

For Immediate Release:

THE ANNUAL INTERNATIONAL DESIGN AWARDS WINNERS ANNOUNCED

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

May 30 2017

LOS ANGELES, May 08 2017 Los Angeles, **Somayeh Ghorbani** of United Arab Emirates was awarded: **First Prize in Architecture Categories** Competition for the **Crossing Of the Coast 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.

Somayeh Ghorbani of United Arab Emirates, was awarded: **First Prize prize in Architecture Categories** competition for the **Crossing Of the Coast** project.

PROJECT DESCRIPTION

Project Brief: Why are old, ruined buildings of the past still ever so fascinating? Ancient landmarks have always attracted people from all over the world for generations to marvel at its beauty. There is something about the cracked walls and broken facades that narrate the story of its own history and time. These monuments show the power and importance of the regions they belong to. From my experience, for the first time going into the depth of the ocean and seeing a broken boat that was lying there for many years was a mirror of those historical monuments and landmarks that withstood the test of time. The old broken elements such as traditional wooden boats remaining from the past can be inspiration in architecture to design a fish market that pictures the history of three important traditional professions of the United Arab Emirates. The people involved in these professions laid the primary foundation of the United Arab Emirates by going to the sea for catching fish, pearling, or building boats. These were the fisherpersons, boat builder, and pearl divers who lived on or by the sea. Today's young generations of the UAE have lost their interest in traditional fishing, diving and old ways of boat building. These are the traditional professions of the UAE that are now nearly lost. Moreover, the current Fish markets in the UAE are losing their appeal and authenticity by moving the market to large supermarkets. This leads young generation to be disconnected from their own heritage. Project Goal: My objective is to bring back people to their own heritage by designing a fish market that makes a central point of a complex that includes a maritime museum, fishing and diving centers, educational crafting centers, seafood restaurants, as well as Dubai Creek customs for the incoming vessels. These programs are connected to each other by bridge crossing the central Fish market. This allows the visitors to be connected to the Fish market as they move from one program to another. The bridges are elevated so that the visitors can experience the ambience of the Fish market not only from a horizontal level but also from a vertical viewpoint. In order to

take the people back to the sea, the sea itself is forming the main part of the design, surrounding the Fish market. This conveys a sense of unity with the traditional Fish markets of the past that were located at the shores of the Creek. This project will engage young generation with the history and it is an appreciation of the "Father of the Coast".

ABOUT Somayeh Ghorbani :

Somayeh Ghorbani Salehi has finished a five-year bachelor degree in architecture at the American University in Dubai (AUD) in spring 2016. Prior to studying at AUD, she studied one full year of Architectural Technology at CUNY--New York City College of Technology, and one full year of General Education at Massasoit Community College (Brockton, MA, USA). As part of her degree requirements at AUD, she also worked at a well-known architectural firm in Dubai, the X-Architects (www.x-architects.com), as an intern during summer of 2015. At the X-Architects, she had the opportunity to work with a team who were working on Sheikh Mohamed Bin Khalifa heritage house (a United Arab Emirate's leader). The aim of the project was to create a new extension on the old existing building as well as preserving the historical part. This was an exciting opportunity for her to work on a real project and develop skills on how modern and old architectural elements can be made to coexist. Apart from her profession, she loves to travel and explore the world's architectures and cultures. She has traveled to East Asia, Australia, Europe, and North America and visited countries such as Japan, Korea, and Canada as well as having had significance exposure to different cultures, including Iran, the United Arab Emirates, and the USA. Somayeh is very proactive and cares about being healthy and doing workouts with her favorite activity being bodybuilding; she also likes to promote healthy eating to others by posting her diet plans and workout videos on Instagram and other social media.

Designer's Contact:

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About IDA

A handful of designers, thinkers and entrepreneurs created the International Design Awards in 2007 as a response to the lack of recognition and celebration for smart and sustainable multidisciplinary design. The International Design Awards (IDA) exists to recognize, celebrate and promote legendary design visionaries and to uncover emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design. IDA aspires to draw attention to the iconoclasm of design world wide, conceptualizing and producing great work.

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