

**CHAIN STORE AGE  
RETAIL STORE OF THE YEAR  
DESIGN COMPETITION  
◆◆ 2011 ◆◆**

**If you have any questions, please call  
Marianne Wilson  
CHAIN STORE AGE  
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**PLEASE NOTE THE DEADLINE OF DECEMBER 16, 2011**

# 2011 RETAIL STORE OF THE YEAR DESIGN COMPETITION

Single units or chain stores opened between November 30, 2010 and December 2, 2011 are eligible to enter. Deadline for submission is December 16, 2011. Extensions are available. There is a \$50 surcharge for late handling.

## ENTRY INSTRUCTIONS

- Complete the entry form on page 3. Please use the form provided or follow the same format, using one sheet of plain white paper. The type should be readable (12-point is suggested).
  - **For section 1**, in the space marked "Category," enter a choice from the Category list at the bottom of this page.
  - **For section 2**, use short, bulleted ideas or descriptions. Keep it brief. The judges should be able to grasp your point easily and quickly.
- Provide the information as requested on page 4.
- Submit four (4) to eight (8) JPEG images in RGB (per project) via CD. Size must be 10 inches wide with each image supplied in **both** 300 and 72 dpi. Please identify each image with the store name and image number (e.g. HelloFlorida\_1, HelloFlorida\_2, etc.).
- Payment: \$275 per entry; for companies submitting three or more entries, there is a reduced rate of \$200 per entry. Stores entered in a regular category plus Exterior, Cashwrap, Fitting Room or Environmental Sustainability need only pay the initial \$275.00 entry fee.
- **Send check or money order payable to Lebhar-Friedman/RSOY** (credit cards are accepted; e-mail or call for information) with completed entry to:

Chain Store Age  
425 Park Avenue  
New York, NY 10022  
Attn: Marianne Wilson

## CATEGORIES

|                               |                                     |   |
|-------------------------------|-------------------------------------|---|
| *Cash Wrap                    | Hard Lines (5,000-15,000 sf)        | Service (Banks, Movie Theater, Spa, etc.) |
| *Exterior                     | Hard Lines (greater than 15,000 sf) | Shopping Center                           |
| *Fitting Room                 | Home Improvement/Hardware/Home Ctr. | Showroom (not open to the public)         |
| *Environmental Sustainability | International                       | Single Unit Store                         |
| Convenience Store/Drug Store  | In-Store Shop                       | Soft Lines (up to 5,000 sf)               |
| Discount/Mass Merchant        | Kiosk                               | Soft Lines (5,000-15,000 sf)              |
| Department Store              | Pop-up Store                        | Soft Lines (greater than 15,000 sf)       |
| Hard Lines (up to 5,000 sf)   | Restaurant/ Food Court              | Specialty Food                            |
|                               |                                     | Supermarket                               |

*\*Cashwrap, Exterior, Fitting Room and Environmental Sustainability are add-on categories. Stores entered in a regular category plus one (or all) of these three need only pay once (\$275). However, separate entry forms and photos should be submitted.*

**All photos remain the property of Chain Store Age**

**2011 RETAIL STORE OF THE YEAR DESIGN COMPETITION  
ENTRY FORM**

**Section 1**

Store name and location \_\_\_\_\_

(Parent company, if different) \_\_\_\_\_

Category entered: \_\_\_\_\_ New/Remodel: \_\_\_\_\_

# of stores in chain (approx.): \_\_\_\_\_ Project size: \_\_\_\_\_

Type of merchandise: \_\_\_\_\_

**Section 2**

Design theme and objective:

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Unique design elements/materials:

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Special challenges and solutions:

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## **REQUIRED CREDIT/RESOURCE MATERIAL**

Each entry should include the appropriate contact information, project credits and resource information. On a plain piece of paper, please provide a Contact List, Credit List and Resource List as follows:

- **CONTACT NAMES:** If a project wins, we will contact the submitting firm and the retailer. Please indicate clearly whom we should contact, providing names as follows:
  - Submitting firm: Contact name, title, phone and complete address
  - Retailer: Contact name (typically involved with store planning and/or construction), title, phone, complete address
  
- **PROJECT CREDITS:** Under project credits, submit key project personnel as follows:
  - Submitting firm: Names and titles
  - Retailer: Names and titlesAlso, please list the names of other design, architectural or consulting firms involved in the project (company names only, with city and state) as well as a photographer credit.
  
- **RESOURCES:** List the major suppliers (such as lighting, fixtures, flooring, etc.) involved with the project. Provide name of company and headquarters' location (city and state).

## **ENTRY TIPS**

- Don't waste money on special binders, elaborate packaging or fancy letterhead. The judges will never see any of it.
- Photography is important to the judging process. Think high resolution and high quality.
- Send enough visuals to adequately convey the look and feel of the project.
- BE CONCISE IN PROJECT DESCRIPTIONS (BULLET POINTS ARE GOOD). COMPLETE SENTENCES ARE NOT NECESSARY. THE JUDGES DON'T HAVE TIME TO READ LENGTHY WRITE-UPS. MAKE IT EASY FOR THEM TO IDENTIFY KEY POINTS. IF YOU WISH TO ENCLOSE BACKGROUND INFORMATION, IT MUST BE SEPARATE FROM YOUR ACTUAL ENTRY.
- Please provide **complete** contact information for the submitting firm and retailer.