

# AUSTRALIAN INTERIOR DESIGN AWARDS 2021

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## 2021 AWARDS COVERAGE

The Australian Interior Design Awards receive recognition through a range of media, including newspapers, lifestyle magazines, websites and social media platforms, in addition to coverage by Architecture Media's print and online titles.

### NEWS AND MEDIA\*

#### ONLINE — 35 PIECES

The 2021 Australian Interior Design Awards were covered online across major platforms such as Vogue Living, The West Australian, Concrete Playground, The Interiors Addict, Hunter and Folk, Houzz and Architecture and Design.

#### PRINT AND BROADCAST — 7 PIECES

The awards were covered in print across major metro and regional titles such as Mind Food AUS and NZ, The Mercury and Bendigo Advertiser and radio exposure via ABC Hobart.

#### SOCIAL MEDIA — 11 PIECES

Social media coverage was achieved across all major platforms including Facebook, Instagram and Twitter, from key sites such as Est Living, Sitchu Melbourne, Glam Adelaide and InDesign Live.

#### RESULTS

Media coverage achieved: 53 media pieces  
Total media audience: 15.9 million (through online, social, print and broadcast).

\* Media coverage and audience figures calculated by Papermill Media. Does not include coverage by publications owned by Architecture Media, the event organizer.

### INSTAGRAM

#### INSTAGRAM MENTIONS

The @auiinteriordesignawards Instagram account received mentions from 75+ unique accounts.

#### INSTAGRAM STORY IMPRESSIONS

Stories on the @auiinteriordesignawards Instagram account generated 628,000 + impressions.

#### RESULTS

Unique accounts reached: 410,000+  
Total combined audience: 2,034,500+

## SOME MEDIA HIGHLIGHTS

### VOGUE LIVING

“See all the winning projects from the 2021 Australian Interior Design Awards” (online).  
– Read now

### THE WEST AUSTRALIAN

“WA Museum Boola Bardip scores commercial design award for interactive galleries” (online).  
– Read now

### CONCRETE PLAYGROUND

“These Eye-Catching Venues Have Been Shortlisted for the 2021 Australian Interior Design Awards” (online).  
– Read now

### GLAM ADELAIDE

“New Adelaide restaurants shine as Australian Interior Design Awards shortlist announced” (online).  
– Read now

### THE INTERIORS ADDICT

“2021 Australian Interior Design Awards shortlist announced” (online).  
– Read now

### BENDIGO ADVERTISER

“La Trobe Bendigo’s new library takes home commendation at Australian Interior Design Awards” (online).  
– Read now

### HOUZZ

“See the winners of the 2021 Australian Interior Design Awards” (online).  
– Read now

### HUNTER AND FOLK

“2021 Australian Interior Design Awards” (online).  
– Read now

### E-ARCHITECT

“2021 Australian Interior Design Awards Shortlist News” (online).  
– Read now

### THE MERCURY

“Spring Bay Mill’s Stylish Rebirth Catches Attention” (print).

## INSTAGRAM SNAPSHOT

