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## DESIGN EXCHANGE AWARDS

DXA Project Submission Deadline: Thursday, October 4, 2007

DXA Awards Dinner: Thursday, November 29, 2007 (Design Exchange)

DXA Exhibition: Friday, November 30, 2007 – Sunday, January 27, 2008 (Exhibition Hall, Design Exchange)

The Design Exchange Awards competition aims to promote Canadian design excellence and recognizes the critical role of design in all types of organizations including commercial entities (large and small businesses), not-for-profit organizations, and the public sector. The Awards celebrate the success stories achieved through close partnerships between clients and designers. The DXA are Canada's only award program to judge design by results, balancing function, aesthetics and economic success.

The Design Exchange Awards are designed to:

- Expand national understanding of design as an essential resource
- Demonstrate that investment in design impacts overall business success
- Celebrate effectiveness in all design disciplines
- Highlight the critical role of design in enhancing quality of life
- Reinforce the value of strong client/designer partnerships
- Promote the critical role of design in sustainability

By entering the DXA you are eligible to win an award and to have your project exhibited at the Design Exchange. A jury of leading business executives, designers and community leaders will select up to three winners in each of the twelve categories. The Design Exchange Award winners will be announced, and the awards presented, at a gala dinner at the Design Exchange in Fall 2007. Winning entrants may have the opportunity to have their submission considered by the Design Collection Committee for accession into the Design Exchange's Permanent Collection.

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EVENT DESIGN AND CATERING

## 2007 DXA Categories

### ARCHITECTURE – COMMERCIAL

Public and corporate structures

### ARCHITECTURE – RESIDENTIAL

Private residences

### ENGINEERING

Building Technology, Chemical, Civil, Electrical and Computer (including software), Environmental, Industrial, Mechanical, Product, Structural, Transportation, New Materials

### FASHION DESIGN

Couture, apparel, textiles, footwear, jewelry and accessories

### INDUSTRIAL DESIGN

Industrial products produced for industry and/or consumer products available to the public (i.e. furniture, electronics, etc.)

### INTERIOR DESIGN – COMMERCIAL

Retail, public and corporate interiors

### INTERIOR DESIGN – RESIDENTIAL

Private interiors

### INTERIOR DESIGN – TEMPORARY or PORTABLE

Set, theatre, exhibit

### LANDSCAPE ARCHITECTURE

Commercial, residential and public landscapes

### URBAN DESIGN

Streetscapes: infrastructure projects and master plans

### VISUAL COMMUNICATIONS: BRAND and IDENTITY

Marketing, way finding, package, corporate identity, etc.

### VISUAL COMMUNICATIONS: CONTENT DEVELOPMENT AND EDITORIAL

Brochures, newspapers, magazines, books, video games, interactive media, websites, etc.

### Special Award (by Nomination)

### CANADIAN COMPANY OR CEO WITH THE BEST DESIGN STRATEGY

The CEO with the Best Design Strategy will be the leader of an organization that uses design and innovation as a major component of its business strategy.

Please contact [dxa@dx.org](mailto:dxa@dx.org) if you have any questions about registration/submissions.



## SUBMISSION REQUIREMENTS

**IMPORTANT:** All information must be provided or your submission will be disqualified. Competition entries will not be returned.

### 1. REGISTRATION/SUBMISSION DEADLINE: OCTOBER 4, 2007

### 2. PROJECT SUMMARY

In order to introduce your project to the judges, provide an overview, consisting of **no more than one 8.5" x 11" page (one-sided)**, that follows the following format:

#### A) PROJECT DESCRIPTION

This must include name of project, name of client, reason for execution of project, objectives of project. **DO NOT** include the name of your firm in any of the submitted competition materials **EXCEPT** the registration form. Please include the project's date of completion.

#### B) COMPETITION CRITERIA

Explain how your submission addresses the following criteria:

##### FUNCTION

Performance of the design solution in relation to stated objectives and user needs

##### PROFITABILITY

Including positive financial returns, strengthening of corporate brand positioning, relationship building, cost reduction, enhancing employee satisfaction and/or improving operational efficiencies

##### AESTHETICS

Alignment of all elements in the design solution for maximum physical, intellectual and emotional appeal

##### INNOVATION

Ability to apply new thinking, new methods and/or new technologies to address a specific challenge or opportunity

Ability to show added value to the profession

## ACCESSIBILITY AND SUSTAINABILITY

Design that makes daily life easier, safer, more comfortable and more affordable for everyone regardless of age, size, background or ability; surpasses code compliance to current legislation; may also refer to the 7 principles of Universal Design [www.dx.org/universal](http://www.dx.org/universal)

Design that impacts minimally on the environment, has the most positive life cycles, reduces resources, minimizes waste, implements technologies that use energy resources efficiently, surpasses conformance to current legislation and promotes knowledge, awareness & positive behaviours concerning environmental & social responsibilities

### PLEASE NOTE:

- Each entry is numerically rated based on how well it meets the criteria for design effectiveness
- All criteria receive equal weight in scoring and award selection
- Submissions should be clear, concise and persuasive
- The ultimate objective is to convince the judges that good design really works

## 3. VISUAL MATERIALS

Support and illustrate your strategic design with 5 images of the project (each image should be from a different perspective) included on a disk. Please do not send hard copy photographs. **Resolution/Format: Three images must be 72 dpi and saved in JPEG (.jpg) format. Two images must be high-resolution (300 dpi or higher) print-ready files and saved in EPS (.eps) format.**

Dimension: The three lower resolution images should be 7.5" (wide) x 10" (high) each.

File name: Name each file with the name of your project and numbers 1 through 5 with the highest resolution images being number 4 and 5.

## 4. AUTHORIZATION

Both the designers and their clients are required to review the submission. A senior representative from both client and design organizations must sign the registration form.

## 5. REQUIREMENTS FOR FINALISTS

Finalists will be notified in early November and asked to submit examples of their winning project in the form of drawings, models and/or prototypes, for the 2007 DXA exhibit by Wednesday, November 14, 2007. Materials will be available for pick-up in February 2008.

### Submitting competition material (submission package and registration):

Design Exchange Awards, Design Exchange  
234 Bay Street, P.O. Box 18, Toronto-Dominion Centre  
Toronto, Ontario, M5K 1B2

Submissions can be mailed, couriered or dropped off at Design Exchange Monday-Friday, 9am-5pm. Submissions dated later than October 4, 2007 will not be accepted.

## SUBMISSION GUIDELINES

1. The submitted page (8.5" x 11") must be labeled with project name. Please do not identify the name of your firm or design team in the judging materials. The entrant's name should appear ONLY on the Registration Form.
2. Designers from all disciplines and/or businesses operating in Canada are eligible to submit entries. **NEW: Project entries may be built or manufactured in other countries - as long as the design team is Canadian.**
3. Eligibility Time Frame: Projects must have been completed between August 2006 and August 2007.
4. You may submit as many entries as you wish in the categories outlined. However, you must complete a separate registration form and pay the registration fee for each entry.
5. Each entry must be signed by a principal, senior executive or CEO representing the client and similar senior officer from the design firm. The Design Exchange cannot be held responsible for entries submitted without both the permission of the client and the design firm.
6. The judges' decisions are final.
7. Copyright of the submissions remains with the entrant, however by making an entry, the designer and the client assign the right to publish, exhibit or promote the contents of the submission or an edited version of the same to the Design Exchange without seeking further permission.
8. In order to make a convincing case for submission, an entrant may choose to include information of a confidential nature (i.e. increased profits). Entrants and clients may wish to restrict exposure of such information to awards administrators and judges only. In these cases, entrants must provide two (2) versions of their submissions - one of which is suitable for publication, exhibition and promotion. Any material which is not for publication or exhibition must be marked clearly on the page(s) where this information appears.
9. While every precaution will be taken to safeguard entries, the Design Exchange cannot be held responsible for any loss or damage to registration submissions. Submissions will not be returned.
10. All information/requested materials must be provided or your submission will be disqualified. No refund of entry fees will be made for disqualified submissions.