



Good Design is Good Business China 2012

CALL FOR ENTRIES

The editors of ARCHITECTURAL RECORD CHINA are currently inviting submissions for the **2012 Good Design is Good Business China** awards program (formerly the **BusinessWeek/Architectural Record China Awards**).

DEADLINE

All entries must be sent by **December 30, 2011**.

ENTRY FEE

\$195 (USD);
for each entry.

SUBMISSIONS

Save each project submission as a low-resolution PDF with the entry form as the first page. The entry form, photographs, drawings, and text should be embedded in one PDF file. Each PDF can be no larger than 6 MB in size. Send submissions to: ARCallForEntries@mcgraw-hill.com

QUESTIONS

Email: arcallforentries@mcgraw-hill.com

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Architecture and design have become a top priority for leaders of businesses, organizations, and government to boost productivity and attract customers or users.

Design Is Good Business China Awards program honors the architects and clients who best utilize design to achieve such strategies objectives.

CATEGORIES: This program recognizes projects in seven categories: *Best Public Project / Best Residential Project / Best Interior / Best Commercial Project / Best Planning Project / Best Preservation Project / Best Green Design*

ELIGIBILITY: Built projects completed since January 2008 and master plans submitted to clients since January 2008 are eligible. Projects in mainland China, Hong Kong, Macau, and Taiwan are eligible.

PAYMENT: Make check or money order payable to Architectural Record and send to: GDGB China, Architectural Record, 2 Penn Plaza, 9th Floor, New York, NY 10121-2298, USA

Or to pay by credit card [click here](#).

Winners will be published in Architectural Record China.

Each entry must be submitted as a low-resolution PDF. Please provide the following information:

- 1 **Completed submission form.** [[Download Submission form](#)]
- 2 **A project description of no more than 500 words that includes: project name and location; client; architect; completion date; program; brief; solution.**
- 3 **A business case description of no more than 500 words. The jury will look closely at metrics; the more detail, the better. Key measurable benefits must address how design affects the performance and inhabitants of the building in regard to one or more of the following:**
 - A **Increased revenue or use by the public**
 - B **Sustainability (water and energy efficiency, recycled/sustainable materials, carbon footprint, etc.)**
 - C **Work environment (air quality, lighting/daylighting, HVAC, etc.)**
 - D **Employee recruitment and retention**
 - E **Employee performance and productivity**
 - F **Branding (creation of a new corporate or institutional identity)**
 - G **Change in culture**
 - H **Development of new work tools**
 - I **Space for amenities like daycare and exercise facilities**
- 4 **Professional photography. Please provide a range of views to give jurors a complete sense of the project, interior and exterior (if applicable).**
- 5 **Drawings – include plans and sections and explanatory diagrams. Please omit details such as electrical, dimensions, HVAC, etc.**
- 6 **Photo release forms for works submitted.**

See pages 2 & 3 for Submission and Photo Release Forms. ►



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CALL FOR
ENTRIES
SUBMISSION
FORM

_____ NAME OF PROJECT		PROJECT CATEGORY (check one)
_____ LOCATION OF PROJECT		<input type="checkbox"/> PUBLIC
_____ CITY / STATE		<input type="checkbox"/> RESIDENTIAL
_____ COUNTRY / CODE		<input type="checkbox"/> COMMERCIAL
_____ DATE OF COMPLETION		<input type="checkbox"/> PLANNING
_____ CONTACT PERSON		<input type="checkbox"/> PRESERVATION
_____ TELEPHONE		<input type="checkbox"/> GREEN
_____ E-MAIL ADDRESS		<input type="checkbox"/> INTERIOR
_____ ARCHITECT / FIRM		
_____ ADDRESS		_____ CITY / STATE
_____ COUNTRY / CODE		
_____ TELEPHONE		_____ E-MAIL ADDRESS
_____ URL		
_____ CLIENT		
_____ CLIENT ADDRESS		_____ CITY / STATE
_____ COUNTRY / CODE		
_____ CLIENT URL		
_____ SIGNATURE		_____ DATE
_____ PRINT NAME		

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