

# THE INSIDEOUT READERS' CHOICE AWARDS 2017

## A Night To *Celebrate*

The region's leading home interior brands, as voted for by UAE consumers in this year's hotly contested InsideOut Readers' Choice Awards, were presented with a bespoke trophy at a cocktail event last month

The third annual InsideOut Readers' Choice Awards, held in association with 2XL Furniture & Home Décor, was hosted at La Ville Hotel & Suites on November 27th, recognising the most preferred interiors brands in the UAE. As the only awards in the region's interiors industry voted for entirely by consumers, it is a coveted title. This year, more than 15,000 individual votes were cast for 267 brands and retailers across 12 categories. Guests arrived at the beautiful courtyard venue to celebrate the winning brands and retailers, who were presented with a custom-made trophy – a wooden obelisk designed by Nisrine El Lababidi of Harf Noon Design Studio. 'Whether consumers are looking for a major investment piece, a stylish seasonal update or a full interior transformation, they have a stunning range of brands and retailers to choose from here in the UAE,' said *InsideOut* Editor Mairead Walsh. 'So, being championed as their favourite brand in a category is not only a vote of consumer appreciation, but an industry benchmark in a fast-growing, competitive interiors market.'



1. La Ville Hotel & Suites provided an elegant al fresco venue 2. Editor Mairead Walsh welcoming guests 3. Flowers courtesy of Forever Rose 4. Sylvia and Neel Shukla of Four Seasons Ramesh Gallery with *Friday* editor Natalie Long and Mairead 5. Guests enjoy the trophy presentation 6. 2XL curated a beautiful living space where guests could relax 7. *Baby & Child* editor Tabitha Barda with *InsideOut*'s web editor Rebekah Heaney 8. Deputy editor Eleanor Joslin with Mairead 9. Live Loud Girl's Linda Dekkers and Stella + the Stars' Emilie Jacobs 10. Dala and George Kakos of Misk Nursery 11. Jaquar's Nimisha Chokhany 12. Kerry Murphy from Platinum House 13. Interior designer Sneha Divias

14. Misk Nursery founder Dala gets snapped in the 2XL lounge 15. Dr Dolly Daou, director of the Association of Professional Interior Designers (APID) with PR consultant Esra Lemmens 16. Janaika Elders, founder of Urban Nest, commended as Best Newcomer 17. Also commended in the category, White Moss founder Leanne Moss, with her husband Robert Walls 18. Jotun's Rana Khadra and Loulia Tahle 19. William Knight, director of Dubai Design Week and wife Caroline, head of design and marketing at Vitra



14



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# AND THE NIGHT'S BIG WINNERS ARE...



**BEST NEWCOMER**  
MAISONS DU MONDE



**BEST FOR PAINT**  
JOTUN



**BEST FOR FLOORING**  
KÄHRS BY NORDIC HOMEWORX



**BEST FOR LIGHTING**  
HUDA LIGHTING



**BEST LUXURY HOME STORE**  
INTERIORS



**BEST FOR HOME ACCESSORIES**  
2XL FURNITURE & HOME DÉCOR



**BEST FOR SOFT FURNISHINGS**  
DESIGNERS GUILD



**BEST FOR ART & OBJETS**  
BITS & PIECES



**BEST HOME STORE**  
THE ONE



**BEST FOR BATHROOMS**  
SARA GROUP



**BEST FOR KITCHENS**  
IKEA



**BEST FOR OUTDOOR LIVING**  
DANUBE HOME

# CREATING A STATEMENT

Our awards' trophy designer, Nisrine El Lababidi, took on the challenge of creating a sustainable object of art for the winners to display

**F**or the first time, the 2017 awards trophy was made as a bespoke object of art for each of the 12 winning brands, inspired by *InsideOut*'s core values of supporting local businesses and championing unique, cutting-edge design.

Nisrine El Lababidi, creative director of Dubai-based Harf Noon Design Studio, custom-designed a sleek and sustainably-sourced trophy, manufactured locally in the UAE using recycled materials from the region's construction sites.

'It was an honour to be part of this process. I think it is important to have consumer-driven awards like this in the industry, so the readers can voice their appreciation of the brands in the region,' says Nisrine, a former *InsideOut* Home of the Year Awards judge.

'Designing a trophy was a new direction for me, and an interesting challenge because I wanted to work sustainably, and I needed to bring in the essence of the *InsideOut* brand and represent its key elements in the sculptural object. I also wanted to make something that would stand out as an object of art that people would be proud to display.'

'I considered how the trophy would be held and displayed, and I looked at the structural facets of the *InsideOut* logo and masthead, which inspired me to create



**NISRINE EL LABABIDI**  
Creative Director, Harf Noon Design Studio

*'As a designer, an important element that I had to keep in mind was that it had to be sustainable, yet high quality'*



something that was like an obelisk.'

Bringing in current trends to the design, she used light-toned wood and silver as the main materials, accented by a splash of fuchsia to match the magazine's masthead.

'As a designer, an important element that I had to keep in mind was that it had to be sustainable, yet high quality, so I looked into sourcing salvaged wood from building sites,' she adds.

While the wood comes from construction sites in Sharjah, the trophy was manufactured in Dubai's industrial area of Ras Al Khor. 'It was actually the first time that the manufacturer had used wood to make a trophy, which was quite challenging as all of the pieces had to be handmade and hand-finished, so it was a learning process for everyone,' she says.

● Watch the "making of the trophy" video online at [insideoutmagazine.ae](http://insideoutmagazine.ae)



## COULD YOUR HOME BE ON OUR COVER?

It's time to launch our fabulous Home of the Year 2018 competition – which means our search for the UAE's most stylish home is on!

Since we launched this unique initiative three years ago, we've been delighted to discover a wealth of beautiful homes in the UAE – all of which belong to you, our design-conscious readers! And now we're excited to invite entries for this year's fantastic edition. It doesn't matter what kind of home you live in – from an expansive villa to a bijou

apartment, a rented space to own-home investments, the only prerequisite is that your residence is stylish ... whether it's homely and comfortable, cool and chic, or individual and eclectic.

The entries that make our shortlist will be professionally photographed\* and then judged by our expert panel. These finalists will be invited to an

exclusive event, when the winner will be announced and unveiled as our cover star for the April issue of *InsideOut*. In addition, each shortlisted home will feature in the magazine in future issues, so everyone's a winner.

What are you waiting for? See how to enter below – and let's find out if your home has what it takes!

**\*IF YOUR HOME IS SHORTLISTED, IT MUST BE AVAILABLE TO BE PHOTOGRAPHED BETWEEN FEBRUARY 15 AND MARCH 8, 2018.**

### FOLLOW THESE TWO EASY STEPS TO ENTER:

- 1 Take up to 10 good-quality digital photographs that show the main rooms or areas in your home (sitting room, dining room, kitchen, bathrooms, bedrooms, terrace, etc). Take a couple of angles in each room.
- 2 Send your photos marked 'Home of the Year 2018' to: [insideout@gulfnews.com](mailto:insideout@gulfnews.com). Please include your full name and address and contact details in the email, and tell us whether

your home is a villa or an apartment, bought or rented. Also, let us know if you have created the look yourself or called on the services of an interior designer to help you get the scheme you wanted to achieve in your home. (Please note: regretfully, registered interior design companies or professional interior designers may not enter their own homes or projects for this event).

**The closing date for entries is February 14, 2018**

NOTE: BY ENTERING, YOU ARE ALLOWING YOUR HOME TO BE PHOTOGRAPHED AND PUBLICISED IN INSIDEOUT MAGAZINE, AND OUR ONLINE AND DIGITAL CHANNELS, TOGETHER WITH OTHER MEDIA PROMOTION ACTIVITIES. THE EDITOR'S DECISION IS FINAL.