

The logo features a stylized red geometric icon on the left, resembling a cube or a folded piece of fabric. To its right, the letters 'IDA' are written in a large, bold, dark blue sans-serif font. Below 'IDA', the words 'MOROCCAN INTERIOR DESIGN AWARDS' are written in a smaller, white, sans-serif font, enclosed within a dark blue horizontal bar.

**IDA**  
MOROCCAN INTERIOR DESIGN AWARDS

[WWW.MIDAAWARDS.MA](http://WWW.MIDAAWARDS.MA)

## Press release - english

Introducing the MIDA: a new stage for interior architecture and design in Morocco Casablanca, 25 March 2025. Archimedia Group announces the launch of the first **Moroccan Interior Design Awards (MIDA)**, a biennial competition dedicated to interior architecture and design.

Long in the shadows, these professions are now enjoying remarkable growth, driven by a new generation of daring designers and a growing awareness of the importance of the living environment.

Interior architecture and design are shaping our spaces, transcending usage and revealing the identity of the places we live and visit.

**MIDA** is part of this dynamic, offering a new showcase for the different professions that are redefining the codes of interior design and decoration in Morocco.

### A NEW STAGE FOR THE 'MAKERS OF SPACES

In line with the Young Moroccan Architecture Awards (YMAA), the MIDA celebrates the men and women who, through their sensitivity and mastery, transform the environment in which we live on a daily basis.

This first edition will bring together architects, interior architects, designers, project developers and institutional and private players, thus affirming the fundamental role of design in enhancing living and working spaces.

### AWARDS TO HIGHLIGHT THE BEST PROJECTS

With a range of 16 categories and three awards - Jury's Favourite, Audience's Favourite and the Archimedia Prize - the MIDAs will paint a striking portrait of contemporary interior architecture and design in Morocco. The aim of this initiative is to shine a spotlight on the professionals whose work is shaping the spaces of tomorrow, by offering them recognition matching their commitment.

Presided over by Lotfi Sirahal, architect and designer, the MIDA jury will bring together passionate experts to reward the talents redefining the way we design and inhabit spaces.

MIDA aims to become a benchmark event, a place where aesthetics, materials and expertise intertwine, where trends emerge, and where interior architecture is established not as a mere decorative art, but as an essential vector of well-being and emotion. This event is for all those who bring life to the places we live in, animate and share, by infusing them with harmony, character and meaning.

### A FIRST EDITION SUPPORTED BY ROCHE BOBOIS

Roche Bobois, an international leader in high-end design and furnishings, inspires and shapes trends in the sector. For this first edition, Roche Bobois Maroc, as official sponsor of the MIDA, is reaffirming its commitment and support for the art of living and interior architecture, in keeping with the brand's spirit of innovation and excellence.

Entries are open from 25 March 2025, online at [www.midaawards.ma](http://www.midaawards.ma)

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