



# Good Design is Good Business

## CALL FOR ENTRIES

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The editors of ARCHITECTURAL RECORD are currently inviting submissions for the **2012 ARCHITECTURAL RECORD GOOD DESIGN IS GOOD BUSINESS** awards program (formerly the **BusinessWeek/Architectural Record Awards**).

### DEADLINE

All entries must be postmarked by **January 15, 2012**.

### ENTRY FEE

\$150 (USD);  
\$50 for each additional project submission.

### SUBMISSIONS

Mail materials to:  
ARCHITECTURAL RECORD  
Good Design is  
Good Business  
2 Penn Plaza,  
9th floor  
New York, NY  
10121

### QUESTIONS

Email:  
arcallforentries@  
mcgraw-hill.com

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Architecture and design is a top priority for leaders of business, government, and industry looking to rebrand, boost productivity, and attract customers. The Architectural Record Good Design is Good Business (GDGB) Awards honors the architects and clients who best utilize design to achieve such strategic objectives.

**ELIGIBILITY:** The program is open to architects registered in the U.S. or abroad. New-build, restoration/renovation, or adaptive reuse projects – completed within the last three years – are eligible. Each must be quantifiable in terms of the value of the design for the client, and may be submitted by either the client or the architect. Eligible project categories include: corporate, commercial (retail, hospitality, development), public, cultural, and institutional.

Winning projects will be selected by an editorial jury and published in the May 2012 issue of Architectural Record. *(Projects previously published will be evaluated at the discretion of the jury.)*

**FEES:** Entries must be accompanied by a credit card payment or check, payable to Architectural Record, for \$150 (USD)/\$50 for each additional project. To pay by credit card [click here](#).

Entries must be submitted digitally for Mac platform on a CD, DVD, or USB Flash Drive. Please provide the following:

- 1 **Completed submission form. [Submission form follows]**
- 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. Projects that do not include a business case will be disqualified. 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**
  - B **Sustainability / energy efficiency**
  - C **Work environment**
  - 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 **Professionally photographed high-resolution images (300 dpi, 8x10 inches minimum). 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 in one of the following formats: EPS, DWG, or as a modifiable PDF. 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

LOCATION OF PROJECT CITY / STATE

COUNTRY / CODE

DATE OF COMPLETION

CONTACT PERSON

TELEPHONE E-MAIL ADDRESS

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

**ARCHITECTURAL  
RECORD**



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