

Judging Form 2026 TopID

Name of Firm: _____ Judged by: _____

Judging Criteria

When reviewing the nomination forms please use the following as a point-based system for selection your TopID firms. The firms with the top 3 scores are your TopID firms. **Submit completed judging form of your top 3 choices, along with the original nomination form AND all images you acquired from each winning firm to NEWH, Inc. by August 1, 2025.**

First and foremost – the firm needs a completed submission form AND a minimum of 3 photographs for the ONE project submitted by the firm (*the chapter/regional boards are required to acquire these photographs from each nominated firm*). Firms of all sizes and disciplines are welcome to participate, hospitality design must be a discipline within the firm. TopID firms can win this award consecutively, there is no limit on years won.

Minimum Criteria – required

- **Current Membership** (one person within the local firm must be a current voting member in good standing with NEWH – (NEWH, Inc. will confirm membership status from the online submissions before forwarding the nomination form to your board)
- **ONE (1) custom Hospitality design project*** completed by local firm within the **24-month period** prior to nomination (June 2023 to May 2025) with 150-word written narrative describing the projects' **unique design elements/attributes** that make the project distinct in the industry today (*custom Hospitality projects are non-program work where designs are not pre-determined by a brand.) **This project should represent “the best” of the firm as it will be judged on elements of design. NEW FOR 2026: The submitted project will be judged by the Committee for well-articulated design elements, aesthetics, and purpose.** Hospitality projects can include any one of the following types of projects: Guest rooms (no model rooms), hotel or casino public area space, bar, restaurant, spa, meeting space, etc. This applies to new construction and renovations. Please do not include previously submitted TopID projects. (*see Note below for more information regarding definition of Hospitality projects*)
- **PHOTO Requirement:** To qualify as a TopID nominee, the firm **must** provide a minimum of 3 (maximum of 6) photographs of the ONE project submitted. Photographs submitted must be a minimum 300 dpi resolution jpeg or tif file format. Renderings will NOT be accepted. (**Chapter/Regional boards will be required to acquire the images from the nominated firms for use during judging process – the images will be required to be sent in with your chapter/regional group’s final 3 TopID recipients to NEWH, Inc. with signed photo release.*) Nomination submissions that do not include all of the above should be considered an **incomplete** submission.
- Firm must have an **accessible website** for qualification purposes.

NOTE: For purposes of the TopID award, **NEWH defines Hospitality** as a property in which its facilities can be enjoyed by the general public. Properties such as multi-family, student housing, senior living, private clubs, private/member golf facilities, or a medical-related facility where the facility is utilized mainly by members/patients only (even if a specific project area within these types of facilities is open to the public), would not fit NEWH’s definition of Hospitality for this award.

☐ **Yes, this firm meets all Minimum Required Criteria**

Continue to page 2 for Point Assignment

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Point Assignment (required to be completed for ALL qualified submissions)

- _____ More than one NEWH member employed by the firm (2-3 members = 1 point; 4+ members = 2 points)
- _____ Company involvement/support of local chapter/region (distribute nominees based on 4 levels of support and assign these points: no support = 0 points; minimal support = 1 point; average support = 2 points; exceptional involvement/support = 3 points) – take into consideration volunteer support, event/annual sponsorships, event attendance, participation in panels, hosting event space
- _____ Active local BOARD or NEWH Inc. BOARD member (point for each board member from firm) *max 1 bonus point for voting board position, max 1 bonus point for NEWH Inc. board (2 total max points)*
- _____ Active local COMMITTEE or NEWH, Inc. COMMITTEE member (point for each committee member from firm) *max 1 bonus point for local committee position, max 1 bonus point for NEWH Inc. committee (2 total max points)*
- _____ Chapter Business Membership (Chapter Level Business = 1 point; Top Tier membership = 2 points)
- _____ List up to 6 custom Hospitality projects* completed by **local** firm in the past 24 months (1-3 projects = 1 point; 4-6 projects = 2 points) (*custom projects are non-program work where designs are not pre-determined by a brand) *(2 total max points)*
- _____ List up to 8 industry design related publications or awards received by local firm related to hospitality projects (excluding any NEWH TopID awards) within 24 months – June 2023 to May 2025 – noted on nomination form (1-4 publications/awards = 1 point; 5-8 publications/awards = 2 points) *(2 total max points)*
- _____ Is the submitted project posted on NEWH's designLINQ (yes = 1 point)

Design Point Assignment:

- 1 point = Average
- 2 points = Above Average
- 3 points = Exceptional

- _____ Does the project reflect a true design expectation of firm or considered a showcase project for the design firm?
- _____ Does project reflect a current aesthetic, expectation, and trend of the hospitality industry?
- _____ Is the design compelling and well-articulated?
- _____ Is design appropriate for space/locale?
- _____ Does the project utilize unique products and materials in the design?
- _____ Does the project utilize unique and creative design elements in the design?
- _____ Does the design effectively address its intended purpose?
- _____ Does the design enhance the overall experience for its intended user?
- _____ Has the specific project submitted won other design awards?

_____ **Total Points**

***TopID: Wild Card Recipient for third TopID recipient (Optional)**

The Wild Card is an option determined by your Board. The Wild Card selection should be chosen if your chapter/regional board wants to highlight an up-and-coming hospitality firm (i.e. a firm that has completed a notable hospitality project, or a firm who may not be as large or have as many hospitality projects/awards/members in the judging process to earn points).

After determining your top 2 TopID recipients, the judging committee has the opportunity to select one firm for the third slot as their 'Wild Card'. Wild Cards can be chosen - **the minimum criteria must still be met and points must still be assigned.**

Please remember the Wild Card option is not mandatory and you do not need to select a Wild Card if you are comfortable with your top 3 recipients based on the judging results. Please be thoughtful and purposeful if you are replacing a qualified third place firm with your Wild Card selection.

The Wild Card recipient will not know they are a Wild Card selection. Please do not disclose this to any of your nominees.