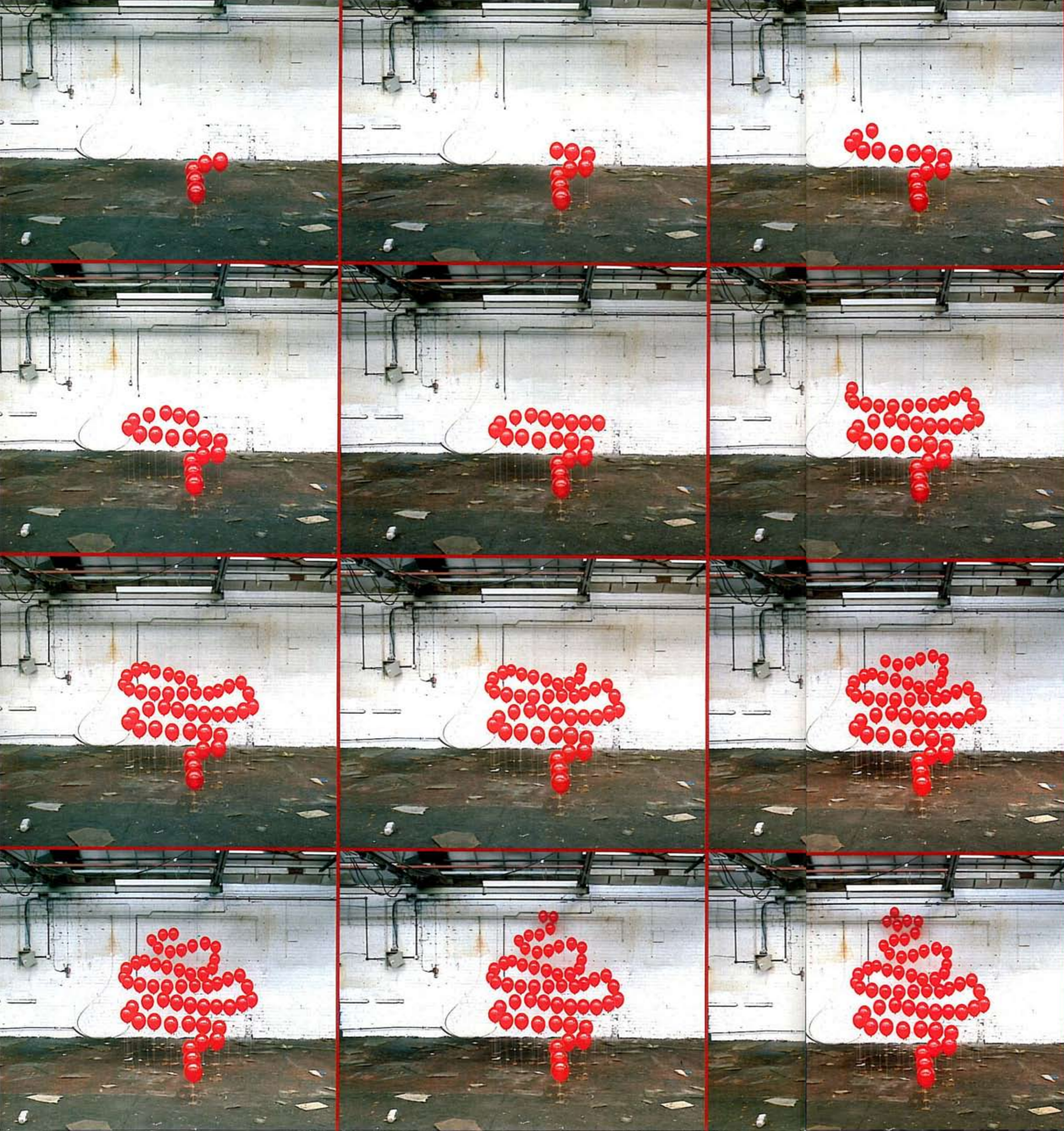




ROSES DESIGN AWARDS 2007
RISING ABOVE THEM

THE FILM



THE BRAHM

GROWING THROUGH CHANGE

Welcome to the Roses Design Awards 2007 winners annual. This event, which celebrates the best design work to originate outside the M25, attracts over 1,000 entries from architects, design consultancies and online firms. This Annual proves that any client company, in centres such as Glasgow, Manchester, Edinburgh and Leeds, seeking the best design talent in the UK need look no further than their own doorsteps.

But the Roses are a particularly interesting set of awards for other reasons. It is the only event of its type to celebrate all the design disciplines from architecture through to animation.

It reflects a dynamic that is revolutionising the design business; convergence. The demarcation lines that used to separate the key design disciplines are now less pronounced than ever before.

Today it is not uncommon to see those who started out in the world of graphic design slowly moving into the realms of the built environment – through product, interior and furniture design for example.

However, it is not yet common for architects to head in the other direction. They are missing an opportunity.

Architects have the same core skills as their colleagues in other branches of the design profession. For instance, they can all draw!

And clients are motivated to hire architects for the same reasons they hire a graphic designers.

If a client simply wants a brochure then there are any number of printers who would design and produce a perfectly adequate example for them. However, they use a graphic designer to create a point of difference or ensure cut through in an increasingly cluttered world.

Likewise, any number of contractors can design as well as erect adequate buildings that meet all the regulations and standards. The reason clients commission architects is they want something more – a project that is more exciting, hence easier to let for the developer, and one that adds joy to the people who will ultimately use it.

Clients motivations are the same across the design disciplines, the outlook of practitioners are interlinked and the processes behind them are converging.

That is why the Roses Design Awards aims to celebrate all the key design disciplines. It also allows us to make the general point more forcefully that good design adds value, not cost.

JUDGES

The Roses Design Awards had two juries, one dealing with the architecture categories and the other with the communication categories.

Architecture:

Brian Veitch, ARUP
Ric Russell OBE,
Nicoll Russell Studios
Phil Griffin, Spoken Image
Penny Lewis, Prospect

Communications:

Fernando Gutierrez,
The Studio of Fernando Gutierrez
Malcolm Garret,
AIG: Applied Information Group
Simon Sankarayya, AlloUs
Harriet Devoy, Apple Inc
Jason Brudges,
Jason Brudges Studio
Neil Smith, Howdy

This year's Roses Design Awards concept was created and brought to life by Brahm. To see what Brahm can do for your business, contact the business development team: Caroline Dyson, Katie Rand or Ruth Holgate on 0113 230 4000 or email at greatoutcomes@brahm.com. All Roses 2007 photography courtesy of Sean Knott.



Architect: Andrew Wallace Architects
Client: Code Computer Love
Title: Code Computer Love
Award: Chairman's, Best Interior,
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