



**ARCHITECTS.
DESIGNERS.
DECORATORS 2020**
independent international award
for architects, designers and developers

VI ADD AWARDS: Test of Strength

The international professional award for architects, designers and decorators sums up the results of the VI season, during which, for the first time, in addition to the main nominations, three more special competitions were held with an award fund of more than 3 million rubles. In addition, the deadlines for submitting works for the Award have increased: participants had a unique opportunity to upload projects from September 2020 to February 2021. Another innovation is an unlimited number of completed projects from one author.

In total, 1,571 projects from 606 participants from 80 cities and 20 countries were moderated. The panel of experts included representatives of architectural workshops and design studios, heads of trade unions, specialized educational institutions and the media: editor-in-chief of the Living Space magazine Irina Birilova, director of the International Design School in St. Petersburg / IDS-Petersburg Elena Kuteinikova, chairman of the St. Petersburg Union of Designers board Sergey Duzhnikov, designer, director of SMIROVDESIGN Sergey Smirnov, founder of Medina Art Marina Lebedeva, product designer Taras Zheltyshev, architect Anastasia Panibratova, interior and product designer Elina Tuktamishcheva, interior and product designer Daria Vasilkova, architect, partner of the SA LAB architectural laboratory Alina Chereyskaya.

The experts formed a short list in each of the **8 main nominations**: it included 282 completed and 108 conceptual projects:

- [HoReCa](#)
- [Interior of a City Apartment up to 100 m²](#)
- [Interior of a City Apartment to 100 m²](#)
- [Countryside Residence & Townhouse](#)
- [Landscape Design & Urban Environment](#)
- [Public Spaces of the Residential Complexes](#)
- [Product Design](#)
- [Retail & Business Interiors](#)

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 stellar representatives of the design industry, architecture, specialized journalism, education and business from the UK, USA, Italy, Czech Republic and Russia: creative director of David Collins Studio Simon Rawlings, designer, writer, Jonathan Adler founder Jonathan Adler, President of the World Design Organization Srinu Srinivasan, President of the Russian Union of Designers Vitaly Stavitsky, designer at Kibardin Design Studio Vadim Kibardin, product designer at Dima Loginoff Design Studio Dima Loginov, designer at Elizarova Design Studio Yekaterina Elizarova, professor at Istituto Europeo di Design Diletta Toniolo, landscape designer at the State Russian Museum Olga Cherdantseva. 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 awarding ceremony at the St. Petersburg Hotel, which brought together more than 700 professionals of the design and architecture market on March 19, was traditionally opened by the initiator, President of ADD AWARDS Ruslan Chemobaev: *"The award has existed for the seventh year exclusively for a community of unique people united around one concept - design. For all of us, this word has become the main meaning of all our active work, otherwise we would not be here now. At the moment we are considering three main areas of design: interior, landscape and product, but we are ready to expand the agenda."*

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The best authors of equals were presented with exclusive awards created by the famous Russian designer, a member of the jury Dima Loginov, as well as valuable prizes from sponsors of the main nominations: Finex, Meltzer, BoConcept, Skillbox, Miele, LIIS. **For the second time in the history of the Award, the Grand Prix of the season was received by Dmitry Petrov (LINE architects, Chisinau) for the project ["House on four levels"](#).**

The representatives of the Nolte Küchen presented the authors of the best projects in the special nomination "Kitchen: Multifunctional Space" with a three-day tour to the most German city of Russia - Kaliningrad. Also, special prizes were received by the winners of two special contests within the ADD AWARDS: the competition for the design of a city apartment from the KORTROS with the subsequent



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implementation of the best projects and the 3D visualization competition "Modern interior with a Snaidero kitchen" from the Italian kitchen manufacturer Snaidero and an exclusive dealer FTF interior, whose representatives presented the winners with certificates for a trip to the iSaloni 2021 in Milan. The initiator and organizer of the special competition for product design "PRO-School of the Future" - Furniture Design Future - decided to extend the acceptance of applications for the next season of the Award, which starts in May 2021, since none of the submitted projects fully met the conditions. The winners will receive a prize fund of 1 million rubles, as well as the launch of furniture into production.

The projects of all winners of the VI season of ADD AWARDS can be found [here](#).

Several decor partners were responsible for the atmosphere and spectacular decoration of the hall: the independent flower online platform Flower Experience, the Dutch consulting company Sobolj, the Just Chrys promo campaign, the Bemyakovs Studio and the Wishing Tree studio. Special prizes were awarded by representatives of the Citadel Parquet & Ceramic Tile studio and the Derevo Park landscape design studio.

The solemn event was preceded by an **exhibition and business program**. The already traditional, bright exposition was attended not only by the participants of the VI season of ADD AWARDS and market professionals, but also by design connoisseurs. This year, the exhibition took place in two congress and exhibition halls on the second floor of the hotel, with an area of more than 500 sq. m. The exposition presented exclusive designer lamps and lighting equipment; finishing materials for interiors and exteriors; designer furniture; interior wall panels; household appliances; ventilation and air conditioning systems; floor coverings; innovations in the field of home relaxation.

A rich business program with the participation of experts and partners of the Award took place in the Strelina Hall. The speakers devoted their speeches to various areas of design - from floristic trends in the interior to the development of the design business using the effective cases. The guests were also the first to see the exclusive prizes of the VI season of the Prize - Design by Dima Loginoff. The program was opened by a round table "On flowers, chrysanthemum trends and their role in the interior business" with the participation of representatives of the leading floristic companies of Russia and Holland: Flower Experience, Sobolj, Just Chrys, "Bemyakov Studio", "Tree of Desires" studio, "Vostok" Floristry School -West". Representatives of the Decorso trade mark Maria Smirnova and Natalia Denshchikova told the audience about the alternative innovative decoration material. The role of online awards and competitions in the professional development and promotion of designers in the era of total "online" was discussed by the designers and experts of the Awards. The discussion was moderated by Ruslan Chernobaev, President of the ADD AWARDS.

Ruslan Chernobaev, President of ADD AWARDS:

- The award has taken place - and this is our common main victory! We have not only achieved the planned targets, but also exceeded them. And this is not an exaggeration: the project has been tested not only for its strength in the "new conditions", but also for its relevance and necessity.

We are glad that the format - online awards and offline awards - has returned and confirmed its effectiveness, and the design community has literally united around these letters - ADDawards.ru! In the sixth season, in addition to the usual prize, we managed to simultaneously hold three more contests with a prize fund of more than 3 million rubles!

In summary, we are pleased to announce the following:

- We announce the season of ADD AWARDS 2021 open: you can submit new works for the Award in May, the presentation of the awards is scheduled for December 2021;*
- ADDawards.ru expands its functionality and becomes a platform for communication between our members, partners and future customers;*
- now the site will constantly host contests, awards, tenders for designers and suppliers - the project will start in September 2021.*

You can download the photo and video report from the Awarding Ceremony by [the link](#)

The seventh season of the ADD AWARDS will open in May 2021!