

ICSC 'FUTURE IMAGE' Architecture Competition Process and Brief



About the Competition

The goal is to envision the shopping environment of the future 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.

Submission Requirements

Entrants must submit one 24" x 26" panel per project entry in .pdf format. 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 500-word mission statement should accompany the panels.

There is no limit to the number of entries an individual or team may submit, though a fee of \$250 is required for each entry. All ideas, design work and text become the property of ICSC and may be used in any form to promote or advertise the competition.

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 over the course of the competition. All answers will be posted in a fair and equitable way.

Due Date

ICSC must receive all submissions by 5:00pm EST on April 20, 2008.

Judging Process

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

The Jury comprises:

BARRY BERGDOLL, The Philip Johnson Chief Curator of Architecture & Design at The Museum of Modern Art and Professor of Architectural History in the Department of Art History and Archaeology at Columbia University.

ALLISON ARIEFF, *New York Times* "By Design" columnist and Editor at Large for *Sunset* magazine

REENA JANA, *BusinessWeek* Innovation Department Editor and co-author of *New Media Art* (Taschen, 2006)

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 Las Vegas convention, *RECon*, May 17 – 20, 2009. The judges will select the Winners, to be marked as such on the winning entries in the exhibition. The jury may also award an unspecified number of Honorable Mentions as they see fit.

Awards will be presented at a ceremony at the Las Vegas Convention Center Tuesday, May 19. 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; sponsors and sponsoring corporations, and the immediate families of all the above.

Staff members of a sponsoring corporation may independently submit to the competition as individual participants in teams that include others not employed by the sponsoring corporation/firm.

FUTURE IMAGE ARCHITECTURE AWARDS ADVISORY COMMITTEE

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