



# CALL FOR NOMINATIONS!

## Deadline June 13, 2025

### What is TOP ID?

RECOGNIZING DESIGN FIRMS FOR SUPPORT AND LEADERSHIP IN THE HOSPITALITY INDUSTRY – The TopID award is a prestigious honor determined by NEWH chapter and regional boards to recognize design excellence and promote design firms engaged in supporting NEWH and its mission of scholarship and education. A firm's custom design work in the hospitality industry, along with membership and support the firm has provided the NEWH chapter/region, is considered in the selection process. This exclusive recognition is NEWH's way of supporting and promoting our Designer membership. Not only are firms acknowledged for their design, engagement, and generous support of their local hospitality industry, they are also celebrated internationally across the vast network of professionals in the industry!

### How would your firm benefit from being named a TopID?

TopID firms will be asked to sign a consent form that allows NEWH to post their photography on the NEWH website for promotional purposes. They may also be contacted by media related for speaking opportunities, editorial comment and/or participation in events as a highly-respected design firm. By accepting the honor of NEWH TopID, NEWH will present the list on the NEWH website and at all international events they participate in with the intent of presenting the TopID firms as the "elite" who find the perfect balance of delivering exceptional design and generous support of NEWH in the regions they are within. NEWH encourages members and industry professionals to utilize this list when in need of a design leader for their projects or expert advice within their companies or events.

## Minimum Criteria (required)

- Current Membership: one person within the local firm must be a current voting member in good standing with NEWH (if you are unsure of a member's status please contact [newh.membership@newh.org](mailto:newh.membership@newh.org) for confirmation)
- Submit your **local** firm's **ONE** highlighted complete custom Hospitality design project\* completed within the **last 24 months** (June 2023 to May 2025). (\*custom Hospitality design 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:** Project submitted with the nomination must be photographed. You will be contacted by your local chapter/regional board for instructions on how to submit your photographs. Photos must be a minimum 300 dpi resolution jpeg or tif file format. A minimum of 3 (maximum of 6) installation photographs are required for your project submission. Renderings will NOT be accepted.
- Firm must have an accessible website for qualification purposes.

*\*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, 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.*

## Judging takes into consideration:

- Number of NEWH members in the local design firm
- Type of membership held (i.e. individual or business members)
- Number of active members within the firm
- Local NEWH chapter/region volunteer support, event/annual sponsorships, event attendance, participation in panels, hosting event space
- Leadership/board positions held in the local chapter/region and NEWH, Inc. level
- Number of awards and publications of custom hospitality project(s) received by your **local** firm
- **NEW FOR 2026:** The submitted project will also be judged by the Committee for well-articulated design elements, aesthetics, and purpose.

### \*PLEASE NOTE:

- The nomination form will Time Out in approximately two hours if not submitted and any information entered will be lost. Please allow time to complete this form.
- If your firm has multiple locations, only information related to the **local** firm in the chapter region is qualified for submission. Each **local** firm can only submit **one** project as a firm. The project is only one piece of the judging criteria – the other criteria is based on the firm itself and its support of NEWH.

## [Click here to submit your nomination for 2025 TopID!](https://newh.org/resources/top-interior-designers/topid-nominations/)

or go to <https://newh.org/resources/top-interior-designers/topid-nominations/>

**Nominations will close June 13, 2025 (no exceptions)**