

# A M A R A

## STUDENT

### *interior*

## DESIGNER

OF THE YEAR 2018/19

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## 1. Introduction

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At Amara we are committed to supporting fresh new interior talent every year. Getting a foot in the door is often the first step to building a career for life, and we want to help you get there!

This is why we created Amara Student Interior Designer of the Year. It's a competition for all UK higher education students studying an interior design or related course. It's a chance to earn well-deserved recognition and a fabulous career-founding prize.

After making it through the entry, voting and judging phases, the winning student will be crowned the Amara Student Interior Designer of the Year 2018/19. The winner will also get a £3,000 scholarship and week-long internships at both our head office and luxury London design firm, Rachel Winham Interiors. Two highly commended entrants will get a scholarship of £1,000 each.

The following document contains all you need to know about what you're asked to create, who you're creating this for, and what we're looking for in our next Amara Student Interior Designer of the Year 2018/19.

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## 2. Judging Criteria

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**Entry phase:** 22<sup>nd</sup> October 2018 at 10:00am until 3<sup>rd</sup> December 2018 at 5:00pm.

**Voting phase:** 4<sup>th</sup> March 2019 at 10:00am – 4<sup>th</sup> April 2019 at 5:00pm

**Judging phase:** 5<sup>th</sup> April 2019 10:00am – 4<sup>th</sup> May 2019 at 5:00pm

You'll need to submit 3 documents during the entry phase to the online form at [www.amara.com/student-interior-designer](http://www.amara.com/student-interior-designer):

- **An A4-sized landscape moodboard in .pdf** that's concise and demonstrates your idea clearly
- **A 500-word write-up** that demonstrates idea generation, concept development, observations and research methods in .pdf
- **A detailed budget sheet** with costings of all furnishings, architectural materials and labour in .pdf

You'll need to submit all 3 of these criteria to go through to the voting stage. They must all be in .pdf. You can create .pdf versions of all your documents by "saving as" and select ".pdf" in the file options.

Your moodboard must be landscape and A4, your write-up must be 500 words (we'll allow between 490-510 words), and a highly-detailed budget sheet that allocates for all proposed costs. Any entries submitted that do not follow these guidelines will be eliminated and will not go through to the voting phase.

During the voting phase Amara customers, members of the public and your family and friends will be able to vote for your entry online. You can vote once every 24 hours. The online voting page will consist of moveable cards of all correct entries, and it will automatically re-order with the most-voted-for entry at the top, and the least at the bottom. At the end of the voting phase, we will manually check each entry for votes and foul-play. So sometimes it may not be the exact order on the board. We'll, of course, give you your results at the end if you ask for them.

The top 10 voted-for entries from the voting phase will then go to a judging panel. The judges will look at the entire entry (write-up, moodboard and budget list) to see which entry met the client's brief and persona the best. They'll also look for the best overall academic skill of the entry including grammar, research methods, concept development, and observations.

The judges will decide on 1 x winner and 2 x highly commended. The winner will receive a £3,000 cash grant from Amara, a 1-week design internship at Amara Living head office and a 1-week interior design internship at Rachel Winham Interiors. The 2 x highly commended will receive a £1,000 cash grant each.

### This year's judging panel

**Sam Hood**

Amara Creative Director  
and Head of Buying



**Daniel Hopwood**

Past President of the BIID and judge on the BBC's  
The Great Interior Design Challenge



**Rachel Winham**

Interior Designer  
at Rachel Winham Interiors



You can find all the [Terms and Conditions right here](#). By entering the competition, you'll agree to abide by them so make sure you read them.

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## 3. Documents you'll need to provide

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### 1. An A4 concise landscape moodboard (only 1 sheet per entry), saved in .pdf

Demonstrate how you have thought about (not exhaustive):

- Interior architecture of the space
- Natural and artificial lighting
- Textures of soft and hard furnishings, and materials
- Wall coverings
- A well-thought-out colour palette
- Furniture
- Accents
- Styling
- A floorplan of the space(s)

Make sure you're able to fit a concise overview of your idea on 1 x sheet only. Any additional pages will be removed from judging and won't be counted. You can include a full list of items in your budget sheet if you're getting stuck for space.

### 2. A 500-word write-up, saved in .pdf

This document will contain your:

- **Idea generation and thought process**  
*What elements of the client persona have you met with your response? Imagine the client is looking at multiple interior designers, why should they choose yours over someone else's?*
- **Concept development**  
*How practical are your solutions for the client, and how have you developed them? Are they able to be implemented in real life?*
- **Observations and research methods**  
*Show us how much of the brief and the client persona you have taken on board. Have you created a response that best fits your personal taste or the clients'?*

### 3. A detailed budget sheet, saved in .pdf

Show us how well you have planned costs and time. Include (list not exhaustive):

- Your Interior designer fees
- Decorator fees
- Builder fees
- Products
- Delivery costs
- ...etc.

Include the above in net and gross where applicable.

*Working with interiors is as much about being business-savvy as it is about being creative. The above documents should highlight your ability to stay in budget, make full-use of the budget, and create the best response to the brief as possible that the client will choose over all others to win the business.*

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## 4. The brief

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You are asked to create an initial response to an entire home for a vibrant individual who has just purchased 2 x 40ft High Cube shipping containers to build it with. They're both L40ft x H8.6ft x W8ft. They're in good condition with no dents, holes or scrapes. The client has just sold his house and has a good budget to use to develop them. Each of the containers cost just £4,000 each. These have already been paid for and will not be attributed to your budget.

The location will be permanent on land that the client has purchased. It's old farmland in a remote area of the British countryside. Planning permission has been granted for either a 1 or 2 storey shipping container dwelling. The plot is 4.7 acres. There is a line of trees around the outside of the field, but other than this, there is no obstruction to natural light. The orientation of the building is up to you. Imagine you are able to have electrical, gas and water points wherever you need.

You're asked only to renovate the interior and immediate exterior of the building (not the garden or land around it), which includes making it habitable throughout the year.



### Building basic requirements:

- Liveable for British weather year-round
- Structurally sound
- Practical but jaw-dropping window solutions that make use of the natural light
- Space-making internal wall structures
- Either a 1 storey or 2 storey dwelling
- Well-planned electrical points and artificial light fittings
- Well-planned plumbing
- Well-planned gas points for cooking and central heating
- Adequate ventilation

### Interior design basic requirements:

- Curated colour palette
- Soft furnishings
- Hard furnishings
- Flooring
- Ceiling
- Wall coverings
- Furniture
- Kitchen fit and white goods
- Artificial lighting
- Practical storage solutions
- Bathroom fit
- Styling of accents and home accessories

**You are asked to use Amara products and brands as much as possible.**

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## 5. Client Persona

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**Name:** William

**Age:** 42

**Marital status:** Single

**Pets:** 1 dog – Labrador

**Occupation:** Creative Director of a design agency (works from home 4 days a week)

**Lifestyle:** William loves the outdoors. He spends his time walking his dog, mountain biking and climbing when he's not working in his office at home. He loves to cook and would love a chef's kitchen packed with all the latest gadgets. He'd love this building to be his dream home – a creative space to work in that inspires him, somewhere to entertain friends and family, and somewhere to relax away from his work. He often finds his work-life balance difficult to manage when working from home.

**Interior style:** William is very design-conscious. He knows all the hot modern interior brands, and especially likes Tom Dixon, Kartell, and HAY. He loves vibrant colours, prints and metallics. His favourite aesthetic is modern, but with reclaimed and recycled materials. He loves lots of natural light and being as close to nature as possible.

**He's created a Pinterest Board of the things he likes for you to see here:**

<https://www.pinterest.co.uk/hogarthw78/shipping-container-style/>

**Dislikes:** William isn't keen on overly fussy period interiors, which is why he wants you to design his dream house just the way he likes it.

He wants you to create an initial response to his request (your write-up, moodboard and budget costs). He is also speaking to 10 other design companies and builders.

**The budget he's given you is around £300,000 for the whole project.**



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## 6. Frequently Asked Questions

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***Can I submit some of my university work that is unrelated to this brief?***

Whilst we appreciate that your unrelated work may be excellent, the competition is based around a strict brief to make it fair for all entrants. Due to this we cannot accept entries that are not related to the brief.

***When will the internships take place?***

We will be in contact with the winner in due course to arrange dates for their internships during 2019. No need to worry about being free at a particular time, just as long as it's in 2019.

***Will my moodboard be made public?***

Yes – if successful, your moodboard will feature on the awards page at [www.amara.com/student-interior-designer](http://www.amara.com/student-interior-designer) during the Voting Phase (see dates and timings above). Your budget sheet and write-up will not go on the voting page.

***Can I have more information apart from what is given on the brief?***

We are able to clarify points on the brief for you, but we cannot add any additional information. The challenge is to create an answer with what information you have been provided with in the brief and to use your initiative to overcome unknowns. Make sure you read through exactly what you've been asked to do.

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## 7. Help

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If you need help with your entry, you can email Awards Coordinator [marie.turner@amara.com](mailto:marie.turner@amara.com).

**Useful links:**

<https://www.amara.com/luxpad/hire-interior-designer/>

<https://www.amara.com/luxpad/category/interviews/>

<https://www.amara.com/luxpad/become-an-interior-designer/>

<https://www.amara.com/luxpad/bespoke-furniture-design/>

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