



**Media
Pack
2024**



FX International Design Awards

The FX Awards is back at the Grosvenor House Hotel, celebrating world-class design excellence with style and black tie again on Wednesday 27 November 2024.

The awards are judged by a panel of distinguished experts from our contract design industry, including designers, architects, engineers and clients. Each year we invite a completely new panel of more than 20 judges from all disciplines, based on their authority, integrity and experience.

All winners will be announced at the black tie ceremony at the Grosvenor House Hotel and presented with a fabulous trophy by HiMacs. In addition to honouring the best in the industry, we are hoping you can celebrate with us in person, in London or at party bubbles all over the world.





Gala Awards Night 2023 with Hugh Dennis





Previous presenters



Hugh Dennis, 2023



Tom Allen, 2019



Stephen Mangan, 2018



Jimmy Carr, 2017



Simon Evans, 2015



Ed Byrne, 2014



2023 FX Awards



Theresa Dowling, FX editor



Hugh Dennis, presenter



Breakthrough Talent: Ekho Studio Gobar Project



Gobar Project: Kampus by Mecan



Product Design Company of the Year: Morgan



Interior Design Practice 2023: Conran and Partners



Outstanding Lifetime Achievement Award: Hugh Pearman



It's party time!



Why sponsor?

Sponsoring the FX Awards is the access and gateway to thousands of your specifiers. Our entries comprise submissions from the world's greatest architects and designers who compete for the ultimate prize. There is no other industry awards that include all design sectors of hotels, offices, graphics, public sector and more besides.

Sponsorship of the FX Awards demonstrates to your existing and potential new customers that your business and brand is at the top of its game. It's about relationship building with key specifiers. We take our awards very seriously and recruit the most amazing new panel of judges from the most distinguished architects and designers every year so that we can deliver business opportunities to our sponsors.

The FX Awards can help boost your company's reputation, setting you apart from your competitors and cementing old friendships whilst delivering new business in our industry.

This is what we facilitate for all our FX Awards sponsors. It's business and it's networking. And it's a great party!

Our business is all about our contract design industry so uniting our audience of developers, key architects and designers with our magnificent sponsors is a key purpose for us at FX. That's the business of design!

Strong marketing message

Being a sponsor will improve brand awareness and promote your business to existing and new customers via a 12 month strong print, digital, web and social media promotional campaign in all things FX.

Placing your brand in front of our 35,000 strong database of architects, designers, specifiers and decision makers every month, we deliver so that you can!

Badge of quality

The trust and credibility that comes with sponsoring these important awards can play a key part in a potential new customer's decision to choose you. FX Awards sponsorship provides you with a really positive way of differentiating yourself from your competitors, and putting you in front of the world's most celebrated projects and the designers behind them.

Sponsoring provides you with the opportunity to align your company to a fabulous celebration and party at a black tie event at the Grosvenor House Hotel, Park Lane, London that brings together the very best of the best in our contract industry. And with over 1200 guests, they're there to meet you!

Brand building

Awards are a great way to get your brand out there in front of our 35000 mailing list creating opportunities for serious business. FX Awards will help promote sponsors' partnerships to our industry making these awards a key element of your marketing plan and help build your brand. Ultimately we're here to facilitate business between you and the specifiers. **That's why we're called "FX; The Business of Design".**



Sponsorship Opportunities

1 Platinum sponsors: **£35,000**

Pre-event – comprehensive branding throughout the whole of 2024 as part of our annual marketing campaign including:

- Branding on guide for entries
- Branding on all award advertisements to appear in FX from March 2024 and then every issue thereafter
- Press coverage during lead-up to awards
- Access to editor of FX for pre-press launch material during the year
- Branding on html email campaigns to over 35k A&D email addresses (approx 30 throughout the year)
- Branding on invitations
- Web link to your homepage on the official FX Awards website www.fxdesignawards.co.uk
- Key presence on the FX Awards website throughout the year
- Web link from www.fxdesignawards.co.uk

On the night – category sponsorship including:

- Table of 10 VIP guests
- Branding on the large-scale 40 foot plasma screen on stage
- Presenting a VIP category award to the winner
- Company logo in the winners book on your specific category page
- Your company name on the trophy presented to the winner
- Branding on all the shortlisted and Winners certificates for your chosen category
- Branding on invitation
- Full-page advertisement and branding in winners book
- Branding on programme and guest book
- Sponsors are encouraged to host their own party bubbles to celebrate with us, subject to prevailing government restrictions.

2 Gold Sponsors: **£25,000**

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- Branding on guide for entries
- Branding on all award advertisements to appear in FX from March 2024 and then every issue thereafter.
- Branding logo on html email campaign to over 35k A&D email addresses
- Web link to your homepage on the official FX Awards website www.fxdesignawards.co.uk

On the night – category sponsorship including:

- 5 VIP guests
- Branding on the large-scale 40 foot plasma screen on stage throughout the evening
- Company logo in the winners book
- Branding on invitation
- Full-page advertisement and branding in winners book
- Branding on programme and guest book



Judges 2023

Our new panel of judges for 2024 will be announced soon!



Adrian Norman
Head of Design, Morgan Lovell
Adrian has been designing transformative office interiors for over 25 years and heads the regional design team at Morgan Lovell, a leading design and fit-out specialist.
morganlovell.com



Alex McCuaig
Owner and Creative Director, ACM Design Consultancy
Alex is the ex-owner and CEO of MET Studio Design and is now the owner and CEO of his new company ACM Design Consultancy. In 2016 he was the FX Awards winner of Outstanding Lifetime Contribution to Design.



Beatriz Gonzalez
Director, Head of Workplace Interiors, Scott Brownrigg
Beatriz heads the workplace interiors design team at Scott Brownrigg. As director, she oversees all workplace interiors projects focusing on employee experience, wellbeing and sustainable design.
scottbrownrigg.com



Brendan Heath
Director of Hospitality & Commercial Interiors, SHH Architects
SHH provides cross-sector architecture, interior architecture, and interior design services. Brendan is the director responsible for overseeing the company's non-residential projects.
shh.co.uk



David Archer
Director of Archer Humphries Architects
Since being established in 2002, Archer Humphries has built a global reputation for the design and delivery of hospitality and arts projects across the globe.
archerhumphries.com



David Clements
Chief Executive, FUTURE Designs
FUTURE Designs, founded 32 years ago by current chief executive David Clements, is an international British lighting designer and manufacturer which supplies office lighting systems to UK Europe UAE and USA.
futuredesigns.co.uk



David Galullo
CEO and Chief Creative Officer, Rapt Studio
David is CEO and Chief Creative Officer of Rapt Studio, a design practice that creates connected spaces and experiences for some of the world's leading brands.
raptstudio.com



David Harte
Co-Head of Interiors, Studio Moren
Studio Moren is an award winning interior design and architecture studio based in London. David has been with the Studio for the last decade and co-heads the interiors studio.
studiomoren.co.uk



David Maurice
Principal, Strategy & Communication, Wingate Architects
With a background in the field of Architecture, Interior Design, Communications and Project Management, David leads the Strategic growth initiatives for the Wingates team across Aotearoa New Zealand.
wingatearchitects.com



Edward Norman
Design Director, Corstorphine & Wright
Edward is a client-facing design director who has led major infrastructure projects in India and North America and designed award winning buildings in the UK.
corstorphine-wright.com



Georgina Wood
Creative Director, Studio Clementine
Studio Clementine is a London design studio with a commitment to exclusive design, unparalleled craftsmanship and high quality. Georgina curates' interiors tailored to her clients.
studioclementine.co.uk



Gill Parker
Consultant
With 25 years of experience, Gill is a highly regarded leader in the architectural and design sector. She transformed BDG architecture + design into an internationally recognised and award winning design practice, stepping down from her role earlier this year.



Jill Entwistle
Editor/Writer
Jill Entwistle is an editor and writer specialising in architectural lighting design. She is the author of three books on lighting, including Detail in Contemporary Lighting Design (Laurence King), and the editor of the first BCO (British Council for Offices) Guide to Lighting.



Jo Love
Interior Design Director, adpxLOVEINTERIORS
Jo uses the power of psychology and intuitive design to explore and advise the industry on future of design. With over 25 years of interiors experience including two successful businesses, tv, magazine, podcasts, writing, talks, workshops across various sectors.



Kate Mason
Principal and Workplace Interiors Lead, Woods Bagot London Studio
Kate Mason is a Principal within the Woods Bagot London Studio, leading on all Workplace Interiors for the Europe region.
woodsbagot.com



Keith Priest
Founding Partner, Fletcher Priest Architects
Founded over 40 years ago, the practice has earned a reputation as trusted advisors to numerous organisations, delivering high quality urban design, architecture, interior design and design research projects.
fletcherpriest.com



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Maria Cheung
Director and Head of Interior Design, Squire and Partners

Maria's experience spans workspace, residential and hotel developments and extends to bespoke installations and products, retail displays and exhibition design.

squireandpartners.com



Martin Japson
Founder, Ergo Real Estate

Ergo Real Estate focuses on value-add investment and development opportunities in London and the major cities of the UK.

ergo-re.com



Matt Watts
Managing Director, LABS

Matt is Managing Director at LABS, one of London's leading flexible workspace brands with a mission to create design-led office environments that feed productivity and support success.

labs.com



Professor Neil Thomas
Director, Atelier One

Neil Thomas is the founder and director of Atelier One, which has built a world-class reputation for ingenuity and innovation in the field of structural engineering.

atelierone.com



Neil Tomlinson
Architect/Director, Neil Tomlinson Architects

Neil Tomlinson Architects, a 16-year-old practice specialising in masterplanning and transport schemes, as well as retail-led regeneration and residential design.

ntarc.co.uk



Rachael Flint
Associate, Michael Grubb Studios

Michael Grubb Studio is an award-winning lighting design consultancy. Rachael creates innovative and eye-catching lighting designs for high-profile projects across the globe.

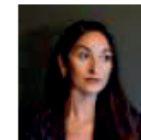
michaelgrubbstudio.com



Rachel Edwards
Workplace Futures Lead, Lendlease

Rachel has 15 years experience in workplace strategy. Lendlease brings together expertise in infrastructure, design, planning, development, construction, investments and management to shape cities.

lendlease.com



Rose Peplow
Head of Interior Design, The Artistry House Interiors

Rose is an award-winning interior designer at The Artistry House Interiors, based in the North West. The studio works across commercial hospitality, retail, and residential projects.

artistryinteriors.co.uk



Sally Storey
Founding Director, Lighting Design International Ltd

For over 30 years Sally Storey has been guiding both John Cullen Lighting and Lighting Design International, of which she is founding director, alongside its talented team of designers.

lightingdesigninternational.com



Vikash Prabhat Patel
Project Director, Lifschutz Davidson Sandilands

Vikash is an architect at Lifschutz Davidson Sandilands. He has experience in residential, commercial, and mixed-use projects with a speciality in technical design and a keen interest in the reappropriation of existing buildings.



Yaara Gooner
Head of architecture and design, LABS

Yaara is the creative eye behind LABS's carefully designed spaces. She transforms properties to create hubs of enterprise, designed for wellbeing, productivity and growth.

labs.com



Quotes, thoughts, and thanks...

Winning an FX Award ranks pretty highly when it comes to things that make a designer happy. And to hear that there were an unprecedented number of votes this year makes it all the more grin-inducing. It felt very special that my son Kris and so many clients were in the room to share the spoils of so much hard work. I even celebrated with a client I've known for over a decade, but hadn't met until FX brought us together.

Jennifer Newman, Product Designer of The Year

Brilliant evening made all the better for seeing the lovely Theresa appear in real life on stage! Well done FX - world class event as always! Keep 'em coming!

David Clements, Managing Director, FUTURE Designs

Another great evening at the FX Awards...lots of noise, lots of merriment and even some awards handed out somewhere in the background! A night the industry wouldn't want to miss.

Christopher Newton, Exhibition Director, Surface Design Show

Thoroughly enjoyable event. Great creative people on my table. Discussed everything from perfume counters through Dieter Rams to how Ubers will change the world. Got a normal taxi home, it cost a fortune.. NB: Sat next to Theresa, didn't even notice the trainers....

Jane Lawrence, Head of Design, Knight Dragon

Great atmosphere and brilliantly presented by Stephen Mangan - what a night!

Ellie Winter, Interior Designer, Spacelab

A thoroughly enjoyable evening with an amazing atmosphere. Our guests went away feeling totally inspired. Winning Product of the Year was the icing on the cake!

Alex Grogut, UK Manager, Casala

An absolutely fantastic night recognising all the hard work and talent within the industry! Well organised, brilliant food, and a truly special atmosphere.

Katie Mitchelmore, Marketing, Spacelab

The FX Awards was fantastic as always, celebrating world-class design from around the world. It was great to catch-up with friends and colleagues from the design industry in an enjoyable evening, it was just a shame that the party had to end - till next year!

Debbie Power, Associate Director, KSS

It was such a special event to be a part of. Seeing excellence within the profession is extremely inspiring, and I'm already looking forward to next year!

Tom Dobbins, Architectural Assistant, Spacelab

We had such a good night we almost left our award behind! 'We always put on our dancing shoes for the FX Awards - we know we're in for a good night!' The awards are a great cross section of the design world, which makes for a diverse crowd. Stephen Mangan was a great choice of compere - hilarious.

Tim Gledstone, Partner, Squire & Partners



and the judging process ...

This is our most valuable asset; the judges!

No one at FX is allowed to judge. Theresa's job is to recruit the best and oversee fairplay, and a squeaky clean judging procedure. The judges are all independent experts who are invited to form a fresh new panel each year, and comprise engineers, clients, architects and designers from many different sectors to reflect our categories. They were invited onto the 2024 panel because of their experience, opinions and commitment to design. Judges, and their companies, are not permitted to enter any categories.

Each category is judged by a different set of judges, so if you do not win in one category you could win in another. Because of the large number of entries, and to preserve the integrity of the FX Awards, we use a transparent system in which each judge ranks their top six entries in each category before they know who their co-judges are. With up to ten judges for each of the hotly contested categories, these placings are then scored and added together to confirm the shortlist and the ultimate winner.

Many thanks to all our judges, who gave up so much of their valuable time and brought their expertise and enthusiasm to the process. Sincere thanks also to Cherrill Scheer, who acts in an advisory capacity as unofficial chair of the judges.

Thank you to our sponsors

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