



Winners' stories

As the kbbreview Awards 2014 opens for entries, we're also celebrating the event's 20th anniversary. Andrew Davies caught up with a few previous winners to find out the effect it had on their business...



Helen Fewster and Rebecca Tucker, Suna Interior Design, London

2008/11/12/13 Bathroom Contract Designer of the Year
2009 Kitchen Contract Designer of the Year

Helen Fewster and Suna Interior Design partner Rebecca Tucker, are the most successful designers in the 20 years of the awards. Dealing almost entirely with house-builders and developers they have made the

Contract Design categories their own no less than five times.

A remarkable achievement that comes as a complete surprise to Fewster. "Is that true?" she exclaims. "I had no idea. That's amazing!"

Fewster and Tucker are popular figures on the night of the event too and, despite the frequent wins, are always genuinely surprised to hear their name. But what keeps them coming back again and again?

"You want to put your work into a forum where it's compared to other

projects that are out there," Fewster says. "There's a judging panel of people who have been in the industry for years and getting their feedback is great. The way the kbbreview Awards are set up, where you get to meet the judges face-to-face, is fantastic for that."

"At the core of it though, if you're a finalist or a winner, you can promote yourself on that accolade and it says to potential new clients that we have been recognised by our peers at being very good at what we do. But let's not forget that it's a great night out too!"

Suna Interior Design specialises in house builders and developers, a sector hit more than most by the downturn. So how is business at the moment?

"We've never been as busy as we are now," she says. "But there's no denying there were definitely a couple of scary years a while back. We're flying at the moment though and everybody is very positive."

The developer market has shown distinct changes since the recession in terms of product specification, however.

"The people we work with all want the point of difference in every project. That means they can't just put in the bog-standard stuff like they were 10 years ago. The people purchasing these properties are way more design-savvy than they used to be and a design aesthetic is as important as practicality. We're producing high-quality CGI images for brochures because purchasers want to see exactly what it's going to look like."

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