



## **ICSC Future Image Asia Architecture Competition**

### **Process and Brief**

#### **About the Competition**

The goal is to envision the future of the shopping environment in Asia to inspire and entertain the retail real estate industry with out-of-the-box, innovative ideas that will progress our current understanding of the shopping experience. Ideas are not limited to design and architecture but may include any aspect—specific or general—of the retail continuum.

The competition is open to all ICSC members. Individuals as well as teams may participate.

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#### **Submission Requirements**

Entrants can submit one or more 23.3" x 33.1" (594mm x 841mm) panels per project entry in .pdf or .jpg format, at least 300 dpi. The content of the panels is at the discretion of the entrant but should clearly illustrate the overall concept in a compelling and graphic manner. A 250-word mission statement should accompany the panels in a Word document.

There is no limit to the number of entries or panels an individual or team may submit, though a fee of \$300 is required for each panel. All ideas, design work and text become the property of ICSC and may be used in any form to promote or advertise the competition.

The entry cannot be a project that is currently under construction.

#### **Award Categories**

While the goal is not to limit creative expression, the following categories should be considered in presenting your concepts:

**THE MALL ENVIRONMENT:** ideas and concepts related to architecture, layout and the built environment.

**THE SHOPPING EXPERIENCE:** ideas and concepts focused on the emotional component of shopping.

**THE MERCHANDISE MIX:** ideas and concepts focused on the role of the store, including anchors and/or other retail uses.

**DINING, ENTERTAINMENT, ETC.:** ideas and concepts focused on non-retail uses.

**PARKING AND TRANSIT:** ideas and concepts focused on getting to and from the center.

**GREEN:** ideas and concepts focused on making retail center more sustainable.

**GENERAL BRILLIANCE AND INNOVATION**

## **Questions and Answers**

Registered entrants may seek clarification or submit questions to the competition advisor via email to [futureimage@icsc.org](mailto:futureimage@icsc.org) over the course of the competition.

## **Due Date**

ICSC must receive all submissions by 5:00pm EST on September 15, 2009

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## **Judging Process**

The Jury, comprised of industry professionals, will select the prizewinners and any identify any projects they deem worthy of an honorable mention.

## **Selection Criteria**

The design jury will review the work based on:

- originality of the proposal's vision
- responsiveness of the proposal to the competition's objectives
- quality and clarity of presentation materials

## **Exhibition and Recognition**

All submissions will be exhibited in the Future Image Gallery at ICSC's Asia Expo 2009, October 14 – 16, 2009. The judges will select the Winners, to be marked as such on the winning entries in the exhibition. The jury may also award Honorable Mentions as they see fit.

Awards will be presented during the Expo and the Winners will also be highlighted in a feature article in ICSC's *Shopping Centers Today*.

## **Ineligibility/conflicts of interest**

Ineligible to participate in this competition are: employees and board members ICSC (and its affiliate organizations); members of the jury and their immediate family and/or architectural firms, and the immediate families of all the above.