

Australian Interior Design Awards 2023

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2023 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 — 40 pieces

The 2023 Australian Interior Design Awards were covered online across major platforms such as Vogue Living, Broadsheet, The Courier Mail, Architecture and Design, The Design Files, Sydney Morning Herald, Herald Sun, The Daily Telegraph, Hunter and Folk and Interiors Addict.

Print — 16 pieces

The awards were covered in print across major metro and regional titles such as Sydney Morning Herald, Inside Out, The West Australian, Perth Now, Domain and more.

Social media — 25 pieces

Social media coverage was achieved across all major platforms including Facebook and Instagram, from key sites such as Broadsheet, Hunter and Folk, The Design Chaser, The Latch and the Australian Institute of Architects.

RESULTS

Media coverage achieved: 81 media pieces
Total media audience: 67 million (through online, social and print).

* 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 70+ unique accounts, including The Design Chaser, Instyle and numerous leading practices and studios in the interior design space.

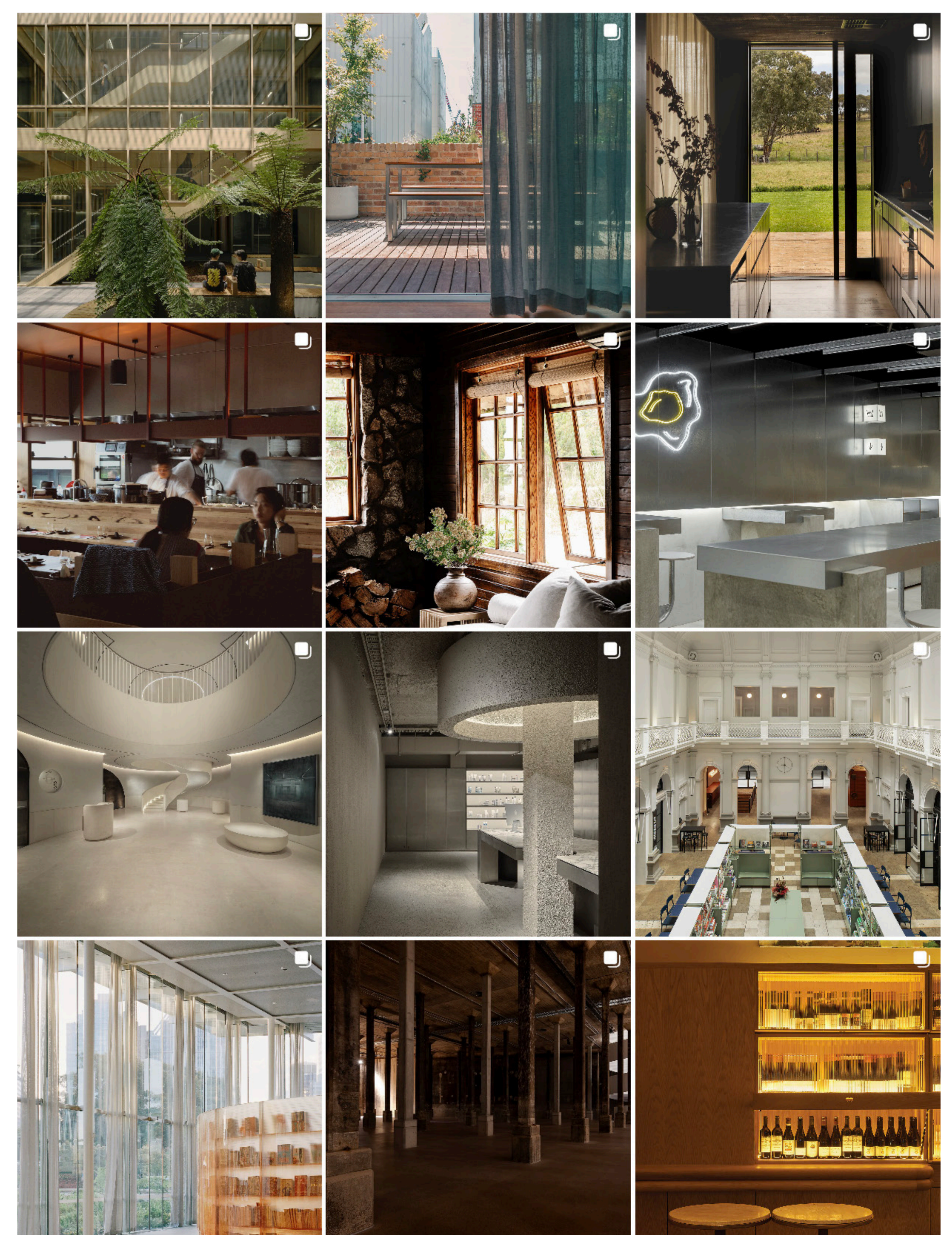
Instagram impressions

Stories and posts on the @auiinteriordesignawards Instagram account generated 348,000+ impressions, 8,200+ likes and 2,000+ saves.

RESULTS

Unique accounts reached: 2,052,000+

Instagram Snapshot



Coverage Highlights

Broadsheet

“Luxe Melbourne Bar Tops the List As Winners Announced for Australian Interior Design Awards 2023” (online).
– Read now

Sydney Morning Herald

“The cool green roofs taking over from the ‘dumb hat’” (online).
– Read now

Vogue

“The most amazing houses shortlisted in the Australian Interior Design Awards” (online).
– Read now



Domain

“The power of repurposing: Australian designers transform history for a new generation” (online).
– Read now

Hunter and Folk

“The 2023 Australian Interior Design Awards” (online).
– Read now

The Design Files

“The 2023 Australian Interior Design Awards Winners!” (online).
– Read now

The Interiors Addict

“Australian Interior Design Awards 2023: Our shortlist favourites” (online).
– Read now

The Daily Mail

“Inside Australia’s most beautifully decorated homes – from a rustic Japanese-inspired cabin to a moody vintage-style lounge and a quirky inner-city pad with a dreamy shower nook” (online).
– Read now

Houzz

“See Incredible Homes Shortlisted for the Interior Design Awards” (online).
– Read now

PerthNow

“Inside this stunning Neil Cownie-designed home that was once a busy Nedlands petrol station” (online).
– Read now