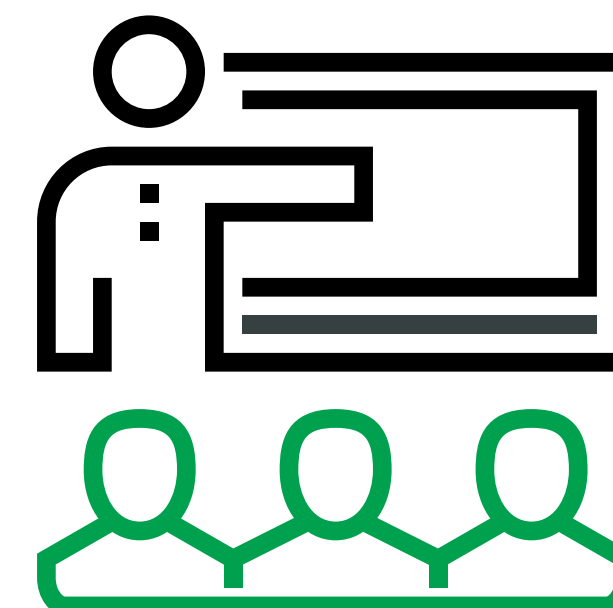
**PARTICIPATION  
IN A HIGH PROFILE AND CREDIBLE  
PROJECT RECOGNIZED BY  
PROFESSIONALS**



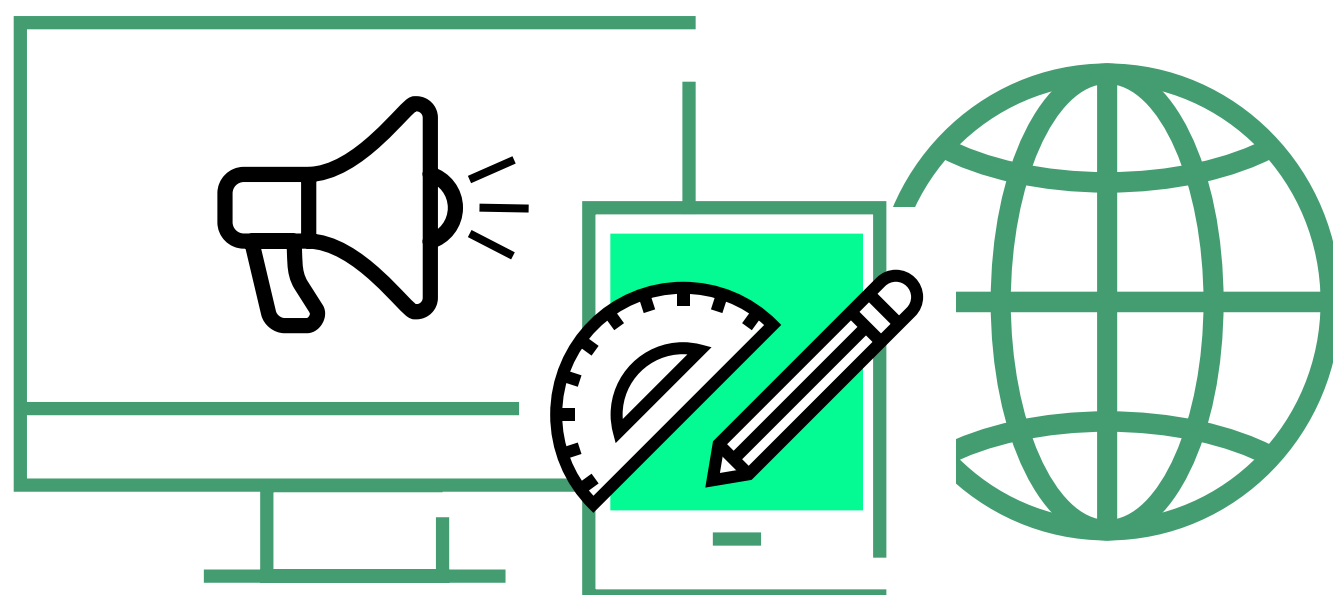
**DIRECT ACCESS  
TO THE LOYAL  
TARGET AUDIENCE**



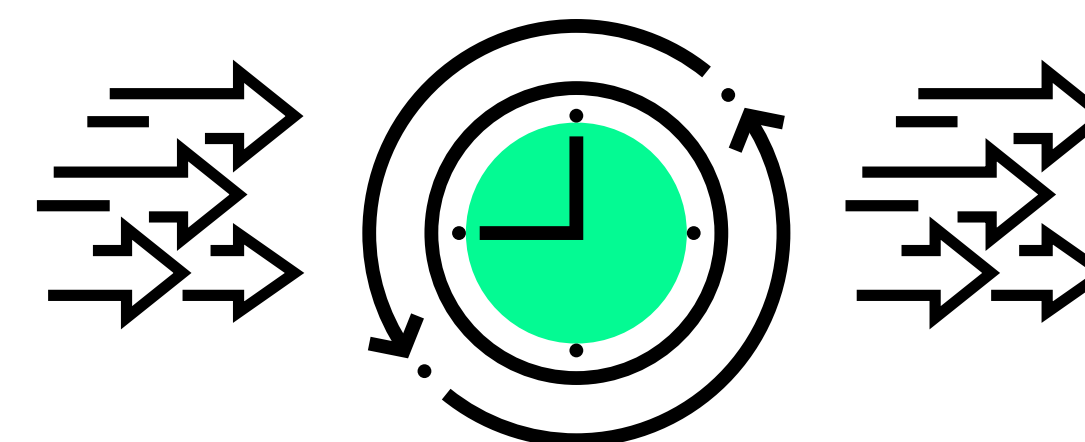
**HANDPICKED TOOLS  
FOR THE MAXIMUM  
COVERAGE  
OF THE TARGET AUDIENCE**



**PROPERLY SELECTED POOL OF LOYAL INFOPARTNERS  
(LEADING RUSSIAN AND INTERNATIONAL MEDIA,  
PRINTED PERIODICALS AND ONLINE RESOURCES)**



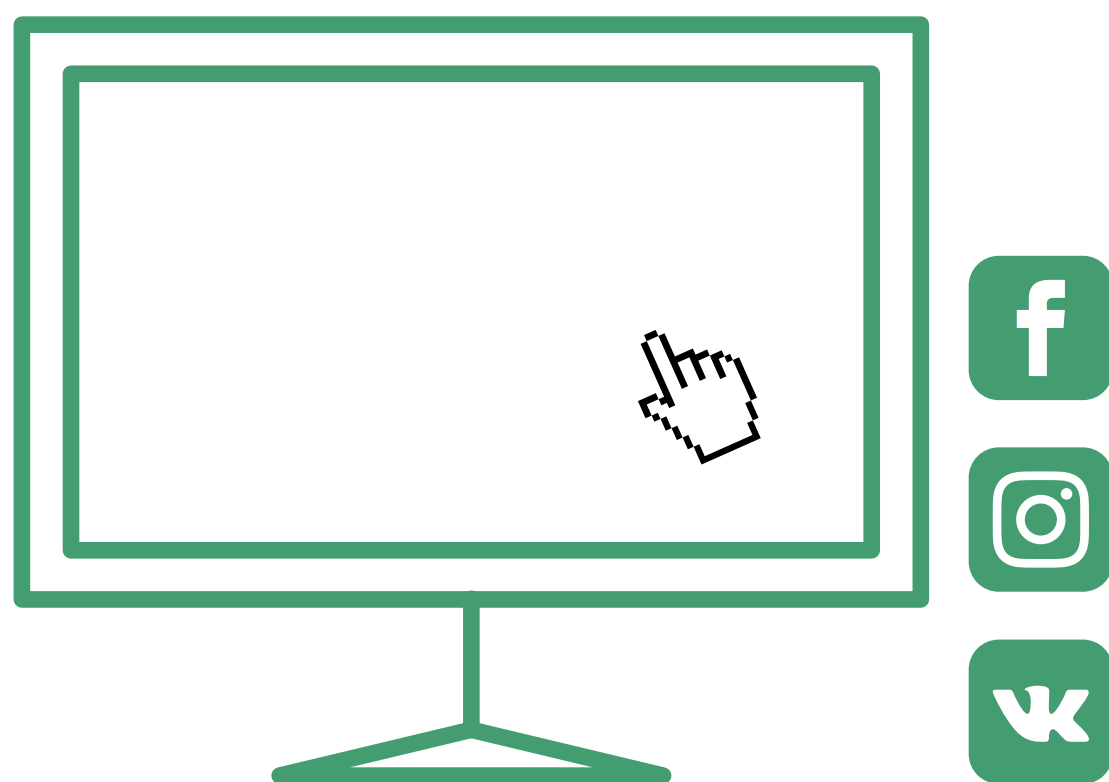
**INFORMATION COVERAGE IS  
PROLONGED (ADVERTISING  
CAMPAIGN RUNS FOR 6 MONTHS)**



# BENEFITS OF PARTICIPATION

## MAIN PROMOTION FORMATS WITHIN ADD AWARDS

### WEBSITE AND SOCIAL MEDIA



### MEDIA RESOURCES



### OFFLINE - AWARD CEREMONY (DECEMBER 2018)

#### THE VENUE OF THE ADD AWARDS CEREMONY

- ▶ Exhibitors
- ▶ Sponsor's space branding
- ▶ Participation in the ceremony
- ▶ Sponsor's appearance on printed branded products

### PRINTED PERIODICALS: CATALOGUE OF THE WINNING PROJECTS, ADD CATALOGUE, «LIVING SPACE» MAGAZINE



### DIRECT MAIL





# ADD AWARDS 2018 ADVERTISING CAMPAIGN

## ONLINE PROMOTION

- More than 4,000 thematic groups and public pages
- Target audience coverage is more than 100,000 people
- Targeted news delivery about the project through personal newsletters to a professional audience of more than 20,000 recipients
- More than 50 Internet partners (including 15 leading foreign specialized online resources)



- Interaction with professional communities in more than 25 countries
- Federal coverage of the target audience in Russia, in all major cities, through specialized resources

## OFFLINE PROMOTION

- Television
- Leading Russian and foreign printed mass media
- Promotion of the Award at all specialized exhibitions and conferences within 6 months (more than 20 per season)
- Promotion via own events: presentations, lectures, round tables, etc. (more than 15 events per season)
- More than 30 partner printed periodicals, leaders of the interior and design segment



## PARTNERS OF THE AWARD:

### ORGANIZERS:



### GENERAL PARTNER



### SPONSORS:



### PARTNERS:





**JOIN THE BEST!**

**ORGANIZING COMMITTEE  
OF ADD AWARDS 2018:**

**TEL. 8 (812) 438-15-38**

**ADDA@FSMEDIA.RU**

**ADDAWARDS.RU**