

DESIGN THAT CELEBRATES  
THE MOMENT



Jimmy Watson's Wine Bar, 1962 / by Robin Boyd and Frederick Romberg / Hall of Fame Inductee, 2012 /  
Photography by Peter Clarke.

# EAT DRINK DESIGN AWARDS 2021 ENTRY GUIDE

2021  
EAT  
DRINK  
DESIGN  
AWARDS

## Entering the 2021 Eat Drink Design Awards

Entries will be accepted until Wednesday 21 July 2021. All entry submissions must be made online ([eat-drink-design.com](http://eat-drink-design.com)) including responses to written criteria and upload of images and drawings.

### ENTRY

There are four simple steps involved in submitting your entries.

#### 01 CREATE YOUR ACCOUNT

To commence your submission, you must first create your account. Refer MY ACCOUNT on the awards site: [eat-drink-design.com](http://eat-drink-design.com).

Once you have commenced a submission, you can log in and out at any time without losing your data, but we do recommend that you first complete the written responses in a Word document before cutting and pasting into the online entry form.

#### 02 CHOOSE AWARD CATEGORY

There are seven categories (following), which each attract entry fees. Look at the category descriptions to select the most appropriate for your project. Projects may be entered into more than one category where appropriate (each entry requires a separate submission and fee).

#### 03 CREATE ENTRY SUBMISSION

Before beginning your entry submission, read the Conditions section. Submitting an entry means that you have read and agreed to all the conditions, including obtaining appropriate releases and authorities in writing from your client, photographer and, where applicable, the principal of the design practice.

You will be prompted to respond to specific written criteria (following) and to upload supporting materials (images, floorplans, drawings etc.).

#### IMAGES

You must submit 6 to 15 images (not computer generated renders or conceptual mock-ups) of your project in high-resolution format. Use the highest quality JPG setting available. TIF images will not be accepted.

Submit JPG images that are at least 3500 pixels wide, with a file size no larger than 20 MB. Images of at least 4500 pixels wide are preferred and will enable a higher-quality print coverage. If your images are coming in above the 20 MB size limit, try re-saving them in Photoshop and reducing the JPEG compression level to 8.

To maintain anonymity during judging, no design practice names may appear on images, floor plans or written support materials, however, client names may be included.

#### DRAWINGS, PLANS AND ELEVATIONS

You may also submit one PDF with up to five pages of relevant drawings in vector-based PDF format (site plan, floor plan, sections, elevations and/or any other relevant drawings or diagrams, such as concept sketches and images of models), with a file size no larger than 10 MB. Drawings must include a scale bar, key and north point.

#### VIDEO CONTENT (OPTIONAL)

You may submit a brief video to be used for publicity. It won't be viewed by the jury. Upload to Vimeo or YouTube and include the URL, where prompted.

#### 04 ENTRY SUBMISSION AND PAYMENT

Once you have completed steps one to three (above) you may pay for and submit your project.

The first primary category entry attracts a fee of \$250, with subsequent primary category entries charged at \$200 each. The system will automatically charge subsequent entries (i.e. from the same applicant) at the reduced rate.

Each submission and payment is confirmed by the issuing of a tax receipt, which is sent to your email address. Retain a copy for taxation purposes. Visa, Mastercard and Amex are accepted.

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## CATEGORIES

### 01 BEST BAR DESIGN

This category recognizes achievement in the design of a bar, cocktail lounge or nightclub. The premises must hold a liquor licence and may offer a limited bar food menu.

### 02 BEST RESTAURANT DESIGN

This category recognizes achievement in the design of a restaurant. A restaurant is defined as an establishment that provides a dining experience.

### 03 BEST CAFE DESIGN

This category recognizes achievement in the design of a cafe, tea house or coffee shop. The premises must provide a daytime menu which includes drinks such as coffee and tea, and might also offer light refreshments, snacks and patisserie items.

### 04 BEST HOTEL DESIGN

This category recognizes achievement in the design of an accommodation premises where eating and drinking are integral to the experience, including hotels, motels, lodges, chalets, resorts, B&Bs and hostels.

### 05 BEST INSTALLATION DESIGN

This category recognizes achievement in the design of pop-up venues, mobile food vehicles, marquees, promotional installations, VIP lounges and market stalls. The space must be an environment that is either temporary or transportable.

### 06 BEST RETAIL DESIGN

This category recognizes achievement in the design of a food and/or drink retail space including shops, supermarkets, delicatessens, providores, bottleshops, cellar doors, food markets and food courts.

### 07 BEST IDENTITY DESIGN

This category recognizes achievement in the design of a visual identity or collateral for a single food and/or drink venue or shop including logos, websites, menus, wine lists, stationery, signage, uniforms, coasters, placemats, books, style guides and any other visual material. Packaging for food and drink not associated with a single venue or shop is not eligible.

## WRITTEN CRITERIA

To maintain anonymity during judging, no names of applicants or collaborating parties may appear on images, floorplans or written support materials, however client names may be included. Word limits below are maximums. Succinct responses are highly recommended. So that you have a back up, first complete your written criteria in a Word document, then cut and paste responses into the relevant parts of the submission form.

#### 01 PROVIDE A BRIEF PROJECT SUMMARY FOR THE JURY (WORD LIMIT 50).

This may also be published to the online awards gallery.

#### 02 DESCRIBE THE DESIGN PROJECT (WORD LIMIT 150).

Include information about the client brief and budget, timeline, site challenges and opportunities, spatial planning, materials, sustainability and collaborations.

#### 03 DESCRIBE THE WAY THE SPACE (CATEGORIES 1-6) OR IDENTITY (CATEGORY 7) RESPONDS TO THE HOSPITALITY OR RETAIL OFFERING (WORD LIMIT 150).

Your answer should describe the way the design addresses the needs of the business. How does it attract patrons and keep them coming back? How does it create an efficient working environment for venue staff? How does the design reflect the menu, location, history, ethos and personality of the venue?

#### 04 EXPLAIN WHY THE PROJECT IS AN EXAMPLE OF INNOVATIVE AND EXCELLENT DESIGN PRACTICE (WORD LIMIT 150).

How does the project contribute to and advance contemporary hospitality / retail design practice?

#### 05 YOU HAVE THE OPTION OF PROVIDING A CLIENT TESTIMONIAL (WORD LIMIT 150).

This is an opportunity for your client to tell the jury about the success of your project and how it met (and perhaps even exceeded) their expectations. Their answer might address the design, delivery, cost/value outcome, longevity and public/staff reception of the project.

## CONDITIONS

### ELIGIBILITY

Entries must be for individual venues designed primarily for hospitality use, the retail of food and beverages or visual identities for either of these project types.

Entry is open to all design professionals regardless of their location for projects within Australia and New Zealand. Entries are encouraged from practices of all scales, specializations and locations.

Projects must have been completed (built or produced) between 1 July 2019 and 30 June 2021 and may not have been previously entered into this awards program.

Projects may be entered in more than one category where appropriate (separate submission and entry fee required).

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## PUBLICITY AND COPYRIGHT

By entering this program, the applicant confirms that they have obtained their client's written approval to enter and for any resultant publicity.

By entering, the applicant (if not the practice principal) confirms that they have obtained the authority of the principal to enter the program, including for any resultant publicity.

The Organizer does not make any claims on copyright or intellectual property of the designs entered other than the rights outlined in the following paragraph. By entering this program, the applicant agrees to absolve the Organizer from any liability relating to confidentiality or intellectual property issues that may be raised by any party.

The Organizer reserves the right to exhibit or publish any or all of the entries. By entering the Awards the applicant/owner gives permission to the Organizer to publish, exhibit and promote the content of the submission, including by supporters of the Awards, where their use of submission content is specifically related to their promotion of their involvement in the Awards. In all promotion, the Organizer will endeavour to promote the name of the design firm/s and, where the Organizer is made aware of their names and to the extent that the Organizer can exert editorial control, photographers will be acknowledged.

All shortlisted entrants must be prepared to submit further material for exhibition and publication if required, such as additional photography, drawings and other information. The applicant acknowledges that the Organizer has the right to reproduce materials in whole or part without payment of release

or licensing fees to the holder of publication rights or copyright.

## GENERAL CONDITIONS

An entry shall be excluded from the program:

a) if it is received after the advertised closing date (although submissions that have been commenced but not completed by the closing date may be included at the discretion of the Organizer).

b) if it does not fulfil these entry conditions.

c) if it is incomplete or doesn't conform to the correct format as specified under Entry (above).

The Organizer is committed to providing a quality awards program to the design industry and makes every attempt to ensure accuracy, currency and reliability of the information included on in this document and elsewhere. However, changes in content and process may become necessary at the absolute discretion of the Organizer. The Organizer accepts no liability for any use of the said content or reliance placed upon it.

## TIMELINE

Entry submissions are accepted until 5 pm (AEST) on Wednesday 21 July 2021.

Requests to withdraw an entry will be accepted if made in writing ([eatdrinkdesign@archmedia.com.au](mailto:eatdrinkdesign@archmedia.com.au)) prior to the submission deadline of Wednesday 21 July 2021, with refund of the entry fee less an administration charge of \$100. After this date and up until Friday 30 July 2021 projects may be withdrawn but the entry fee will be forfeited. After Friday 30 July 2021, projects cannot be withdrawn.

Awards and commendations will be announced on Friday 5 November 2021. A full report will be published in *Artichoke* magazine and online at [ArchitectureAU.com](http://ArchitectureAU.com) and the Eat Drink Design Awards gallery.

## PRIZES

There is a total prize pool of \$10,500.

Each category attracts a \$1,500 cash prize.

## EVENT ENQUIRIES

Eat Drink Design Awards  
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South Melbourne VIC 3205

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