

DESIGN EXCHANGE AWARDS 2008

Presented by Canadian Business

Call for Submissions

The Design Exchange Awards, presented by Canadian Business magazine, **promotes 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 **Award of Excellence** and **Award of Merit** winners in each of the twelve categories, with one project winning **Best of Category** in each.

Why enter the Design Exchange Awards?

- Winners will be listed in **Canadian Business** magazine's best-selling December issue (the annual 'Rich100' edition), which is on newsstands for up to 3 months. As a result, your company will become visible to Canadian Business' total readership of 985,000!
- 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 over 20,000).
- 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.
- 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 Call for Submissions: begins Tuesday, May 27, 2008

DXA Submission Early-Bird Deadline: Thursday, July 31, 2008

DXA Submission FINAL Deadline: Friday, September 26, 2008

DXA Awards Dinner and Exhibit Launch: Tuesday, November 25, 2008

2008 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 dxa@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 Registration Form, including authorization from both Designer *and* Client
- IV. Review Checklist, and send in package to Design Exchange by either July 31 or September 26, 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: Thursday, July 31, 2008*

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: Friday, September 26, 2008

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 design team is Canadian.
- Projects must have been completed between August 2006 and August 2008. 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)*, 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.

COMPETITION CRITERIA

Explain how your submission addresses the following 5 criteria:

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

Design that impacts minimally on the environment, has the most positive life cycles, reduces resources, minimizes waste, implements technologies that use energy resources efficiently, surpasses conformance to current legislation and promotes knowledge, awareness & 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.

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-pager 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 Catherine Molnar, Professional Programs Coordinator, at 416-216-2120 or catherine@dx.org

Ready? Submit 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 Design Exchange Monday-Friday, 9am-5pm. Submissions dated later than September 26, 2008 will not be accepted.

Finalists will be notified in early November and asked to submit examples of their winning project in the form of drawings, models, prototypes and/or process drawings for the 2008 DXA exhibit. Materials will be available for pick-up in early 2009.

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 31, 2008 (Early-Bird) or SEPTEMBER 26, 2008

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 _____
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 2008 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 31) Fee: DX Members \$70 Non-members: \$100
Final Deadline (Sept 26) 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.