

RETAIL DESIGN INSTITUTE'S INTERNATIONAL STORE DESIGN COMPETITION 2009

OFFICIAL RULES AND ENTRY INSTRUCTIONS

DEADLINE FOR ENTRIES: NOVEMBER 2, 2009

Eligibility:

Any contract design firm or in-house retail design team may enter projects for store interiors completed from November 2, 2008 to November 1, 2009. You do not need to be a Retail Design Institute member to enter.

Categories:

Designers may submit more than one entry in as many of the following categories as they wish.

No entry, however, may be submitted in more than one category.

At the discretion of the competition chair and the judges, an entry may be placed in a more suitable category.

The Judges may add or delete a category at their sole discretion.

Department Stores

- A. New or Completely Renovated Full-Line Department Store
- B. New or Completely Renovated Specialty Department Store
- C. New Shop Within an Existing Full-Line or Specialty Department Store

Specialty Stores (Mall Stores, Standalone Stores, Strip Center Stores including Outlet Centers, or Retail Stores within Entertainment Facilities)

- D. Specialty Store, Sales Area Under 1500 sq. ft.
- E. Specialty Store, Sales Area 1501 to 3000 sq. ft.
- F. Specialty Store, Sales Area 3001 to 5000 sq. ft.
- G. Specialty Store, Sales Area 5001 to 10,000 sq. ft.
- H. Specialty Store, Sales Area over 10,000 sq. ft.
- S. Large Format Specialty Retail

Food service and convenience

- I. Kiosk in a Shopping Center or Store
- J. Specialty Food Court or Counter-Service Restaurant
- K. Sit-Down Restaurant
- L. Specialty Food Shop
- M. Supermarket
- N. Convenience Store

Other Retail

O. Entertainment Facility

P. Service Retailer

Q. Manufacturer's Showroom to the Public or Trades

T. Pop-Up (or temporary) Retail

U. Green Store (retail design concepts featuring sustainable practices.)

Judging:

The jury will be comprised of Professional Retail Design Institute members and other professionals in the fields of Retail and Store Design.

Awards:

A first place winner and up to two award of merits may be awarded in each category. In addition, a "Store of the Year" will be chosen. At the discretion of the judges, an award will be given for the "most innovative concept," "most innovative visual merchandising concept," "most innovative lighting" and "most innovative fixturing." Winners will be notified by December 11, 2009 by the Retail Design Institute and provided with details regarding the Awards Presentation Ceremony in New York City, January 2010.

Note:

This is a concealed identity competition. Submitting companies are to comply as follows:

1. Only the entry form contains the name of the submitting company. The name of the submitting company is not to appear anywhere else.
2. All entry forms also contain the letter code of the entry (see codes A-S above).
3. All other submitted materials are to contain only the Project Name, letter code or Retail Design Institute number (same number as previous "ISP" number), if applicable.

Terms and conditions:

All submitted materials become the property of ST Media Group/*VM*SD and the Retail Design Institute and cannot be returned. Materials will be kept on file by the editors of *VM*SD. Entrants must certify that the credits, project descriptions and other information on the entry form are correct; that the entrant has the right to be credited with this project; has received permission from the photographer(s) to use the photography; and that the Retail Design Institute and ST Media Group Intl., *VM*SD or an assignee has the right to publish the work, including photography, in print and on the websites; (www.retaildesigninstitute.org and www.vmsd.com) and use in seminars and presentations. Photographers will receive credit for their work, but will not receive additional compensation for reproduction, publication or other uses of architectural images or photographs. Publication will be related to this competition only, in print and online. For any additional usage, the submitter will be contacted separately.

Each entry must include the following:

1 A signed and completed **entry form** and a **project/photography release form** (both follow) for each entry. Be sure to include both the proper category code and Retail Design Institute membership number (if applicable) on the entry form.

2 **A completed Project Description Form summarizing the project: 400 words or less (Important: all text in excess of 400 words may not be seen by the judging panel). Important Please note The topics on the Project Description Form will be the topics the projects will be judged on** Category code and project name only must be included on each 8 1/2 -by-11-inch sheet. Do not use letterhead, design firm/team name, or page protectors. Hole-punched sheets and binders are sufficient.

3 A **source list** for each project identifying major suppliers such as fixture manufacturer, lighting, etc. with manufacturer's city, state, phone number.

4 Photography of the project. Maximum number of images for categories A,B,H, and O is 12 images; all others -- 8 images (does not include floor plans).

Important: Digital images are required. No prints or slides. Photos should include an overview, together with detailed shots highlighting key areas.

Digital files of photography will be used for the judging, PowerPoint presentations and print publication of winners. Due to the tight turnaround between the judging and publication we are asking for digital files for all entries, whether you are a winner or not. All entries will be kept on file at *VMSD* for consideration for future publication. You will be contacted separately for additional information if the magazine wishes to publish your materials.

Please provide two identical disks with digital images. One disk will be used for the PowerPoint used in judging and Awards presentation, should you be a winner. The other will be held for possible print publication. Images on the disk should be saved as high-resolution 300 dpi jpegs/tifs (2400 X 3000 pixels). Label each digital file with category code, project name and image number. Please write project name and category on each disk and **PLEASE** provide photo printouts of the images on the disk (can be black and white). A PDF of your photo submission is also requested.

5 Digital scan of **floor plan** (maximum one per selling floor)

6 Entry Fees: For Retail Design Institute members the entry fee is \$175 USD per entry; nonmembers, \$295 USD per entry. Please make check or money order made payable to the Retail Design Institute. If paying by credit card, please fill out attached credit card payment form. Accepted: Visa, Mastercard, American Express, Discover Card **in U.S. dollars only.**

Mail entries to:

Retail Design Institute's International Store Design Competition
c/o Ted Wilson
Hudson Bay Company
401 Bay Street Suite 900
Toronto, Ontario M5H 2Y4
Canada

Categories, general questions:

Ted Wilson
Hudson Bay Company
416-861-4938 ted.wilson@hbc.com

For Retail Design Institute membership, tickets to awards, and duplicate awards:

Lorraine Bullis
Retail Design Institute, headquarters: Tarrytown, NY
914-332-1806 / lbullis@taminc.com

DEADLINE FOR ENTRIES: NOVEMBER 2, 2009

WINNERS WILL BE NOTIFIED BY DECEMBER 11, 2008

RETAIL DESIGN INSTITUTE'S INTERNATIONAL STORE DESIGN COMPETITION 2009 OFFICIAL ENTRY FORM

Category Code:

Retail Design Institute Membership Number:

Please print clearly. **One entry form per entry.** Entry not valid without signed and dated project/photography release. Please read official rules for complete details.

Project Name:

Project Location (full address and or shopping center/city):

Project Completion Date (month/day/year):

Client/Owner (name/city/phone):

Firm name of entrant:

Firm address:

Contact person's name, title:

Contact person's telephone/fax/e-mail:

Project design team (on separate sheet if necessary):

Retail design team (on separate sheet if necessary). Please include phone:

Architect (indicate firm name/city and contact person/phone):

General contractor (indicate firm name/city and contact person/phone):

Outside Design Consultants (i.e. lighting, graphics, visual merchandising; please include name/contact person/phone):

Suppliers (on separate sheet with name/city/phone please):

RETAIL DESIGN INSTITUTE'S

INTERNATIONAL STORE DESIGN COMPETITION 2009

Credit Card Payment Form

Category Code: _____

Retail Design Institute Member Number (if applicable): _____

Project Entry Name: _____

Authorized Amount: _____

Payment Type:

Visa MasterCard Discover American Express

Name (as it appears on card): _____

Credit Card Number: _____

Expiration Date: _____

Security Code: _____

Billing Address: _____

Signature: _____

Project/Photography Release Retail Design Institute's Store Design Competition

THIS AGREEMENT is made and effective as of the ____ day of _____, 2009 and is between Retail Design Institute, 25 North Broadway, Tarrytown, NY 10591: ST Media Group International, Inc. 11262 Cornell Park Dr., Cincinnati, Ohio 45242 (Publisher) and

_____, whose address is _____ (Submitter). WHEREAS, Submitter has presented to Publisher certain photographic and/or textual material briefly described as follows

(Content);

(Photo credit: photographer's name, city, state);

WHEREAS, the parties hereto desire that the Content be published by Publisher;

NOW, THEREFORE, in view of the foregoing recitals, the parties agree as follows:

1 Submitter hereby grants to The Retail Design Institute, for its use including but not restricted to the organization's promotional materials, placement on its website www.retaildesigninstitute.org and use in seminars and presentations : and to the Publisher and the Retail Design Institute , a fully paid up license to reproduce and distribute copies of the Content in Publisher's magazine entitled *Visual Merchandising and Store Design (VMSD)*, to post the Content on Publisher's www.vmsd.com website , to edit, revise and otherwise adapt the Content before or after such publication or posting, and to reprint and republish the Content in such form and in such manner as Publisher, in its sole discretion, deems appropriate.

2 Submitter will provide Publisher with a project source list of the items in the Content and the names of those who should be credited for each item, and Submitter will otherwise cooperate with and promptly assist Publisher in preparing the Content for publication.

3 Publisher will credit those identified in the project source list in a manner customary to the trade.

4 Publisher will provide Submitter, if accepted, with 3 copies of the magazine or other publication in which the Content is published.

5 Submitter warrants that it has the authority to grant the foregoing license to the Retail Design Institute and Publisher and to authorize Publisher to identify and credit those named in the project source list, and Submitter will indemnify and hold Publisher harmless from all costs (including attorneys' fees), claims and damages if Publisher is accused of or held to have violated the rights of any third party as a result of such publication and/or posting. SO AGREED. [Submitter's full name) ST Media Group International Inc. and Retail Design Institute

by _____ by _____
title _____ title _____

Instructions: Sign in the space provided and include in entry materials for the Retail Design Institute's Store Design Competition. Entry will not be considered without this form. Winners of the competition will receive a copy with ST Media Group and Retail Design Institute's signature as a contract for publication of this competition.

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INTERNATIONAL STORE DESIGN COMPETITION 2009

Project Description Form

PROJECT NAME _____

CATEGORY _____

What was the scope of the work?

What were the project goal and objectives? _____

You will be judged on the following areas. Please describe what makes your concept especially noteworthy or unique in each of these rating areas. Descriptions should pay particular attention to design objectives; planning solutions; merchandising systems/techniques; design and styling solutions; decorations and finishes: **(one paragraph per section)**

Store Planning (layout and overall design) _____

Lighting (special use of lighting to highlight the design) _____

Finishes (overall selection of the materials) _____

Signage / Graphics (execution of signage) _____

Visual Merchandising (the display and presentation of products sold) _____

Concept / Innovation (measure of special creativity – that special idea supporting the project)

Fixturing (the design for store fixtures) _____

Note: For the “Green Store” Category, please provide a brief description (150 words or less) of why this retail environment should be considered environmentally-sustainable, and which aspects of its concept design, materials specification, sourcing, construction, and/or fabrication are regarded as “green”.
