

ELLE
DECORATION

BRITISH
DESIGN
AWARDS

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BRITISH ELLE DECORATION DESIGN AWARDS

For the definitive inside track on the best new British designs, ELLE Decoration, the style magazine for your home, presents its shortlist for the 2007 ELLE Decoration British Design Awards

In its sixth year, the ELLE Decoration Design Awards are bigger and better than ever before! We've scoured the country for the most impressive designs by UK talent launched in the last 12 months for both British and international brands. But this year it's up to you, the Great British Public, to vote for the ones you think really deserve the recognition of one of our prestigious awards, using our easy online voting system (see opposite for details of our unique prize for submitting your entry). Remember: only the most beautiful, useful and original designs should get your vote!

The shortlist is full of stunning pieces for every room in your home with nominations divided into 11 main categories – the best new kitchens and tabletop, bathrooms, accessories, tables, lighting, seating, storage and designs for bedrooms, fabrics, walls and floors – plus this year we've introduced four new awards honouring the wider role of design in our lives. Covering the most exciting architectural achievement, fashion contribution to interiors, British high street homes brand and British design brand of the year, they're backed by our four new awards sponsors: acclaimed UK paint specialists Farrow & Ball, glam Austrian crystal company Swarovski, innovative British wallpaper label Graham & Brown and historic Welsh ceramics company Portmeirion.

So what's next? Vote now! And we'll reveal the winners in the December issue of ELLE Decoration magazine (on sale November 7), so be sure to snap up a copy to find out if your choices won!

PS For more great designs don't miss ELLE Decoration Collections, our brand new annual guide to the best designs in the world, launching September 12, priced £9 and available from WHSmith. Plus our current issue of ELLE Decoration is on shelf now



EDITOR-IN-CHIEF, ELLE DECORATION
MICHELLE OGUNDEHIN





KELLY HOPPEN
'KELLY HOPPEN FOR WEDGWOOD' TABLEWARE

This modern range by Brit designer Kelly Hoppen blends three graphic china patterns ('Waves', 'Ripple' (above) and 'Clouds') with wooden trays and bowls, smoky-grey glassware and cast-iron teapots. From £11 for a plate (020 7734 7262; www.wedgwood.com)

YOUMEUS DESIGN
'KMIX' FOOD MIXER FOR KENWOOD

Kenwood's latest launch, created by Brit company Youmeus Design, updates the brand's classic food mixer shape with a clean, fuss-free finish, in statement colours such as raspberry pink. The 'KMix' performs a dazzling array of tasks, from whisking to meat-grinding and even makes pasta! Blenders and hand mixers are also part of the range. From £39.99 for a hand mixer, Kenwood (02392 392333; www.kenwood.co.uk)



WILLIAM WELCH
'OLIVE' CUTLERY FOR STUDIO WILLIAM WELCH

Inspired by the twisted, asymmetric branches of the olive tree, this sinuous-shaped stainless steel cutlery by young Brit designer William Welch comes in mirror or satin finishes. £200 for a 42-piece set (01386 800 000; www.studio-williamwelch.co.uk; www.heals.co.uk)

TERENCE CONRAN
'TERENCE CONRAN BY ROYAL DOULTON' TABLEWARE

This trad-modern kitchen and tableware range by Sir Terence includes everything from boldly angled pitchers to simple bird-shaped sauce jugs inspired by English country house pantries. Choose between white 'Albion' or striped 'Chophouse' stoneware. From £4 for a cereal bowl (01782 404041; www.royaldoulton.com)



Design Award in each category at www.elledcorationdesignawards.co.uk, two VIP invites to our Design Awards winners party in London in November!