



Entry Guide

When eating, drinking and good design coalesce, theatre happens.



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Entering the 2018 Eat Drink Design Awards

Entries will be accepted until Friday 27 July 2018. All entry submissions must be made online (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 entry.

01 Register or Log

If you haven't already registered or submitted an entry for this year's program, you will need to register. This creates your account so you can make online project submissions, which you manage and may edit up until submissions close.

Once you have commenced your submission, you can log in and out at any time without losing submission data.

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 entry conditions (following). Submitting an entry means that you have read and agreed to all the Entry 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 and upload supporting materials (images, drawings and other visual material). So that you have a back up, complete responses to written criteria in a Word document, then cut and paste into the relevant parts of the submission form.

Images

You must submit 6 to 10 images (not visualizations) 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 20MB 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 should also submit up to 5 relevant drawings in vector-based PDF format (site plan, floor plan, sections, elevations and/or any other relevant drawings or diagrams), with a file size no larger than 10 MB. Drawings must include a scale bar, key and north point.

04 Entry Submission and Payment

Once you have completed steps two and three you may pay and submit your project.

The first entry attracts a fee of \$385. The system will automatically charge subsequent entries (i.e. from the same applicant) at the reduced rate of \$285.

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

Preferred payment method is Visa, Mastercard or Amex, however cheques (made payable to Architecture Media Pty Ltd), may also be sent to:

Eat Drink Design Awards
Architecture Media Pty Ltd
Level 6, 163 Eastern Road
South Melbourne Vic 3205.



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 a temporary space including 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 between 1 July 2016 and 30 June 2018 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).

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 5pm (AEST) on Friday 27 July 2018.

Requests to withdraw an entry will be accepted if made in writing (eatdrinkdesign@archmedia.com.au) prior to the submission deadline of Friday 27 July 2018, with refund of the entry fee less an administration charge of \$100. After this date and up until Friday 17 August 2018 projects may be withdrawn but the entry fee will be forfeited. After Friday 17 August 2018, projects cannot be withdrawn.

Awards and commendations will be presented during the Eat Drink Design Awards presentation and celebration in Melbourne on 13 November 2018. A full report will be published in *Artichoke* and online at 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

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