

## PRESS RELEASE

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# NEW EUROPEAN INTERIOR DESIGN PRIZE THE GREAT INDOORS AWARD 2007

The Great Indoors – an international, biennial, interior design award and accompanying activities – will be held for the first time from 16 through 18 November 2007 in Maastricht. In addition to an international conference and several workshops with a focus on interior design, an international jury of design professionals, chaired by Rolf Fehlbaum (Vitra), will award five prizes to outstanding work in five categories: Show & Sell (retail), Relax & Consume (leisure), Concentrate & Collaborate (work), Serve & Facilitate (public) and Interior Design Firm of the Year. The Great Indoors is an initiative of NAI Maastricht, Marres, Centre for Contemporary Culture in Maastricht and FRAME.

## INTERIOR DESIGN ON THE GO

Interior architecture is surely the fastest-developing branch on the tree of design. A growing interest in the interior is emerging from the fields of architecture and product design. Integrated into the contemporary interior and its design are any number of disciplines, such as fashion, architecture and product design. Seen as such, interior design appears to be evolving into a new type of creative practice that draws inspiration from a wide range of influences. Vital to this transformation are not only formal, technological and aesthetic factors, but also social aspects. The influence of the private interior, for example, is having an increasingly greater impact on the design of public interiors and public outdoor spaces.

## WHAT IS THE AIM OF THE NEW AWARD?

By awarding prizes and hosting a conference and workshops, The Great Indoors hopes to promote a discussion on the growing importance of the interior throughout Europe and the world. Recognizing biennial developments and rewarding the best designs in various categories every two years are meant to lift interior design from its own disciplinary environment and to make it part of the public debate. The event is also intended to have a stimulating effect on education, on the function of the client, on the position/role of the designer, and on specific policy issues like the (re)vitalization of urban areas.

For more information on the programme and organization of The Great Indoors, see

[www.the-great-indoors.com](http://www.the-great-indoors.com)

where you can also download a registration form and find instructions for entering the competition.

### Note to the editors

For more information, please visit [www.the-great-indoors.com](http://www.the-great-indoors.com) or contact Anneke Moors: [press@the-great-indoors.com](mailto:press@the-great-indoors.com). A programme of activities for both conference and workshops will be released in July 2007.

# THE GREAT INDOORS AWARD 2007

CELEBRATING THE BEST  
— INTERIOR DESIGN  
— WORLDWIDE

## THE AWARDS

Poised to become a biennial event, The Great Indoors has a total of €50,000 in prize money for 2007, a sum that makes it one of the larger award programmes in the field of design. Clients and designers can compete for prizes of €10,000 in the categories Show & Sell (retail), Relax & Consume (leisure), Concentrate & Collaborate (work), Serve & Facilitate (public) and Interior Design Firm of the Year.

## AWARD CEREMONY 17 NOVEMBER 2007

A nominating committee will select five projects for nomination in each of the five categories mentioned above. On the basis of this short list, an international jury of design professionals will select a winner in each category. Prizes will be awarded at a festive ceremony in Maastricht on 17 November 2007. The five winners, as well as the remaining 20 nominees, will be featured in a catalogue together with their competition projects and profiles of the firms involved. The book will be released by Frame Publishers in early 2008.

provincie limburg



Gemeente



Maastricht



FRAME marres

The Great Indoors is made possible in part by the province of Limburg, the municipality of Maastricht and FRAME.