



2021

**AWARDS DATE**

Wednesday 24 November 2021

**CLOSING DATE FOR ENTRIES**

Saturday 24 July 2021

**FOR ENTRY QUERIES** [entries@fxdesignawards.co.uk](mailto:entries@fxdesignawards.co.uk)

The prestigious FX Awards invite both British and international design talent from all over the world to enter the very best of interior products and projects. Organised by FX magazine, these coveted awards are one of the highlights of the design industry calendar, taking place just before the run-up to Christmas. Each year a different panel of more than 20 committed judges are invited to judge your submissions. Make no mistake, these awards celebrate serious achievements! Winners and finalists are presented with a certificate, and all receive extensive publicity from us. Our 2021 panel is waiting to receive your entry...Good luck!

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## THE 2021 CATEGORIES

### NEW FOR 2021: OUTSIDE SPACE / CONCOURSE AND LANDSCAPE DESIGN

We have categories for architects, designers, suppliers and specifiers; for projects and products for international retail, leisure, office, public sector and hotels – there are opportunities for you to enter your work whatever sector you're in!

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## PRODUCTS

### ■ 2021 PRODUCT OF THE YEAR

All products can be entered into this category. This will be judged by a different panel from the other categories. The judges will be looking for the most inventive and deserving product of 2021.

### ■ LIGHTING PRODUCT

Interior luminaires, lamps and exterior lighting products for use in workplace, retail, leisure, exhibition, public or commercial settings.

### ■ PUBLIC, LEISURE OR OFFICE FURNITURE

Furniture designed for public areas including office, hotel, leisure, occasional and break-out furniture. Includes soft seating for receptions and now also includes workplace and task seating.

### ■ SURFACES

For wall, flooring, cladding and surface design products, including decorative, creative and inventive surfaces.

### ■ FLOOR COVERINGS

This category has been introduced in recognition of the huge sector worldwide of flooring applications. All floor covering products which can be used in contract interior design are welcome, so any material that can work in offices, schools, hospitals and hotels etc.

You can enter the same product into more than one category. An entry fee is payable for each submission. Each category is judged by a different panel of judges, so if you don't win one category, there's every chance you could win another.

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## PROJECTS

### ■ BAR OR RESTAURANT

The interior design of bars or restaurants – as wild as you like! Eligible projects include both temporary and permanent bars or restaurants.

### ■ BUILD TO RENT / PRS

The Build to Rent and Private Rental Sector (PRS) is an enormous burgeoning sector so we invite you to enter projects from the past three years to win this award. This category is open to both developers and architects/designers.

### ■ GRAPHICS / ADVERTISING / LOGOS

This includes the signage and wayfinding involved in your project as well as the brilliant advertisements and logos that you've designed for your clients.

### ■ HOTEL

Complete hotel schemes including new-build, conversion, restoration and refurbishment projects.

### ■ LEISURE OR ENTERTAINMENT VENUE

Leisure and entertainment projects, including spas, health clubs, gyms, salons, nightclubs and cinemas.

### ■ LIGHTING DESIGN

Completed schemes that make the best use of lighting in all contract applications including office, retail, leisure, exhibition, public space and commercial settings.

### ■ MUSEUM OR EXHIBITION SPACE

The ultimate display space! This category is for the creative use of exhibition space in museums and galleries, for either temporary or permanent exhibitions.

### ■ PUBLIC SECTOR

Schemes for civic, transport, education or medical projects including schools, colleges, universities, health centres, and hospitals. This category is also open to private projects within these sectors.

### ■ MIXED USE DEVELOPMENT INCLUDING CATEGORY A REFURBISHMENT

Projects that 'reinvent buildings' including change of use. This can be a combination of residential, commercial, cultural, institutional, or industrial projects, as well as mixed-use real estate development projects by a private developer and/or with public funding. This award will be credited to both the developer and the designer.

### ■ NEW FOR 2021: OUTSIDE SPACE

This is a new category for outside spaces including roof gardens, landscape design or connecting buildings through bridges, gardens, waterfalls and anything that improves our experience of outdoor space.

### ■ PUBLIC SPACE SCHEME

This concerns any space where the public can gather. This could be outside as well as inside, including atriums, grand reception areas, forum spaces, piazzas etc. This category also includes privately funded projects in which the general public can assemble.

### ■ RETAIL SPACE

Design schemes in all forms of retail outlet, including shopping centres, retail concepts and stores. Judges will be looking for the use of new technology for retail, and the kind of interiors that draw customers in and provide amazing consumer experiences.

### ■ WORKSPACE ENVIRONMENT SMALL UNDER 40,000 SQ FT

A workspace environment maximising comfort, productivity and efficiency, including reception areas, break-out zones, or entire office departments. This will be judged on the total concept for the client and workers alike. The unusual, the wild and the daring are most welcome! Projects can be corporate or more bespoke.

### ■ WORKSPACE ENVIRONMENT LARGE OVER 40,000 SQ FT

The same criteria as for Workplace Environment Small – except for size.

### ■ GLOBAL PROJECT

Looking for the best global project, this category is open to projects of all kinds. This means your project can be entered twice, once for any of the above sector categories, and again for the category of Global Project. As each category will be judged by a completely different panel of judges, even if you don't win your sector category, you could still win this!

### ■ UK PROJECT

By popular demand, we've introduced a category for UK architects and designers. As above, this category will be judged by a completely different panel of judges to any of the other categories.

You can enter the same project into more than one category, but an entry fee is payable for each submission. Each category is judged by a different panel of judges, so if you don't win one category, there's every chance you could

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## THE JUDGING PROCEDURE

We take this part of the event very seriously! We are pleased to announce that we are again facilitating a transparent and open judging procedure for 2021 that remains demanding and rigorous! We ask every judge to consider every application according to the criteria for each category, in line with the submission procedure outlined in this document. (Unfortunately we cannot accept invitations for a visit to see your product or project in person because of disadvantaging the international submissions.) Each judge then considers the whole category, independently from their co-judges, and is asked to place their top six deserving entries (their own shortlist), with comments. They do this without knowing who their co-judges are at this stage. After each judge has compiled their results, we at FX aggregate all scores awarded by the judges' results, in order to establish the winner. We then have a second round of judging where they meet their fellow judges for the first time to discuss and resolve any issues on your entry, but this is only after they've already scored your entry.

The FX editorial team do not judge any submissions - they are all judged by a new panel of experts, which we recruit every year!

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## THE JUDGES

The awards are judged by an invited panel of distinguished experts from our industry, including designers, architects, engineers, and clients. Each year we invite a completely NEW panel of judges from all disciplines based on their authority, integrity and experience to reflect on our contract design industry. The number of judges each year can vary but we are expecting over 20 independent judges for the 2021 panel. Up to ten independent judges can be appointed for the most hotly contested categories. No judge, or their company, is permitted to submit an entry for any category.

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## SPECIAL AWARDS – AS VOTED BY FX READERS WORLDWIDE

Our four most prestigious awards are judged by the public and readers of FX to decide the most deserving and exceptional talent in our global industry. Our nominations for 2021 will be posted online in April 2021 and the winners voted for in a worldwide poll, so we invite you - wherever you are in the world - to cast your vote online for the most deserving designer or practice! The categories are:

■ **BREAKTHROUGH TALENT OF THE YEAR**

■ **PRODUCT DESIGNER OF THE YEAR**

■ **INTERIOR DESIGN PRACTICE OF THE YEAR**

■ **OUTSTANDING LIFETIME CONTRIBUTION TO DESIGN**

## HOW TO ENTER

Entering the awards is simple. All entries are submitted online at [www.fxdesignawards.co.uk](http://www.fxdesignawards.co.uk). Please read the instructions carefully. Make sure you submit all the following details, along with the full payment, so please have your credit card ready. Your submission can be entered in more than one category, but the procedure and payment needs to be repeated for each entry.

## ABOUT THE WORK

Accurate information for titles and credits is essential for all submissions as it is from this that all FX publicity will be generated. Submitted information will appear on the FX and company websites, all promotional material, media coverage, certificates and trophies.

The awards are made to architects, developers and designers, but please check if the client, or anyone else, needs to approve before submitting. We don't want anyone to lose friends or business by winning!

## SUBMITTING YOUR ENTRY

Please be careful here. This will form not only the detail of the Winners Book but all future publicity generated by FX. Below are the questions you will be asked when you submit your entry:

### CATEGORY

From the drop-down menu, please select the category you are entering. If you want to enter more than one category you will need to fill the form out for each category submission. See previous pages for the variety of design categories.

## PRODUCT / PROJECT DETAILS

- 1 Name of product / project
- 2 Name of design practice – if the project was in collaboration with another practice please credit them here too.
- 3 Client
- 4.1 What is it? (Shop, hotel, fabric, chair etc.)
- 4.2 Where is it – name of city? (Projects only)
- 4.3 Where is it – name of country? (Projects only)

## ABOUT YOU

- 5 Your company's name
- 6 Your name (if you are a PR acting on a client's behalf please make it clear who your client is).
- 7 Your position in the company
- 8 You / your organisation's role in the project or product. i.e. designer / architects / manufacturer contractor / PR etc

## PDF SUBMISSION

- 9 Please submit your entry as a complete PDF presentation with images and text (below 4MB).

**RECENT CHANGES** Since last year you can submit up to six pages as a PDF with an unlimited combination of images and text. But remember that large images can be more influential than lots of small images, so focus on your best pictures. Images should be first on the PDF, followed by how your entry meets the requirements of the category in the text. Please keep to the format detailed here.

## PDF requirements for all submissions – read this for ALL entries

Please ensure that every PDF page is labelled with:-

- The category you are entering
- The name of your product or project, followed by your company name
- Please remember to caption EACH page with category, company name and name of project / product

If you are entering a **PRODUCT** the text should describe:

- Notable points of the design
- Materials and specifications
- Any additional information you feel will help your entry. For example: What inspired the design? How does it compare to others? What makes it extraordinary?

If you are entering a **PROJECT** the text should describe:

- The design brief
- The success of your solution
- Any additional information you feel will help your entry. For example: Was it completed on a shoestring budget? Is the scale, big or small, of significance? Is it making use of the limitations of an old building (i.e. preservation order / planning restrictions) How is the interior design exceptional? Is it extraordinary in some other way?

- 10 Name of the photographer if the images need to be credited (optional)

Once you've added all your details, click 'Add to Cart'. This will save your entry and show you a confirmation page before you go through to 'Check Out' & payment.

If you want to submit your entry for more than one category (or if you want to submit another, different, entry), then click on the 'FX Design Awards' product image, or simply go back to the previous page to enter the details for your next entry.

Alternatively, click 'Check Out' to proceed and you will receive a confirmation that your submission has been safely received for the 2021 FX Awards. This is also a VAT receipt.

**Each category is judged by a different panel of judges, so if you don't win one category, there's every chance you could win another.**

**If your project makes it to the shortlist we will contact you with the good news in October!**

## **PAYMENT**

Full payment of £175 + VAT per entry must be paid online. A VAT receipt and a confirmation that you have successfully entered this year's FX Awards will be automatically generated and emailed to you. (Please note that VAT is only applicable if you are in the UK).

If you've made it to the shortlist, we will contact you in October with the good news! The shortlist will also be posted online during the first week of October.

If you need advice on your entry, contact Angela Sandford by email at [entries@fxdesignawards.co.uk](mailto:entries@fxdesignawards.co.uk) or she would be pleased to hear from you by phone on +44 (0) 7957 622711

## **WHO SHOULD ENTER?**

The FX Awards actively invites and welcomes both UK and international designers to enter.

## **ELIGIBILITY**

Any work completed between June 2018 to July 2021. Resubmissions, major redesigns, and redevelopments of existing products are acceptable provided they conform to the time limit. Closing date for entries: 24 July 2021.

## **WHO WILL JUDGE THE ENTRIES?**

FX invites a new independent panel of experts every year who are passionate about design. They are selected due to their integrity, experience, and in-depth knowledge of our industry. See Judging Procedure on p3 for more information.

## **WHEN WILL THE ENTRIES BE JUDGED?**

- Judging will take place in the summer over several months. The shortlist will be announced on the FX Awards website in October 2021.
- Winners will remain secret until the FX Awards presentation on 24 November 2021. If your entry is selected as a finalist we will contact you.

## **RULES AND CONDITIONS OF ENTRY**

- All products and projects must have been completed between June 2018 and July 2021.
- The same piece of work can be entered in more than one category. The administration fee is payable for each category you enter.
- The judges' decision is final and no correspondence will be entered into.
- No fees are refundable.
- Entries will be invalid without full payment, so please have your credit card details to hand when you're ready to submit online.

Good luck with your entries, and look forward to celebrating with you!



FX Editorial Director, [tdowling@fxmagazine.co.uk](mailto:tdowling@fxmagazine.co.uk)

If you need advice on your entry contact Angela +44 (0) 7957 622711 or email: [entries@fxdesignawards.co.uk](mailto:entries@fxdesignawards.co.uk)

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