

WORLD FESTIVAL OF INTERIORS

INSIDE

PAUL FINCH

Gives his advice and exclusive top tips to help you make your INSIDE entry stand out amongst the crowd!



The one piece of advice you cannot ignore...

Make sure that the designers / architect(s) are happy with the entry board design, which means paying attention to the entry deadlines!

Here's what's going to get the judges excited this year...

We have more special prizes this year which require no entry fee. They cover small projects, best use of colour, best use of certified timber, innovative use of glass and so on. There are also the WAFX awards for future projects which address certain issues. When the shortlist judges are deciding the best entries in categories, they will also be looking out for potential prize-winners, so bear this in mind in relation to your entry design.

At the Festival, as ever, judges will get excited by exemplary design, especially if it is presented concisely, within the 10 min time limit, and where the illustrations each tell a relevant story.

A well designed presentation is further evidence of the design skills that went into the entry.

Top tips on how to make your entry stand out!

1. Designing entry boards, like designing project, can be done well or not so well – it shouldn't be done in a tearing hurry.
2. Don't think you have to fill the entirety of the boards – empty space can bring focus to the design.
3. Think about the key attributes of what has been designed and make sure they are clearly conveyed in the layout.
4. Don't make all the images the same size or geometry: a compelling single image or two, then a series of smaller images tend to work better.
5. A sequence of same-scale images showing how the building has been constructed, or the way the design evolved, can also be effective.
6. Ask yourself what the judges need to know and ensure it is provided, for example a site plan, a ground-floor plan or if appropriate an exploded axonometric.
7. In complex designs, a section may be the best way of conveying the design approach / response.
8. The layout should speak for itself so that the text provides useful additional information.
9. Text and any captions should appear at a readable size.
10. It should be obvious how the two boards work together, either because they are numbered, or have images (or sequences) running across.
11. You need to ensure that the two boards tell the whole story – don't use two from a set of three which really need to be seen together to make sense.
12. The boards should be in the same format, i.e. both portrait or both landscape. For some reason judges groan when you get one of each – they stand out for the wrong reason.