



**ARCHITECTS.  
DESIGNERS.  
DECORATORS 2019**  
Independent international award  
for architects, designers and decorators

## ADD AWARDS 2019: Results of the Anniversary Season

*The fifth season of the international independent professional ADD AWARDS 2019 summed up on December 11 in St. Petersburg! For five years, the project has accumulated a record number of participants and partners from different countries and has formed a unique pool of experts of the highest world level who are ready to share experience and competencies with the contestants.*

### FACTS & FIGURES

This year one more nomination was added to the 7 main categories of the Award - [“Interiors of public spaces in residential complexes”](#). 1,502 projects were included in the long list. Of these, 706 are completed and 796 are conceptual. The TOP 10 cities of designers are St. Petersburg, Moscow, Yekaterinburg, Krasnodar, Rostov-on-Don, Minsk, Kazan, Novosibirsk, Chelyabinsk and Samara. During the submission period, 169,500 views and 14,700 visitors were recorded on the ADD AWARDS website. According to the results of the expert council's voting, the short list included 412 projects that entered the struggle for the main prize. Members of the jury and users of the site gave the projects more than 30,000 marks!

### EXPERT COUNCIL & JURY BOARD

The works were evaluated by 12 experts from Russia and Italy and 12 high jury members from Russia, the Netherlands, Great Britain, Italy, and the USA. The shortlist for 2019 was compiled based on the results of the voting: the chief editor of the Living Space interior magazine [Irina Birilova](#), the director of the Association of Designers and Interior Decorators [Tatyana Gorshkova](#), the chairman of the St. Petersburg Union of Designers board [Sergey Duzhnikov](#), the director of the International Design School in St. Petersburg (IDS-Petersburg) [Elena Kuteynikova](#), editor of Furniture Business magazine [Katerina Litvinova](#), founder and curator of the Archipeople community [Lucy Malkis](#), deputy chairman of the Landscape architecture Council in St. Petersburg [Evgenia Petrashen](#), the head of the Enfilade Maro architecture and interior design studio [Maria Romanova](#), the publisher of Design Diffusion World (DDW) [Francesca Russo](#), the founder of SmirnovDesign studio [Sergey Smirnov](#), the editor-in-chief of INTERIORS the best magazine [Tatyana Fofonova](#), the editor-in-chief of the Forma online magazine [Natalia Shustrova](#). 3D-examination of

Then 412 projects were evaluated by members of the high jury this year: President of the Association of Designers and Interior Decorators, journalist [Natasha Barbier](#), designer, founder of Elizarova Design Studio [Ekaterina Elizarova](#), urban designer at QASE Urban Design Studio [Cees Donkers](#), executive director of Zaha Hadid Architects [Christos Passas](#), product designer, founder of Dima Loginoff Design Studio [Dima Loginov](#), designer of Jess Design studio [Maarten van de Goor](#), founder of Simone Micheli Architectural Hero studio [Simone Micheli](#), president of the Union of Designers of Russia [Vitaly Stavitsky](#), the President of the Eurasian Landscape Festival and "Atmosphere" Forum [Julia Sorokina](#), a professor of Istituto Europeo di Design [Diletta Toniolo](#), chief curator of the Russian Museum gardens and parks [Olga Cherdantseva](#), president of the World Design Organization (WDO) [Sri Srinivasan](#).

### WINNERS

World-class experts personally awarded the trophies to the [“Best of the Equals”](#) in each of 8 nominations, and also awarded the winners of public voting and the conceptual projects category. Marble and porous aluminum “Interior Oscars” were made by Alupor and Krasota (Beauty) companies according to the sketches of the ADD AWARDS jury member, designer Ekaterina Elizarova.

The first places in the main nominations are the following:

“The interior of a city apartment of 100 square meters” - [H.ROOM](#) (Sergey Nasedkin, ARCH.625);

“The interior of a city apartment up to 100 square meters” - [Monochrome](#) (Ivan Pozdnyakov);

“Countryside Residence & Townhouse” - [“Lodge A”](#) (Bureau Horomystuio);

“Landscape Design & Urban Environment” - [“Wormwood Shore”](#) (Alexander and Irina Sergeeva, Landscape Workshop of the Sergeys);

“Retail & Business Interiors” - [“Office Bank”](#) (KIDZ Design Bureau);

“HoReCa” - [Limitless Café](#) (Anton Volkov and Daria Veselova, VOLVES interiors);

“Public Spaces of Residential Complexes” - [LCD Klein House](#) (Anna Votintseva, “Architectural workshop 13”);

“Product Design” - [Lee](#) (Andrey Privalov, Privalov Design).



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The Moscow designer Ivan Pozdnyakov got the ADD AWARDS 2019 Grand Prix. He designed and completed the [Monochrome](#) apartment in the modern style of "northern minimalism". The interior concept is based on color nuances and textures variety. Furniture was selected concise, architectural and comfortable, and design is restrained in a Scandinavian way. The winner of the 5th season was awarded a special prize from the business program sponsor - Okania, an official Natuzzi dealer in St. Petersburg and Moscow, a certificate from the official sponsor, Manders, for the purchase of 50 liters of Little Green paints; the original picture, part of the Natuzzi Open Art project, created with the participation of the sculptor Giacomo Benevelli, from the V season business program sponsor - the Okaniya group of furniture companies, the official Natuzzi dealer in St. Petersburg and Moscow; and a certificate of 1,000 euros for publication in the interior magazine "Living Space". As the winner of the "Interior of a city apartment up to 100 sq. m" nomination Ivan Pozdnyakov will go to Germany, to the homeland of the nomination sponsor - Nolte Küchen. At the ceremony, Ivan noted the significant contribution of ADD AWARDS to the development of design in Russia and the objectivity of the jury's evaluation.

## **BUSINESS PROGRAM**

As part of the award ceremony on December 11, a business program traditionally hosted with architectures and all design connoisseurs at the Rodina Cinema Center. Experts from all over the world presented their design industry development vision, shared their experiences and talked about plans for the next year.

The first open discussion, moderated by the ADD AWARDS president Ruslan Chernobaev, was devoted to the urgent topic of trends and their adaptation in Russian realities: "World trends in the Russian market: expectation VS reality". The discussion was attended by Ekaterina Elizarova (designer, author of the ADD AWARDS V Season), Vitaliy Stavitsky (President of the Union of Designers of Russia), Dima Loginov (famous industrial designer, Russia), Cees Donkers (design branding expert, Holland), Olga Cherdantseva (the main keeper of the Russian Museum gardens and parks, Russia) and other professionals. The business representatives were general director of the Okaniya furniture company group, the official dealer of the NATUZZI brand in St. Petersburg and Moscow, Oleg Spiridenok and the co-founders of the Russian Tkano home textile brand, which is part of the FineDesign Group, the general director Yulia Pashmentova and e-commerce director Ilya Kartashev. Participants discussed the features of the Russian interior market, as well as the opportunities and prospects for the introduction and implementation of foreign trends. During the discussion, the ADD AWARDS V season trophy was also presented to the public.

### **Ruslan Chernobaev, President of the ADD AWARDS:**

*- Trends are a part of our life, that which can be fashionable or not fashionable, and this is subject to discussion. Any trend becomes a trend only when it goes beyond the scope of actionism or art and enters mass production, that is, it becomes a commodity. Our business program brought together those who create trends, and those who implement them technically in production, but it is consumers who finally vote for the success or failure of the trend.*

### **Oleg Spiridenok, general director of the Okaniya group of furniture companies, an official Natuzzi dealer in St. Petersburg and Moscow:**

*- From our own experience, we know that educating the market is an ungrateful business and commercially unsuccessful. The opposite position - "to be like everyone else" - is also doomed to failure. One should be the first to enter the market with his own vision of the trend. You always need to have your face... I kindly ask designers and architects: when you realize yourself, think about for whom you do it. Yes, one should be a person, one should create things that are remembered. But at the same time, you need to think about the people who consume them. This is what Natuzzi does: following trends, it always remembers the consumer.*

### **Cees Donkers, urban designer at QASE's Urban Design Studio:**

*- I began to study trends in 1968, after which the cultural revolution immediately followed, which overtook not only Europe, but the whole world. Trends have changed my life and became the subject of my study. I am convinced that today, indeed, there is a global trend, and it is not revolution, but evolution. For example, there was a stage when industry in my native Eindhoven simply died, the city was depressed, and we had to survive and get out of this darkness. We began to use industrial buildings for other functions - organized lofts, spaces - so new jobs appeared and the atmosphere of life improved ... 10 years ago I founded the Dutch Design Week - then 80% of my students graduated in the product design, and today social design has become a leading specialty, which helps to solve problems such as permafrost, job search, mortgage lending. It is these students who will create our future. They are the main figures and creators of the future.*

### **Julia Pashmentova and Ilya Kartashov, co-founders of the Russian Tkano textile brand:**

*- According to our estimates, the Russian household goods market is only coming to conscious consumption. Flax textile is a super trend all over the world, and in Russia it is not popular. To a large extent, this is affected by the cost of the material, because an environmentally friendly*



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*product belongs to goods of a high price category. We see our task as trying to educate the market. Eco-friendly materials are like self-love. I think that in 5-10 years we will come to the widespread consumption of eco-cotton and flax.*

**Vitaly Stavitsky, President of the Union of Designers of Russia:**

*- The ecodesign trend has been developing for at least 50 years. Modern events, a healthy lifestyle only pushed it. The era of consumption ends or has already ended. Eco-products stimulate sales, make us pay more: on the one hand, we are talking about protection, and on the other, about money. Design is a policy that has been shaped in many countries. Personally I am very sorry that Russia is not taking part in this process right now. I hope that with the help of our public organization, we have entered this trend at least a fraction of a percent.*

Public-talk "Design as a brand" was moderated by Irina Birilova, editor-in-chief of the Living Space interior magazine. Today, many designers are striving to create a personal brand. Why do we need a personal brand, what benefits does it bring, how important is it for the success of the company - public-talk participants told about this. Francesca Russo (publisher of Design Diffusion World, Milan), Elena Kuteynikova (director of the International Design School St. Petersburg), Russian product designers Dima Loginov and Ekaterina Elizarova shared their professional experience. Ruslan Gatsalov (founder of the National Fund for Legal Education and ArtLaw) was responsible for the legal aspect. Big brands also took part in the discussion: among them were Svetlana Koroleva, a representative of the famous Italian company POLIFORM, and Maxim Cherny, CEO of ALUPOR.

**Francesca Russo, publisher of DDW Design Diffusion World:**

*- The most important role of the media is that we create a "facade" with which you build trust, which means good relationships, because this is business ... We try to use integrated "languages" of communication: in addition to the media, we work in social networks, create posters, install them in public places during events ... To maintain your popularity, you should communicate not only according to your strategy, but also your budget. Communication is very important if you want to live, not survive.*

**Ekaterina Elizarova, founder of Ekaterina Elizarova Design Studio:**

*- I would advise everyone who wants to achieve something in design, have the courage and not listen to anyone. They talk a lot about trends, and, of course, this cannot but affect the work, it is impossible to ignore the trends that occur in society. But I would not advise paying much attention to this. For me personally, trends are secondary. Develop your intuition and create your product, your design in accordance with your inner instinct.*

**Dima Loginov, product designer, founder of Dima Loginoff Design Studio:**

*- I do not perceive my design life as the life of a brand. Many people think that I am a career predator, but in reality I don't think about these things at all ... Another thing is that the Western press really had a huge influence at the very beginning of my career, as the media published my design at a time when I didn't have a single contract with factories ... Manufacturers very rarely and very fragmentarily study what is happening on the market through the press, mainly due to exhibitions. But retail is following this very seriously. My first project came to the manufacturer through retail.*

**Maxim Cherny, CEO ALUPOR, gift partner of the Award:**

*- I represent a company that manufactures porous aluminum products for mechanical engineering. In 2017, we registered the Alupor trademark and created a website for promotion in foreign markets. We were surprised that a third of requests for our product came from designers, the material was in demand in the design market ... We look forward to further cooperation with designers and would like to encourage them to use more non-standard materials in their projects. Allow yourself to do something creative and unconventional - this will be your innovative contribution to the development of the market.*

**The discussions were supported by the Okania furniture group, the official Natuzzi dealer in Moscow and St. Petersburg, and the Consulate General of the Kingdom of the Netherlands in St. Petersburg.**

**V SEASON PARTNERS**

**The success of the project, its popularity became possible not only thanks to the participation of world experts, but also the support of industry leaders.** The official sponsors of the project were Manders and Modern Form. Traditionally, the federal partner of the Award is the Russian Guild of Managers and Developers. The ongoing support of trade unions and specialized schools, such as the St. Petersburg Union of Designers, the International Design School in St. Petersburg (IDS-Petersburg) and Istituto Europeo di Design, is very significant. This year the jubilee trophies were made according to the project of the Russian

**ADD AWARDS Organizing Committee**

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designer Ekaterina Elizarova in two versions. The marble award was created by the masters of the Ural stone processing company Krasota, and the main trophy - Grand Prix - made of unusual porous aluminum was performed by the Alupor team.

**Participants in the main nominations were supported** not only by such international trendsetters as Poliform, Nolte Küchen and Legrand, but also by Russian specialized companies - Yadro, Climate Neva and Sphere of Decor. This is not the first year they support the project and establish their own special nominations - Dolce Porte and LedMonster. **New special nominations** from Hanak and möbel & zeit Gallery brands also became popular among the participants of the Award. An important stage of the Award - public voting - was made possible thanks to the support of Skillbox, an online university number 1 in Russia.

This year, for the second time, a special prize is awarded from the Istituto Europeo di Design (IED). The design school presented a trip to the Salone del Mobile from April 23 to 24, 2020, together with a member of the Award's high jury, design expert and international trend researcher Diletta Toniola. The cleanliness of the vote, as well as the settlement of all disputes and the legal support of the Award was provided by Artlaw.

ADD AWARDS is a platform that unites both industry professionals and those who are just starting their journey. The business program of the V season was supported by the Okania group of furniture companies, the official dealer of the Italian factory Natuzzi in Moscow and St. Petersburg, which celebrated its 25th anniversary this year. The project is also supported by young ambitious Russian brands: the founders of the Tkano textile brand, which presented bespoke collections for all winners of ADD AWARDS 2019. Polina Raudson, Ksenia lu design, Kreateaw Group, Ankvile, dance group The pride and Makeup Buro were responsible for the spectacular award ceremony, the solemnity of the moment and the beauty.

Media support for the anniversary season was provided by the Association of Designers and Decorators of Russia (ADDI), SPbGASU, the Club of Industrial Designers, the International Design School in St. Petersburg (IDS-Petersburg), the St. Petersburg Union of Designers; magazines: Furniture Business, Interior + Design, Modern House, Pygmalion, Prigorod, Expert North-West, Interiors the best; portals: DDW, Archi.ru, ArchiPeople, "Forma", "Reasonable Real Estate", BN.ru, BSN.ru, "Restaurant Resource", HoReCa, EventLive, PinWin, Interior Explorer, Archplatforma, 360.ru, 4Living, Berlogos, "Building Expert", Roomble.