

NEWH Sustainable Hospitality Design Competition 2011-2012 Sustainable Guest Experience

Dear Students and Educators:

NEWH is proud to host the sixth annual Sustainable Design Competition. The NEWH Sustainable Design Competition will provide students with the opportunity to showcase their design skills while utilizing the very best in sustainable design products and practices.

JLF/lone meadow and Valley Forge Fabrics are the 2011-2012 competition sponsors. This year NEWH is pleased to present the following awards:

\$5000 **JLF/lone meadow** Scholarship Award to an Undergraduate Student

\$5000 **Valley Forge Fabrics** award will go to the respective Interiors Program of the winning Undergraduate Student

The student awards will be distributed to the student through the respective school. Student monies may be used for tuition, books or supplies needed for his/her education. The award to the school must go to the INTERIORS PROGRAM and not to the general funds of the school. The program may utilize this award to enhance the educational needs of the students i.e., purchase of computers or software for the design program, purchase of materials to help the design studio.

Presentation of Award: Our winning student and school shall be honored at HD Expo in May 2012, at the Sands Convention Center in Las Vegas (room and date to be announced).

Description of competition:

- Open to ALL interior design students (Junior level and above) attending an accredited program. (Accredited programs include those which are deemed to be properly accredited per the U.S Dept. of Education guidelines – <http://ope.ed.gov/accreditation> as well as those which have been accredited by the CIDA – <http://www.accredit-id.org/accreditedprograms.html>).
- All student intent applications must be signed by the school advisor, dean or program director.
- Instructors wishing to use the competition as a class project may do so and submit one intent application which must list all participating students and student info (name/address/email/phone). Instructor must evaluate class work and may submit no more than five of the best projects to NEWH by the **February 24th deadline**. All work submitted must follow the guidelines as outlined for individual submissions.
- Students must execute a dynamic, creative, cutting edge design utilizing the very best products and technologies which encompass sustainable products/materials and construction practices. In addition to the physical aspects of design, the functional daily use of the space in a “green” sense should be considered as the design of a space can encourage recycling and reuse by all occupants.
- This year’s competition is “The Sustainable Guest Experience”. Through the use of story boards, animation, rapid visualization and/or perspectives the student shall tell a sustainable story of a guest stay in a resort hotel. Project site to be in your choice of one of these locales:

- **Locale Type A -Restorative/ Regenerative:**

You are a part of a development team that is revitalizing an overdeveloped region which has lost commercial viability and is showing signs of environmental degradation. (Example: Abandoned industrial area or overdeveloped coastal region). Your team is involved in developing a resort hotel as a part of this project. This may be an existing property, rehabilitation or a new build. Your story should include research of the area and challenges involved in providing restoration/regeneration to the region.

- **Locale Type B - Perpetuation/ Preservation:**

New build resort hotel in a pristine natural habitat which is rich in biodiversity. Site area boasts a large amount of endemic species, and highly sought destinations for eco-tourists. Locale is unspoiled by commercial tourism with strong cultural connection to the land and abundant, undeveloped resources. Your story should include research of the area and challenges involved in sustainable development.

- The story is from the perspective of the guest.
- It is not necessary to use a property that actually exists. This is a conceptual project.
- Student must include **seven** guest area experiences beginning with Check-in/arrival & the Guest room. The remaining five areas to be selected from various outlets and other services offered on property. (Retail, Spa/Pool, Restaurants, Lounge/Bar, Night Club, Fitness Center, Tennis or Golf Lounges/Clubs, Casino/Card Room). Designed areas may be outdoor or indoor venues.
- All work must be student's original work.
 - Only one entry allowed per student.
 - Two students may work as a team on one project, but only one student award will be presented and travel/lodging for one student representative to be paid to the award presentation.
- Submissions and application materials shall be retained by NEWH and will not be returned to the applicant.
- Students retain copyright to their documents and design, but must agree to grant perpetual royalty free license to NEWH, Inc. and NEWH Sustainable Hospitality to use their entry either partially or in its entirety in future NEWH Inc. marketing materials and/or presentations.
- Finalists and winning student agree to their work being shown at HD Expo May 15-17, 2012 at the Sands Convention Center in Las Vegas (room to be announced) and on the NEWH website, Facebook, NEWH Sustainability, NEWH Sustainable Hospitality website, NEWH Magazine. Student finalists and winner who are photographed agree to sign a release allowing NEWH, Inc. and NEWH Sustainable Hospitality to use their image in marketing materials, publications and/or presentations.
- Finalists may be asked to submit original work if so required by the judges.

Typical Sustainable Resort Requirements

Design must include but not be limited to:

- Orientation of unit/building and its connection to the outdoors, i.e., outside light/window treatments, heat generation into space (efficient use of energy)
- Sustainable relationship with the surrounding community, culture
- Description of materials and construction (concrete, steel, etc...)
- Sustainable supply chain adherence
- Water-use – efficiency of plumbing, fixtures, etc...
- Air quality as related to material and furniture selections
- Energy efficiency as related to lighting/heating/cooling of spaces
- Suggest that interior material and furniture specifications to meet USGBC guidelines
- Recycling, re-use as it relates to daily usage of the spaces
- Students are expected and encouraged to research sustainable products/practices. NEWH offers a Sustainable Resources Directory online which may be utilized by the student for location of sustainable resources, manufacturers and others involved in the production and design of sustainable products.
- Student will supply a complete bibliography of any and all research sources which influenced the design of their project including websites, magazines, books, work by others – architects, designers etc.. and any other sources used in their research.

Presentation/Required submittals:

- Students must submit their project via electronic medium (jpeg or pdf files) and will be downloaded to an FTP site - Drop box. Please format presentation in Power Point with all back up work linked into the document. Provide Bibliography in PDF format separately. Actual work may be completely created virtually and submitted in this format or actual work may be photographed and submitted digitally.
- Students must provide a not more than 500 word essay describing their design intent and project description.
- OPTIONAL: Students may film an AVR file showing a not more than 10 minute personal presentation of their work. This will allow the judges to review student's presentation skills. The presentation movie clip is not mandatory, but is encouraged.

Complete submittal must include, but is not limited to:

Design Intent, Presentation, Plans, Drawings, Specifications – all contained in Power Point per checklist below

- Design intent narrative
- Rapid visualization/sketches of concept (actual and/or virtual)
- Conceptual Floor plan & reflected ceiling plan

- Conceptual Interior elevations: essential walls only, to communicate important elements of the design concept. Note: the communication of your concept should be active rather than static. Using rapid visualizations and perspectives are the preferred method of communicating your story. **This is a “story board” project – please strive to keep your presentation dynamic!**
- Finish plans & finish schedule for all seven areas presented in their design concept. This must include an index of green sources.
- A budget not required for this project so have fun!
- A complete bibliography of any and all research sources which influenced the design of their project including websites, magazines, books, work by others – architects, designers etc., and any other sources used. Please note that this is in addition to the index of green sources and would include research sources used that are not listed on your green source index such as published articles or the work of other professionals.
- Student may include millwork design, lighting schedule and specifications – essential elements only as needed to communicate concept.
- Student should include signage and other graphic elements as they are related to their concept/design
- **Optional:** 3-D Model may be included (may be produced in digital format)
- **Optional:** 10 minute video file of personal presentation of your concept.
- **ALL SUBMITTALS MUST BE PROPERLY MARKED WITH STUDENT NAME, SCHOOL AND PROJECT TITLE.**
- Student must include a short biography about themselves along with a resume and high resolution photo/headshot (JPEG/PNG FILE-not part of a document) suitable for use in press releases.
- A signed press release (included in application packet) must also be submitted.

QUESTIONS PLEASE GO TO:

- Go to your home Facebook Page
- Go to “SEARCH” type in NEWH Sustainable Design Competition
- Click the “LIKE” button and post your questions

Judging:

- In addition to criteria listed in description of competition above, all submittals are judged as to their professional appearance.
- All original drawings/models/presentation boards and materials must be retained for submittal if student is selected as a finalist.
- A minimum of five finalists will be selected. The winning student shall be selected from the five finalists. Students will receive a personal letter on their status via email. The winning student must be able to attend the award presentation at HD Expo 2012 (one night stay and airfare provided by NEWH) or forfeit the award to the next runner up.
- NEWH will not be responsible for the return of any applications, documents, or other submittals by applicants.

Deadline:

- Please complete an **“Application of Intent”** to participate and email, mail or fax to the NEWH, Inc. office by **December 16th, 2011.**
- All **completed project** entries will be **due on February 24th, 2012.**

Award Presentation: The winning student/school will be awarded at HD Expo 2012, at the Sands Convention Center in Las Vegas (room to be announced).

NEWH SUSTAINABLE DESIGN COMPETITION 2011-2012

INTENT TO PARTICIPATE APPLICATION

Please return this application -

By MAIL: NEWH, Inc. P.O. Box 322, Shawano, WI 54166

By FAX: 800-693-NEWH

By EMAIL: newh.scholarship@newh.org

DEADLINE: DECEMBER 16th, 2011

QUESTIONS PLEASE GO TO:

-Go to your home Facebook Page

-Go to "SEARCH" type in NEWH Sustainable Design Competition

-Click the "LIKE" button and post your questions

STUDENT NAME: _____

ADDRESS: _____

PERMANENT ADDRESS IF DIFFERENT: _____

PHONE/FAX/EMAIL: _____

SCHOOL/PROGRAM: _____

STUDENT'S MAJOR: _____

YEAR IN SCHOOL: junior senior graduate program other: _____

SCHOOL ADDRESS: _____

ADVISOR NAME/TITLE: _____

ADVISOR PHONE/FAX/EMAIL: _____

ADVISOR'S APPROVAL SIGNATURE HERE: _____

I, _____ (student(s) name) am a student at the above institution and declare my intent to participate in **THE NEWH SUSTAINABLE DESIGN COMPETITION FOR 2011-2012**. I have read and understand the rules and requirements of this competition and have received approval from my program advisor to participate. I understand that the deadline for submittal of my work is **February 24th, 2012**.

STUDENT SIGNATURE: _____

DATE: _____

NEWH SUSTAINABLE DESIGN COMPETITION 2011-2012

PROJECT SUBMITTAL & RELEASE FORM

Please include this form with your project submittal.

DEADLINE: FEBRUARY 24th, 2012 **MAIL TO:** NEWH, Inc., PO Box 322, Shawano, WI 54166

EMAIL TO: newh.scholarship@newh.org

QUESTIONS PLEASE GO TO

- Go to your home Facebook Page
- Go to "SEARCH" type in NEWH Sustainable Design Competition
- Click the "LIKE" button and post your questions

DATE: _____

STUDENT(S) NAME: _____

ADDRESS: _____

PERMANENT ADDRESS IF DIFFERENT: _____

PHONE/FAX/EMAIL: _____

SCHOOL/PROGRAM: _____

MAJOR: _____

TITLE OF SUBMITTAL IF ANY: _____

SUBMITTAL CHECK LIST:

- Design intent narrative (max. 500 word essay)
- Rapid visualization/sketches of concept (actual and/or virtual)
- Conceptual floor plan and reflected ceiling plan
- Essential interior elevations
- Finish plans & finish schedule
- Essential millwork design and specifications
- FF & E (Furniture, Fixtures & Equipment) floor plans and specifications, including Index of green sources
- Bibliography of information sources in PDF format
- Essential lighting schedule & specifications
- Art & artifacts specifications
- Signage graphic concept/design
- High Resolution Headshot JPEG/PNG FILE (individual file submission/not part of document*)
- Resume
- Bio (individual file submission*)
- Press release – signed.
- Optional: 3-D actual and/or virtual model
- Optional: 10 minute video file of personal presentation of your concept

**If chosen as the winner a High Resolution Headshot JPEG/PNG FILE & Bio must have been submitted not embedded to document-send as a separate attachment-these items are used in the NEWH magazine, NEWH website as a press release/announcement).*

All submittals are to be clearly marked with student name/project title/school name.

I certify that this submission is my original work and that it does not infringe on the intellectual property rights of any third party. I understand that I retain the copyright in these documents and this design, but I irrevocably grant a perpetual, royalty-free license to NEWH, Inc. and NEWH Sustainable Hospitality, to use this entry, either partially or in its entirety in future marketing materials or promotions. I also release use of photographic images of myself taken in the course of this competition including my submitted headshot and biographical information. I understand that applications and electronic submittal materials will not be returned to me. I also agree to supply any part of my original work on this submittal if requested by the judging committee. Costs of shipping/insurance etc including return shipping to be borne by me. I hold NEWH, Inc. completely harmless as to the loss or damage of any submission made by me for this competition.

STUDENT SIGNATURE: _____

DATE: _____