

IIID-MK Awards are one of the most sought after Awards in the country in the field of interior design. It attracts some of the best talents in the country.

A competition of this nature offers a wonderful opportunity of introspection at many levels & that is the essence of any Awards. Winning does have its own charm, but feeling that your project has the merit / level to be recognized as the best in the field, in itself, wonderful. Awards bring not only recognition amongst the peers but also give the winner a deep sense of satisfaction that they stand amongst the best in the country.

Based on our interaction with the jury, study of winning / losing entries, we have worked out 3 easy steps for you to present a winning entry

3 steps to winning an Award

1. Selecting the right project

- Check out the work of the past winners. This will give you pointers as to what constitutes the winning design. Determine what & why you like your design & do you feel it is your best & original effort and can be appreciated by fellow professionals.
- Check out the work of the jury. It will give you an idea about their ideology & design preferences. Generally the jury consists of a panel of distinguished architects / interior designers who have a flair for design & have set high benchmarks in their field. They would be judging any design by the yardstick of the benchmark they have set for themselves.
- Is it unique? Is it “out of the box” solution & most importantly you believe in it.

2. Addressing the focal & relevant crux of the design

- Determine what the winning features of your design are, and focus adequately on the same. Ensure that the same are presented by appropriate drawings, details & photographs.
- Study the jury / judging parameters and see how your design responds to each of them. Address the same in clear & concise manner.

3. Making the “perfect” presentation

- The layout plans should focus on the space planning, circulation, relationships between each space. Drawings should be very clear & concise. All drawings should be at the same scale.
- The photographs should be clear, preferably shot by a professional as this will give an added edge to the project. A few large images (8” x 10” / 6” x 8”) would convey your design far more clearly than dozens of small images.
- The jury has limited time to see each entry and hence ensure your presentation is to the point & able to convey to the jury the most crucial aspects of your design.
- Avoid cluttering your presentation with unwanted graphics. The jury is not going to award the “best presentation”, but the “best design”. Ensure that your presentation does not take away the focus from your design.