

# DESIGN EXCHANGE AWARDS 2010

## Call for Submissions

The Design Exchange Awards **promote Canadian design excellence** and recognizes the critical role of design in all types of organizations including commercial entities (large and small businesses), not-for-profit organizations, and the public sector. The Awards celebrate the success stories achieved through close **partnerships between clients and designers**. The DXAs are Canada's only award program to judge design by results, balancing **function, aesthetics, and economic success**.

A jury of leading business executives, designers and community leaders will select a **Gold, Silver, Bronze** and **two Honourable Mentions** in each of the twelve categories.

### Why enter the Design Exchange Awards?

- Winners are featured in a major exhibition at the Design Exchange. Past DXA exhibits have traveled across Canada and as far afield as Korea, to be shown alongside the best in international design.
- Winners are featured in press releases and in *Express*, the DX newsletter (reaching a readership of 40,000) and in a spread in the DX Program Guide.
- Winners are celebrated by their peers in the Canadian design disciplines at a gala Awards Dinner – an invaluable networking opportunity for established and new designers alike. Winners are awarded a certificate and encouraged to use this prestigious standing in their marketing material.
- Winners will have the opportunity to connect with members of the media and have their project noticed at the media launch of the DXA Exhibition.
- Winning entrants may have the opportunity to have their submission considered for accession into the Design Exchange's Permanent Collection.
- Past judges have included such Canadian design icons as Raymond Moriyama, Jeanne Beker, and Ian Chodikoff.

#### Timeline:

**DXA Submission Early-Bird Deadline:** Tuesday, July 20, 2010

**DXA Submission FINAL Deadline:** Thursday, September 30, 2010

**DXA Awards Dinner and Exhibit Launch:** Tuesday, November 23, 2010

## 2010 DXA Categories

### ARCHITECTURE – COMMERCIAL

Public and corporate structures

### ARCHITECTURE – RESIDENTIAL

Private residences

### ENGINEERING

Building technology, chemical, civil, electrical and computer (including software), environmental, mechanical, product, structural, transportation, new materials

### APPAREL/FASHION DESIGN

Textiles, footwear, jewelry and accessories, uniforms, outerwear, safety gear, etc

### INDUSTRIAL DESIGN

Industrial products produced for industry and/or consumer products available to the public (i.e. furniture, lighting, etc.)

### INTERIOR DESIGN – COMMERCIAL

Retail, public and corporate interiors

### INTERIOR DESIGN – RESIDENTIAL

Private interiors

### INTERIOR DESIGN – TEMPORARY or PORTABLE

Set, theatre, exhibit, showrooms and model suites

### LANDSCAPE ARCHITECTURE

Commercial, residential and public landscapes

### URBAN DESIGN

Streetscapes, infrastructure projects, master plans, interventions

### VISUAL COMMUNICATIONS: BRAND and IDENTITY

Marketing, way-finding, package, corporate identity, etc.

### VISUAL COMMUNICATIONS: CONTENT DEVELOPMENT AND EDITORIAL

Brochures, newspapers, Publishing, Interactive media, Websites, etc.

### **Special Award (by Nomination)**

### **CANADIAN COMPANY OR CEO WITH THE BEST DESIGN STRATEGY**

The CEO with the Best Design Strategy will be the leader of an organization that uses design and innovation as a major component of its business strategy. Please contact [noa@dx.org](mailto:noa@dx.org) if you have any questions about registration/submissions.

## How to submit your project:

- I. Ensure that your project fits in the Eligibility Guidelines
- II. Compile a Project Summary + Visual Materials
- III. Complete the Registration Form, including authorization from both Designer *and* Client
- IV. Review Checklist, and send in package to Design Exchange by either July 20<sup>th</sup> or September 30<sup>th</sup> including completed Registration Form with proper payment

Please ensure your submission arrives at the DX by the dates below. Post-dated submissions that arrive late will not be admitted.

**DXA Submission Early-Bird Deadline:** Tuesday, July 20, 2010\*

Registration fee for DX Members: \$70

Registration fee for Non-members: \$100

\*submission by the Early-Bird Deadline does not result in early judging; all entries will be judged at the same panel in October

**DXA Submission FINAL Deadline:** Tuesday, September 30, 2010

Registration fee for DX Members: \$90

Registration fee for Non-members: \$125

## I. Eligibility

- Designers from all disciplines and/or businesses operating in Canada are eligible to submit entries.
- Project entries may be built or manufactured in other countries - as long as the majority of the design team is Canadian.
- Projects must have been completed between August 2008 and August 2010. Products must be in production.
- You may submit as many entries as you wish in the categories outlined. However, you must complete a separate registration form and pay the registration fee for each entry. If a project falls into more than one applicable category, we encourage you to apply to the category best suited to your submission.

## II. Submission: Project Summary + Visual Materials

### ONE-PAGE PROJECT SUMMARY:

In order to introduce your project to the judges, provide an overview, consisting of no more than **one 8.5" x 11" page (one-sided)**, with font no smaller than 12 point that follows the following format. Please provide this as one hard copy and one digital copy (saved to the same disk as visual materials).

#### PROJECT DESCRIPTION

Include the name of project, name of client, reason for execution of project, objectives of project. **DO NOT** include the name of your firm in any of the submitted competition materials **EXCEPT** on the Registration Form. Include the project's date of completion.

You may consider some or all of the following criteria as a guide for your project description:

#### FUNCTION

Performance of the design solution in relation to stated objectives and user needs.

#### PROFITABILITY

Including positive financial returns, strengthening of corporate brand positioning, relationship building, cost reduction, enhancing employee satisfaction and/or improving operational efficiencies.

#### AESTHETICS

Alignment of all elements in the design solution for maximum physical, intellectual and emotional appeal.

#### INNOVATION

Ability to apply new thinking, new methods and/or new technologies to address a specific challenge or opportunity. Ability to show added value to the profession.

#### ACCESSIBILITY AND SUSTAINABILITY

Design that makes daily life easier, safer, more comfortable and more affordable for everyone regardless of age, size, background or ability; surpasses code compliance to current legislation. Also minimal impact on the environment, reduces resources, minimizes waste, energy resource efficiency, surpasses conformance to current legislation and promotes knowledge & positive behaviours concerning environmental & social responsibilities.

## VISUAL MATERIALS:

Support and illustrate your strategic design with 5 different images of the project (each image should be from a different perspective) included on a disk. Please do not send hard copy photographs. Please ensure the Design Firm's name is not included in visuals.

NOTE: For the Urban Design category, at least one of the images submitted must be a plan.

Resolution/Format: All 5 images must be 72 dpi and saved in JPEG (.jpg) format.

Additionally, please choose at least 2 of these same images and *also* provide them in a high-resolution (300 dpi or higher) print-ready file and saved in EPS (.eps) format. (These latter images will be used for the winning entries' display in the DX exhibit.)

File name: Name each file with the name of your project and numbers 1 through 7 with the highest resolution images being number 6 and 7. (e.g. SmithHouse\_1.jpg)

### Things to Consider:

- All information must be provided or your submission will be disqualified. Competition entries will not be returned.
- Images will be compiled into a PowerPoint slideshow for the judging process.
- Each entry is numerically rated based on how well it meets the criteria for design effectiveness. All criteria receive equal weight in scoring and award selection.
- Submissions should be clear, concise and persuasive. The ultimate objective is to convince the judges that **good design really works – and means good business.**
- The Design Exchange Awards are designed to:
  - Expand national understanding of design as an essential resource
  - Demonstrate that investment in design impacts overall business success
  - Celebrate effectiveness in all design disciplines
  - Highlight the critical role of design in enhancing quality of life
  - Reinforce the value of strong client/designer partnerships
  - Promote the critical role of design in sustainability
- Remember: the submitted page (8.5" x 11") must be labeled with the project name. Please do not identify the name of your firm or design team in the judging materials. The entrant's name should appear **ONLY** on the Registration Form.

### III. Registration Form (attached)

Please complete the attached Registration Form, and include it with your submission.

Both the Designers and their Clients are required to review the submission. Each entry must be signed by a principal, senior executive or CEO representing the Client *and* similar senior officer from the Design Firm.\*

\*Individuals who are both the designer and the client may sign both portions.

### IV. Checklist

- Eligibility requirements have been met
- Submission includes one-page Project Summary on one 8.5" x 11" page (one-sided) provided as both a hard copy and a digital copy (on same disk as visual materials)
- Submission includes a disk with 5 JPEG images (at least 2 of which are *also* saved as high-res EPS format)
- Firm/Design Team name only appears on Registration Form
- Authorization in the form of signatures have been obtained from Client and Design Firm
- Payment in the form of cheque or credit card information is included on the Registration Form
- You have read and understood the 'Fine Print' (attached)
- For multiple entries: each entry should have a separate registration form and payment

**Questions?** Contact Noa Bronstein, Professional Development Coordinator at 416-216-2120 or email [noa@dx.org](mailto:noa@dx.org)

### **Submitting Submission Package and Registration Form:**

Design Exchange Awards, Design Exchange  
234 Bay Street, P.O. Box 18, Toronto-Dominion Centre  
Toronto, Ontario, M5K 1B2

Submissions can be mailed, couriered or dropped off at the Design Exchange Monday-Friday, 9am-5pm. Submissions dated later than September 30<sup>th</sup>, 2010 will not be accepted.

**Finalists** will be notified in late October and asked to submit examples of their winning project in the form of drawings, models, prototypes and/or process drawings for the 2010 DXA exhibit. Materials will be available for pick-up in spring 2011 at the conclusion of the exhibition.

## The Fine Print:

1. The judges' decisions are final.
2. The Design Exchange cannot be held responsible for entries submitted without both the permission of the client and the design firm.
3. Copyright of the submissions remains with the entrant, however by making an entry, the designer and the client assign the right to publish, exhibit or promote the contents of the submission or an edited version of the same to the Design Exchange without seeking further permission.
4. In order to make a convincing case for submission, an entrant may choose to include information of a confidential nature (i.e. increased profits). Entrants and clients may wish to restrict exposure of such information to awards administrators and judges only. In these cases, entrants must provide two (2) versions of their submissions - one of which is suitable for publication, exhibition and promotion. Any material which is not for publication or exhibition must be marked clearly on the page(s) where this information appears.
5. While every precaution will be taken to safeguard entries, the Design Exchange cannot be held responsible for any loss or damage to registration submissions. Submissions will not be returned.
6. All information/requested materials must be provided or your submission will be disqualified. No refund of entry fees will be made for disqualified submissions.

PLEASE COMPLETE THIS FORM IN FULL AND SEND WITH  
PAYMENT AND SUBMISSION TO ADDRESS BELOW BY EITHER  
JULY 20, 2010 (Early-Bird) or SEPTEMBER 30, 2010 (Final)

## DESIGN EXCHANGE AWARDS REGISTRATION FORM

Design Exchange Awards, Design Exchange  
234 Bay Street, P.O. Box 18, Toronto Dominion Centre  
Toronto, ON, M5K 1B2

### CATEGORIES *(please check appropriate category):*

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Architecture - Commercial  | <input type="checkbox"/> Industrial Design                       | <input type="checkbox"/> Landscape Architecture                                  |
| <input type="checkbox"/> Architecture - Residential | <input type="checkbox"/> Interior Design - Commercial            | <input type="checkbox"/> Urban Design  |
| <input type="checkbox"/> Engineering                | <input type="checkbox"/> Interior Design - Residential           | <input type="checkbox"/> Visual Communication: Brand and Identity                |
| <input type="checkbox"/> Apparel/Fashion Design     | <input type="checkbox"/> Interior Design - Temporary or Portable | <input type="checkbox"/> Visual Communication: Content Development and Editorial |

PROJECT NAME: \_\_\_\_\_

### CLIENT

NAME OF ORGANIZATION \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

POSTAL CODE \_\_\_\_\_ CITY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

SIGNATURE OF PRINCIPAL, CEO OR SENIOR REPRESENTATIVE \_\_\_\_\_

### DESIGNER

NAME OF DESIGN FIRM / DESIGNER(S) \_\_\_\_\_

ADDITIONAL DESIGNERS, COLLABORATORS OR PARTNERS *(please specify)* \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

POSTAL CODE \_\_\_\_\_ CITY \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

SIGNATURE OF PRINCIPAL, CEO OR SENIOR REPRESENTATIVE \_\_\_\_\_

**DECLARATION** I, the undersigned, acknowledge that I have read and understand the terms and conditions of participation in the 2009 Design Exchange Awards and certify that the information provided is true and complete to the best of my knowledge.

SIGNATURE OF CLIENT \_\_\_\_\_

DATE \_\_\_\_\_

SIGNATURE OF DESIGN FIRM / DESIGNER \_\_\_\_\_

DATE \_\_\_\_\_

NOMINATION FOR SPECIAL AWARD – CANADIAN COMPANY OR CEO WITH BEST DESIGN STRATEGY *(List company/CEO names)* \_\_\_\_\_

### PAYMENT INFORMATION

**Early-Bird Deadline (July 20) Fee:**

DX Members \$70

Non-members: \$100

**Final Deadline (Sept 30) Fee:**

DX Members \$90

Non-members: \$125

Yes, I am a DX member

Member # \_\_\_\_\_

No, I am not a member

Enclosed is my cheque in the amount of \$ \_\_\_\_\_ *(Please make cheques payable to: Design Exchange)*

OR please charge my credit card:

VISA

MASTERCARD

AMEX

Number \_\_\_\_\_

Expiry Date (mm/yy) \_\_\_\_\_

Name on credit card \_\_\_\_\_

\*Want to save money by becoming a DX Member before sending in your application? Call Rosa Ricci at 416-216-2127.