



International Council of Shopping Centers
ICSC 'FUTURE IMAGE' Architecture Competition
Application Procedure

Step 1: Review the Criteria.

Step 2: Fill out **one** copy of the ICSC 'Future Image' Architecture Competition Application (FORM A) by identifying your company, contact information & total number of panels being submitted.

Step 3: For **each panel** you intend to submit, prepare a 500-word mission statement (FORM B).

Step 4: Submit your completed Application (FORM A and FORM B) along with payment to the attention of the ICSC Future Image Architecture Competition.

Applications and payments via credit card can be faxed to + 1 732 694 1683.

Applications with check payment can be sent to:

International Council of Shopping Centers
ICSC 'Future Image' Architecture Competition
1221 Avenue of the Americas, 41st floor
New York, NY 10020-1099

A digital copy of your panels, in either PDF or JPG format at 300 dpi, must be submitted on a compact disc and be received by ICSC **no later than 5:00 p.m. EST on April 20, 2009** to the address listed above.

Step 5: You may enter/exhibit in any or all of the following categories:

- **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:** Great ideas and concepts not easily fitting in the categories above.

Panel Specifications and Procedures:

Each panel may feature only **ONE** project. A separate display unit will be used for each panel.

Design Panels **MUST** measure 24" x 26"

Panel Format:

The Visual Presentation Area must encompass the majority of each panel. Any Recognition Copy needs to be contained within a 4" x 6" area in the **lower right-hand corner** of the panel. Recognition Copy is defined as any written information (such as company name, logos, brief project details, etc.) that is not part of the actual project's visual presentation.

The ICSC 'FUTURE IMAGE' Architecture Competition intent is to envision the shopping environment of the future which will inspire and entertain the retail real estate industry with out-of-the-box, innovative ideas. Do not submit generic panels that **solely** promote a company name, architectural philosophy or style. Each panel must display some relevance to the category it is presented in.

***Note:** The ICSC 'FUTURE IMAGE' Architecture Future Competition is an independent ICSC program, with submissions being exhibited during RECon. It is not linked to any other ICSC architectural design program or awards program. The ICSC 'FUTURE IMAGE' Architecture Competition operates under its own rules and regulations. Panel criteria and submission procedures may be significantly different than that of other programs.*

ICSC shall have full and sole discretion and authority in the placing, arranging and appearance of all panels submitted. ICSC reserves the right to not display any panel, which it deems inconsistent with the principle purpose of the ICSC 'FUTURE IMAGE' Architecture Competition or inappropriate for any reason without liability for any costs incurred by applicant. No refund will be issued for panels not being displayed after being deemed inconsistent.

Application Submission:

The application fee is **\$250 per panel**. Check or Credit Card charge is the only acceptable forms of payment. Applications received without the full payment will not be processed. Make checks payable to the International Council of Shopping Centers and please **do not** send individual checks for each project. One check for the total amount is sufficient.

Cancellations:

All requests for cancellation must be received in writing to ICSC, no later than May 1, 2009. If your application to exhibit is denied, you will receive a full refund.