

Events / CID Awards

## CID Awards 2020 shortlist: Interior Design Boutique Firm of the Year

*Awarded to the interior design firm with a staff of fewer than 20 employees...*



One of the 12 design companies on our shortlist is ROAR



by Jane O'Neill  
13 Oct 2020



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One of these 12 design companies will be named Interior Design Boutique Firm of the Year.

It's the latest shortlist to be announced from 300 submissions across 17 categories for this year's event.

We've already introduced our judges and over the coming weeks, we will be releasing the names of the finalists in all the categories.



This goes to the interior design firm with a staff of fewer than 20 employees in total that has completed the most impressive body of work in the past 12 months.

Although nominee companies may be small in size, the judges will consider how they have made a disproportionately large impact in the industry and are 'regarded as "punching above their weight".'



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## Brand Creative



This past year has definitely been an interesting one to say the least. From mid 2019 we had a host of projects on the go and high expectations and a positive outlook for the upcoming year. However, 2020 had other plans for us all. That being said, finding ourselves thrown into the deep end of a highly stressful and surreal situation, actually brought about a lot of positive change. Having the time to reflect on our company, our goals, our purpose and our aesthetic, gave us the push and time that we needed to re-fresh our branding. The refresh gave us all a positive boost, injection of energy and fresh perspective on every aspect of our business. We have been privileged to work on some great projects over the past year

## Broadway Interiors



Broadway is proud to have evolved its design portfolio from predominately F&B to a broader base of projects this year, targeting an upscale in size and profile, ultimately producing what it calls "our most impressive body of work to date."

Established in 1999 as an interior fit-out contractor, developing a reputation for quality, in recent years its focus has been design and its energy, dedication and commitment has resulted in recognition as one of the most reputable award-winning boutique design consultancies.

The Broadway portfolio demonstrates diversity and a significant increase in project size as the team continues to win recognition locally and internationally for our designs, proving they are significantly punching above our weight!

## DZ DESIGN



The last 12 months have been this company's best year until date. It maintained a turnover of AED 2 million until 2018, and in 2019 doubled its profits. This year looks to break that record.

In the last 12 months, they have worked on projects across multiple sectors – from hospitality through to public sector and retail. In the last year, DZ Design entered both the financial and education sector with multiple projects that have been completed or are in progress.

They say: "Each project challenged us to better ourselves and create designs that positively impact the project users."

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## Kart Group



Kart Group has had the opportunity and good fortune to be involved in a variety of design projects last year. They worked with many clients who have different requirements, challenges, and expectations, yet exceeded their expectations in terms of design quality while creating delightful spaces for living or to work.

A key to a successful design mantra for them is 'collaboration' - between the client, architect, builder, interior designer and other related parties.

The group's entire listed project demonstrates how collaboration and teamwork resulted in striking and elegant ventures that shared the common vision; met the clients' project goals while exceeding their expectations.

## NAKKASH Design Studio



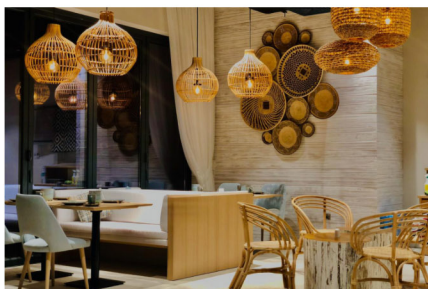
The studio's breadth of influence spans from residential and commercial projects.

Offering graphic design and product design services through curated collections of furniture, NAKKASH Design Studio creates spaces that push design boundaries while balancing functionality with aesthetics.

Over the last year, with just a team of four talented designers, the studio's portfolio has blossomed to a set of projects that are original and show design thought and engagement with the client brief. Ranging from hospitality, corporate, and residential projects, they say they are proud to have engrained our credibility in the market in such a short period of time.

This boutique firm believes in the importance of context and the power of the locus to inform its design process and is able to adapt to a variety of styles.

## Opaal Interiors



They say it best in their own words: "2019 has been an exceptional year for Opaal interiors; it has set a milestone for sure. Throughout this year we have been recognized for many of our achievements and projects.

"Opaal has been working on over 20 projects in the last year. Opaal debuted its first CID awards nomination with Dfc Gso for office category of 2019, as well as it snatched the property awards DUBAI. Opaal team is a family, we dream together."

## Roar



While working from home is now a new norm, Roar found that although they may be physically distanced, they have become a stronger team, through some successful Teams calls and constant WhatsApp!

The team are constantly looking to learn more and establish a deeper understanding of local and international products and materials. So, they are always on the move, attending showroom visits, talks on design and opening events.

It is so important for them to be involved in the design community both locally in the Middle East and broader globally - talks, panels, judging, interviews, radio shows and more... it's their way of authentically giving back to the broader design world.

Although they were afraid this pandemic may slow them down, it has been the exact opposite and the team there says they are "so thankful," adding: "We have found time to invest in some much-needed research and thought leadership on important topics such as how to design spaces for a post-COVID world."

## SAY Studio



Sometimes the coming together of people is luck, and sometimes it's fate.

In 2018, Matthew Sexton and Laila Al-Yousuf, came together to form SAY Studio, bringing years of experience in delivering some of the region's most iconic projects.

There was a clear and simple vision; provide clients with the experience of a fully personalized service, coupled with the assurance of international expertise.

SAY Studio is a group of creative and curious designers that love taking on challenges and aspire to deliver exceptional designs on every project, along with developing lasting relationships with their clients.

Their studio offers design consultancy services across multiple sectors, namely workplace, hospitality, F&B and residential. Find their dedicated team based in Dubai, their home and where their journey began.

## SOSA



The real highlight of the past year for SOSA so far has been the motivation and joyful working spirit within a small team to accomplish results in stressful schedules and sometimes tight budgets.

Together they have pushed to the maximum no matter what the world-wide circumstances are.

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Together they have pushed to the maximum no matter what the world-wide circumstances are.

They had an extensive pressure of handling the design and supervision of a continuous development project yet we were determined to continue designing and delivering projects in retail and F&B sector as well.

As a result, we have completed four retail units, as well as two F&B projects only within the past year. SOSA is still a very young office in a very competitive market but say themselves: "We have our success; we might have our failures as well and we acknowledge and learn from them in every step of the way. But more importantly and above all, we as a team, love what we do."

#### Studio EM



Studio EM is a collective of designers who just love design, love their designs, their peers' designs and recognise that design in this region is flourishing and are just delighted to be able to play a small part in this design movement each and every day they pitch up to work.

In their nomination, they told us: "It's not likely that we will have another year like it, well in many respects I hope not, but for us, the little guys, this really was our year to shine and stick our hand up as a potential candidate for Boutique Design Firm of the Year whilst remaining extremely resilient and lean.

"We don't know what makes a winning Interior Design Boutique Firm of the Year, but we hope we have a little something that would allow us to be considered for this award. As a very small boutique firm we hope the judges can see that despite our size, we do deliver some pretty cool projects for clients with all different kinds of backgrounds and disciplines and punch above our weight, not bad for such a small team."

#### Styled Habitat



At the end of 2019, Styled Habitat designed its own d3 studio, which they say "represented our continuous growth and the ability to showcase our creative process. We followed our total design approach in understanding, researching, and developing new practices to create a more inclusive design. It goes beyond the built space - we understand the individual, and then understand the levers that enhance the team connection, beyond the built environment"

The result is a studio space that cultivates productivity and inspires creativity and is designed to showcase a clever use of materiality and a juxtaposition of styles.

Transparency, diversity, and inclusivity are the cornerstone of Styled Habitat and the newly opened design studio embodies just that and serves as a calling card for what the next chapter of the practice.

#### TwentyOne06

The last 12 months have seen TwentyOne06 expand from a team of two to six people, work alongside some of the UAE's hospitality giants and secure a name within the industry as 'Design Challengers'.

They've not just challenged ourselves to grow our team organically with no support of a business development professional, but also to grow their reputation and quality of work.

Most importantly, they've chosen to take on a unique holistic design approach that benefits clients in more ways than just design. The cultivation of the agency was provoked by the use of successful industry practices and disciplines, combined with the priceless knowledge of industry leaders, who work with us to consult clients on business beyond design.

This has allowed them to create a steady flow of returning custom, for which they are immensely proud.

The 14th annual Commercial Interior Design Awards will be held in socially-distant splendour on November 25 2020, in the JW Marriott Marquis Dubai.

For inquiring about sponsorship, contact Rebecca Lockwood on +971 4 444 3268 or [rebecca.lockwood@itp.com](mailto:rebecca.lockwood@itp.com)