



Urban Facelift Project

Emerging Design Professionals Design Competition

Design Competition Guidelines:

Introduction

The purpose of the Urban Facelift Project is to inspire property owners, business owners and the overall community by showing a building's possibilities as seen through the eyes of the designer. The Facelifts were originally presented as down and dirty four to five hours design charettes that offer a design freedom not usually possible with client interaction. The Urban Facelift Project gives the designer unlimited freedom to push the proverbial design envelope. Buildings are transformed into whatever the designer can imagine.

For this competition, the entrant will be allowed to pick from one of three previously chosen buildings. The provided photos of the buildings must be used to qualify for this competition.

The original Facelift projects are done with Google Sketchup and Adobe Photoshop. Entrants can stay with the original format or they can use other rendering programs as well as hand rendering techniques. Whichever format is used, the final images must meet the final entry specifications. Examples of Urban Facelifts can be viewed at:

<http://www.contentdg.com/category/the-urban-facelift-project/>

Number of entries

Entrants can enter as many times as they would like as long as all the rules of the competition are met.

Rules

1. The competition is open to all emerging design professional (EDP-Jax) members, intern architects and licensed practicing architects in the first 10 years of practice.
2. Entrants must register for each entry they plan to submit.
3. Each entry is for a rendering of one of the three pre-selected buildings.
4. Entrants must pick one of the provided photos of the three buildings provided for each entry. Photos will be posted online at aiajacksonville.org and available for download.
5. Final presentations must show the original photo along with the new rendering.
6. Presentation boards must be 11" X 17" landscape and mounted on foam core. One 11" X 17" image of the original photo and one 11" X 17" image of the completed rendering. Each image must be the exact same view and size
7. Entrants must also provide a CD with the original photo in jpeg format and the rendering in jpeg format. Both images should be the same size as the original downloaded photograph with the same resolution (300 pixels per inch).
8. There should be no identification visible to the judges. Please attach a sealed envelope to the back of both presentation boards with name and contact info. The CD with electronic files should also be affixed to the back of the presentation board.
9. Deadline for entries is November 25th, 2009. Presentation boards and electronic files must be dropped off at Content Design Group, 4070 Herschel Street, Ste #5, Jacksonville, FL 32210 during regular business hours Monday – Friday on or prior to the deadline.
10. Winners will be judged on quality of the design, use of materials, quality of rendering and overall creativity.
11. First Prize \$75.00, Second Prize \$50.00, Third Prize \$25.00

Competition timeline

11-05-2009 – Photos available online

11-20-2009-Deadline to enter. Entrants must register online at aiajacksonville.org

11-25-2009 – Deadline for entries at 4:00 p.m. delivered to the offices of Content Design Group (4070 Herschel Street, Ste. #5 Jacksonville, FL 32210 904.343.3058)

12-02-2009 – Presentation of entries at The Sinclair, December Art Walk. Entries will be on display starting at 4:00 p.m. with winners being announced at 7:00 p.m.