

IDA
DESIGN
AWARDS



AWARD
IDA 2016, Silver

WINNING COMPANY
Blenheim Design Ltd

WINNING DESIGNER
Blenheim Design

CATEGORY
Other Interior Designs-Other Interior designs

PROJECT NAME
Anzu London

THE ANNUAL INTERNATIONAL DESIGN AWARDS WINNERS ANNOUNCED

The IDA Juries have finalized this year's annual Design Awards winners selections

Jun 11 2017

LOS ANGELES, May 08 2017 Los Angeles, Blenheim Design of United Kingdom was awarded: Second Prize in Other Interior designs Competition for the Anzu London Project.

IDA honorary juries examined over 1000 entries submitted by architects and designers of interiors, fashion, products, and graphics from 52 countries throughout the world. After final decisions had been made, the jury rewarded the best professional and emerging designers for their achievements in terms of design, creativity, usability and innovation. Judging was a rigorous process, with winners receiving publication of their work in the International Design Awards Book of Designs. The coveted IDA Trophy will be awarded to all Designer of the Year title winners at the official biennial International Design Awards Ceremony in Los Angeles.

This annual competition recognizes, honors and promotes legendary design visionaries and uncovers emerging talents in Architecture, Interior, Product, Graphic and Fashion Design on global level.

The members of the jury included **Alice Blackwood** Editor, Design Quarterly, **Kahi Lee** - Host, HGTV's "Design on a Dime", Style Network's "My Celebrity Home", **Melissa Sterry** - Interdisciplinary Design Scientist, Founder, Societas, **Josh Rubin** - Editor-in-Chief, Founder, and Publisher, Cool Hunting, **Martin Venzky** - Stalling, Senior Advisor, CMU STeP, **Jeffrey Nemeroff** - Co-Founder, Creative Director, Entra Magazine, **Jordan Landes-Brenman** CEO, Haute House PR & Marketing, **Raj Nandan** - Managing Director, Indesign Group, **William Menking** - Founder, Editor-in-Chief, The Architects' Newspaper, **Nicole Lloyd** - Senior Art Buyer, Deutsch, Inc., **Rebecca Epstein Kong** - Co-founder, Artware Editions, Aaron Kenedi - Editor-in-Chief, Print, **Geraldine Grisey** - Editor, Punky B Fashion Diary.

The Blenheim Design of United Kingdom, was awarded: Second Prize prize in Other Interior designs competition for the Anzu London project

PROJECT DESCRIPTION

Objective was to create Japanese brasserie serving rustic and refined dishes. We believe that the good restaurant design should reflect the food on offer. We researched Wabi Sabi and Yungen principles of aesthetics which progressed to Mayabi and Shinto principles. Materials and colour palette drew from Japanese elements of earth, metal, stone, wood, fire and water. Result is an atmospheric and functional fine dining environment that embodies a luxurious feel throughout the restaurant interior. Design concept is based on Japanese philosophy of five elements. Entrance is located in the birth area, featuring wood, whilst restaurant and bar are in the centre where yellow colour is reflected in brass and plaster colour. Earth which represents power is found in Shikui plaster and Washi throughout the restaurant. Design of the space is fairly unique in a sense that Anzu is an easily recognisable Japanese restaurant whilst Parisian brasserie feel comes from materials.

ABOUT Blenheim Design:

Blenheim Design was established in 2008 by Maja Myall following 11 years within hospitality design industry. Maja was raised in Belgrade where she studied product design, before moving to England to further her education in Interior architecture. First day after her graduation Maja walked into a Structural engineers office where she worked on fantastic and challenging projects. Maja lead and managed the design of a numerous prestigious projects, from high street brand Carluccio's to Micheline star Pied à Terre, Chapters Restaurants and hotels. Blenheim Design specialize in commercially viable Interior Architecture and Design for restaurants, bars, hotels, retail, leisure and office. Maja Myall approaches interior design with an architectural eye. Her extensive experience, allows her to provide a varied range of services to differing hospitality and retail groups. From private individuals and entrepreneurs, through to larger companies and corporations. Her mission is to build long term relationships with our clients, to over-deliver on their expectations and to have fun along the way. Maja believes that the heart of a good design is in the functionality as well as the beauty of the space. We take time to understand your business - what matters to you and your customers. She has the track record of providing a high level of customer service and detail design.