

1. ENTRY CONDITIONS AND SCHEDULE

OBJECTIVES

The Florida Chapter of the American Society of Landscape Architects announces its 2010 Design Awards Program. This program encourages the advancement, expansion, and recognition of the Landscape Architecture profession. As Landscape Architects, let us honor projects that blend environmental and artistic principles, emphasizing beauty, function, and the environment. These are the works of excellence that represent the value inherent to Landscape Architecture.

ELIGIBILITY AND ENTRY

Professional Awards

ASLA Members' fee: \$150 per entry

Non-Members' fee: \$225 per entry

While the projects may have been executed anywhere in the world, all projects shall be landscape architectural works executed by Florida Registered Landscape Architects, with a principal practice in Florida. Florida Registered Landscape Architects with a principal practice in another state may submit landscape architectural works; however, they must be works executed in Florida or Puerto Rico.

Student Awards

Student Chapter ASLA Members' fee: \$15 per entry

Non-Members' fee: \$25 per entry

Eligible students must have been enrolled in a Landscape Architecture program at one of Florida's Colleges or Universities during the 2008-2009 or 2009-2010 academic year (proof of registration shall be provided by copy of student identification card, transcript, or similar). Students may enter projects as individuals, Landscape Architecture Student teams, Interdisciplinary Student teams, or Student/Faculty collaborations. For team/collaboration entries, the student must clearly demonstrate his/her level of contribution.

RETURN OF ENTRY DOCUMENTS

All award-winning submittals become the property of the Florida Chapter ASLA and will not be returned. Non-winning submittals will be returned to entrants upon written request and at the entrant's expense. No entry fees will be refunded. Entrants are responsible for clearing photographs with photographers for publication and reproduction by FLASLA. Select images and photos of award-winning projects will be published/presented by the Florida Chapter at its annual Design Awards Gala, in its annual Awards Publication, and on its official website. FLASLA will provide proper photography credit, where provided, when using photos, but will not assume responsibility for any copyrights or photography fees.

SCHEDULE & DEADLINE

Monday, February 15, 2010	Call for Entries / Forms / Requirements Available Entry Registration Opens
Thursday, March 25, 2010	Entry Registration Closed
Thursday, April 29, 2010 @ 5pm	Professional Deadline for Submission of Materials (Step Two)
Thursday, May 6, 2010 @ 5pm	Student Entry Deadline for Submission of Materials (Step Two)
May 14-15, 2010	Jury Convenes
Week of May 17, 2010	Award Winners Notified
Friday July 23, 2010	Presentation of Awards at the Florida Chapter ASLA Annual Meeting & Expo in Gainesville, FL

ENTRY/SUBMITTAL PROCESS

Please note that entering the 2010 Program is a two-step process:

Step One - Entry Application

Complete the Entry Application Form and submit payment by the Entry deadline. Entrants who do not complete Step One are not eligible for consideration in Step Two. All Entry Application Forms and payments must be processed online at: <http://www.flasla.org/2010awards.htm>.

Step Two - Submittal of Materials

Submittal requirements and informational forms will be available online for downloading and completing electronically at <http://www.flasla.org/2010awards.htm>. Complete the project submittal adhering to the Entry Submittal Requirements and send to be received by the Submittal deadline.

ENTRY SUBMITTAL ADDRESS

All Entry Submissions shall be delivered to the following address by 5PM EST, on deadline dates (above):

Morris Architects
Attention: Matthew Allen, Associate ASLA
(2010 FLASLA Awards Program Co-Chair)
622 East Washington Street, Suite 500
Orlando, FL 32801
Tel. (407) 514-4660
Email: awardschair@flasla.org

Any entries received after the deadline will not be considered and will be returned.

2. ENTRY CATEGORIES & AWARDS

PROJECT CATEGORY DESCRIPTIONS

The following categories recognize site-specific works as described. Professional entries in these categories must be built; Student entries are not required to be built:

Resort and Entertainment

Projects such as hotels, theme parks, restaurants, golf courses and timeshares.

Commercial

Projects such as corporate complexes, commercial redevelopment projects, office, retail, mixed-use and urban developments.

Institutional

Projects such as schools, medical facilities, museums, botanical gardens, governmental and industrial facilities.

Preservation and Conservation

Projects of historical and environmental significance.

Open Space

Projects such as parks, recreational facilities, greenways, connected open space networks and streetscapes.

Residential

Projects such as single family, multi-family or residential communities.

The following categories recognize either site-specific or non-site-specific works as described. Professional and Student entries are not required to be built or implemented.

Philanthropic

Recognizes documents, projects, events or functions which contribute to a greater understanding of landscape architecture, which advance the profession or which make a gift of services to enhance our culture, community and life quality.

Research and Communication

Recognizes efforts involving investigation of landscape architecture oriented topics and communication techniques contributing to an expanded body of knowledge. Entries may include, but are not limited to, research, studies, written works (published and unpublished), and innovative application of presentation methods or techniques (i.e. graphic techniques, digital media, and beyond). Student entries may include "Capstone" projects or graduate-level thesis work.

Planning and Analysis

Recognizes efforts involving the wide range of professional planning and analysis activities that lead to and guide landscape architecture design.

Conceptual

Recognizes projects that embody the creative spirit of the Landscape Architecture profession. Projects considered in this category possess little likelihood of ever being constructed.

The following category is reserved for Professional entries only.

Edward D. Stone, Jr. Landmark Award (formerly the Classic Award Category)

Recognizes a project built and completed at least 20 years ago that retains its original design integrity and contributes significantly to the public realm of the community in which it is located. The jury will consider the project's sustained value to the community it serves and the continued relevance of the project's design expression.

AWARDS DESCRIPTIONS

Award of Merit

Bestowed in recognition of projects that demonstrate a thorough use of landscape architectural practices.

Award of Honor

Bestowed in recognition of projects that demonstrate the inspired use of landscape architectural practices in an imaginative and well-resolved combination that adds to the body of the Landscape Architecture profession.

Award of Excellence

Bestowed in recognition of projects that demonstrate an inspired use of landscape architectural practices in an imaginative combination that adds to the body of the Landscape Architecture profession, and are truly exceptional, unique, innovative and goes beyond achieving its defined purpose.

Frederic B. Stresau Award

Bestowed upon an Award of Excellence winner that best exhibits absolute innovation and design excellence of the profession in 2009.

Environmental Sustainability Honor

At the discretion of the Awards Jury, may be bestowed upon a single project that exhibits sound sustainable practices as described by the ASLA Environmental Sustainability Policy Statement (B205, 206, R2001; available at www.asla.org).

Edward D. Stone, Jr. Landmark Award (formerly the Classic Award Category)

At the discretion of the Awards Jury, may be bestowed upon a single distinguished landscape architecture project built and completed at least 20 years ago that retains its original design integrity and contributes significantly to the public realm of the community in which it is located. The jury will consider the project's sustained value to the community it serves and the continued relevance of the project's design expression.

3. ADDITIONAL INFORMATION & 2010 COMMITTEE

For questions or more information, contact:

Kenn Bates, ASLA (2010 Co-Chair) at (407) 963-4791 or
Matthew Allen, Associate ASLA (2010 Co-Chair) at (407) 514-4660
Email: awardschair@flasla.org
Or visit www.flasla.org/2010awards.htm

2010 Design Awards Committee

Kenn Bates, ASLA – Co-Chair
Matthew Allen, Associate ASLA – Co-Chair
Kerry Godwin, III, ASLA
Mary Bates, ASLA
Andrew Sheppard, ASLA
Fran Litton

4. JUDGING CRITERIA & ENTRY SUBMITTAL INSTRUCTIONS

The Jury & Awards Staff, at their sole discretion, reserve the right to reject any entry that violates any of the following conditions.

JUDGING CRITERIA

For each project category the judges will seek entries that rise to the award descriptions defined herein.

In general, the judging procedure will seek outstanding professional presentation quality in both graphics and text. The text shall be grammatically correct and tell an engaging story about the project. The graphics shall represent a professional presentation and the nature of the project that warrants recognition. Entrants should not add text that does not directly address the images or context presented.

In specific, the planning, design and communication shall represent not less than a state-of-the-profession national standard and bring to the judges the distinctive regional features that Florida practitioners encounter.

It is the responsibility of each entrant to make a compelling case for award by demonstrating in text and graphics how the entry is at the very least an inspired application of landscape architectural practice and principles.

Entries that do not meet the specifications and requirements illustrated herein shall serve as grounds for rejection and will not be presented to the Jury for consideration. The Entrants should note that the Co-Chairs do not participate in the Judging process. All Awards granted are based on the Jury's analysis of each entry presented. Projects are judged based on their individual merits.

TIPS FROM PREVIOUS JURORS

- Photography and graphics should reflect the quality of work and service of the applicant.
- Text must be grammatically correct, concise and to the point.
- Typically, poorly written text adversely impacts the Jury's opinions of the submission.
- Consider views into the project (i.e. for Residential submittals, consider the views from inside the structure outward to the pool, spa, courtyard, etc.).
- Include photos of people interacting with the project.
- Avoid unnecessary clipart, animation and audio in digital presentations. These typically diminish the overall quality of the presentation.
- Graphic presentation should follow a sequence (overall/context > site specific > design detail).
- Before vs. after images may be helpful to certain entries, but are not required.
- Tell your story simply but powerfully – consider submitting only the minimum allowed number of images and text.

GENERAL ENTRY SUBMITTAL INSTRUCTIONS (ALL CATEGORIES)

- All required submittal materials must fit into an 8.5"x11" white 3-ring binder, with 1" deep binding spine. The binder shall have a pocket for CD/DVD(s) securely attached to the inside front cover. The binder shall contain no more than 20 views in 8.5"x11" format to hold the materials described below. The jury will not consider any required items that are oversized or behind other items. **The entrant is responsible to provide the binder and transparent plastic sleeves for display of the required submission material.** Limit one project entry per binder.
- All entries must conceal the name of the entrant and/or landscape architects, firms, other designers, students, schools, photographers, etc. involved in the project. This information shall be listed on the **Concealed Entrant and Authorization Data Form**. The Narrative Summary, Written Descriptions and Images/Graphics shall have no text or logos that identify the project's participants. This applies to both the hard copy and the digital copy of the entry submittal. Entry document anonymity is required for an entry to be considered. Any violation of the anonymity requirement shall be grounds for rejection of the entry.
- Entrants are responsible for clearing photographs with photographers for publication and reproduction by FLASLA. Select images and photos of award-winning projects will be published/presented by the Florida Chapter at its annual Design Awards Gala, in its annual Awards Publication, and on its official website. FLASLA will provide proper photography credit, where provided, when using photos, but will not assume responsibility for any copyrights or photography fees.

SPECIFIC CATEGORY INSTRUCTIONS:

Resort and Entertainment, Commercial, Institutional, Preservation and Conservation, Open Space, Residential, Philanthropic, Conceptual, Edward D Stone, Jr. Landmark Award (formerly Classical Category):

Entry Binder Must Contain The Following Items:

1. **The binder cover and the binder spine** shall be labeled with, and only with:
 - Project Category
 - Project Name
 - Entry Submittal Number (Provided by FLASLA upon receipt of Entry Application and Fee.)
 - Note: Labels shall be in a legible black font on white background – no images permitted on cover.
2. **Narrative Summary:**
 - The first two (2) views of the Entry Binder must include a narrative summary of up to two (2) typed pages (see Template 4).
 - Use an easily readable typeface, no smaller than 10-point size for text.
 - Top, bottom, right, and left margins shall be 0.75 inch minimum.
3. **Site Plan:**
 - Place a simple site plan as the third view in the Entry Binder to give the jurors a context of the entire project.
 - Site Plan shall be in 8.5" x 11" format, landscape or portrait orientation.
4. **Images:**
 - Submit not less than eight (8), but no more than fifteen (15), images (drawings, photographs, plans, etc).
 - Insert into the views immediately following the Site Plan in the entry Binder.
 - Images must be no larger than 8.5"x11" in either landscape or portrait format. No collages will be accepted. A collage is defined as more than one image per entry binder view. One detail inset per view is permitted to be placed on an image if necessary for clarity or context.
 - For submittals of published books or project booklets (see description below), the required Views

may be pages directly from the book or booklet – these will not be treated as collages.

5. **Written Descriptions:** On a separate, one-page maximum, typed sheet, provide a brief caption of no more than 40 words each describing each Image View (10pt minimum font size; Arial or Helvetica font recommended). Include all view captions (8 minimum / 15 maximum) on one sheet and place in the view immediately following the last Image in the Entry Binder.
6. **Concealed Entrant and Authorization Data Form:** Complete the form (Template 1), including required signatures, and attach to the front cover of the Entry Binder with a binder or paper clip (please do not staple). Signatures of Authorizing Client (professional entries) and Faculty Advisor (student entries) may be included as faxed or emailed copies.
7. **Project Credits Form:** Complete the form (Template 2) and attach to the front cover of the Entry Binder behind the Concealed Entrant and Authorization Data Form (see above).
8. **Project Synopsis Form:** Complete the form (Template 3) and attach to the front cover of the Entry Binder behind the Project Credits Form (see above).
9. **Copy of Submittal on CD/DVD (required)**
 - *The Narrative Summary, Written Descriptions, Concealed Entrant and Authorization Data Form, Project Credits Form, and Project Synopsis Form* shall be saved as separate files in a word processing application (i.e. Microsoft Word, rich text, text or document files, etc.) and clearly named. If using PDF format, FLASLA must be able to copy and paste text from the document.
 - Images must be saved in JPG format, with minimum dimensions of 3000 pixels x 2400 pixels, at a minimum resolution of 300 ppi (pixels per inch). Label each image with your Entry Submittal Number and the number of the Image. For example, if your entry number is "A01," you will label your JPG files as A01-01, A01-02, A01-03, and so on. These will be used for print purposes.
 - Provide a digital slide presentation (PowerPoint, Keynote, or Adobe Acrobat) of no less than eight (8) and no more than fifteen (15) slides to include the Image Views from the Entry Binder. One (1) Image View shall be displayed per digital slide. The presentation shall be a digital duplicate of the Entry Binder Images. This will be displayed during the jury review process and used during deliberations. Images should be 75 dpi maximum to minimize file size. Slide transitions and animations are not necessary; but if used, they should be kept at a minimum and not distract from the presentation. Format slides to allow manual advancing between slides. Do not include Written Descriptions (captions) on slides, these will be read to the jury as the Images are shown.
 - Label the CD/DVD face with Project Category, Project Name and Entry Submittal Number.
 - Secure the CD/DVD in the pocket inside the binder's front cover.

Submittal of Published Books or Project Booklets (Optional)

1. Projects existing as published books or project booklets may be submitted as additional material to the required Entry Binder – entrants must submit and meet all requirements listed above for the Entry Binder.
2. Entrants submitting books or booklets shall use the Entry Binder to provide materials describing the value of the item being submitted to the Jury since members of the Jury will not have time to read the entire piece. It is the responsibility of the entrant to properly and effectively describe the book or booklet through the required Narrative Summary, Images, and Written Descriptions in the Entry Binder.
3. Entry anonymity applies to the book or booklet covers and internal pages.
4. For book or booklet submittals, the required Views (8 minimum, 15 maximum) submitted in the Entry Binder may be pages from the book or booklet – these will not be treated as collages.

Slides and Videotapes (Not Accepted)

- No slides or videotapes will be accepted with submittals. All entrants will be responsible for converting any project slides into the required JPG format on CD-DVD. All Entrants will be responsible for converting any project videotapes into an MPEG/AVI/MOV on CD or authored DVD.

SPECIFIC CATEGORY INSTRUCTIONS:

Planning and Analysis, Research and Communication

Entry Binder Must Contain The Following Items:

1. **The binder cover and the binder spine** shall be labeled with, and only with:
 - Project Category
 - Project Name
 - Entry Submittal Number (Provided by FLASLA upon receipt of Entry Application and Fee.)
 - Note: Labels shall be in a legible black font on white background – no images permitted on cover.
2. **Narrative Summary:**
 - The first three (3) views of the Entry Binder must include a narrative summary of up to three (3) typed pages (see Template 4).
 - Use an easily readable typeface, no smaller than 10-point size for text.
 - Top, bottom, right, and left margins shall be 0.75 inch minimum.
3. **Site Plan: (required for Planning and Analysis)**
 - Place a simple site plan in the view following the Narrative Summary in the Entry Binder to give the jurors a context of the entire project.
 - Site Plan shall be in 8.5" x 11" format, landscape or portrait orientation.
4. **Images:**
 - Submit not less than eight (8), but no more than fifteen (15), images (drawings, photographs, etc).
 - Insert into the views immediately following the Site Plan in the entry Binder.
 - Images must be no larger than 8.5"x11" in either landscape or portrait format. No collages will be accepted. A collage is defined as more than one image per entry binder view. One detail inset per view is permitted to be placed on an image if necessary for clarity or context.
 - For submittals of published books or project booklets, the required Views may be pages directly from the book or booklet – these will not be treated as collages.
5. **Written Descriptions:** On a separate, one-page maximum, typed sheet, provide a brief caption of no more than 40 words each describing each Image View (10pt minimum font size; Arial or Helvetica font recommended). Include all view captions (8 minimum / 15 maximum) on one sheet and place in the view immediately following the last Image in the Entry Binder.
6. **Concealed Entrant and Authorization Data Form:** Complete the form (Template 1), including required signatures, and attach to the front cover of the Entry Binder with a binder or paper clip (please do not staple). Signatures of Authorizing Client (professional entries) and Faculty Advisor (student entries) may be included as faxed or emailed copies.
7. **Project Credits Form:** Complete the form (Template 2) and attach to the front cover of the Entry Binder behind the Concealed Entrant and Authorization Data Form (see above).
8. **Project Synopsis Form:** Complete the form (Template 3) and attach to the front cover of the Entry Binder behind the Project Credits Form (see above).
9. **Copy of Submittal on CD/DVD (required)**
 - *The Narrative Summary, Written Descriptions, Concealed Entrant and Authorization Data Form, Project Credits Form, and Project Synopsis Form* shall be saved as separate files in a word

- processing application (i.e. Microsoft Word, rich text, text or document files, etc.) and clearly named.
- Images must be saved in JPG format, with minimum dimensions of 3000 pixels x 2400 pixels, at a minimum resolution of 300 ppi (pixels per inch). Label each image with your Entry Submittal Number and the number of the Image. For example, if your entry number is "A01," you will label your JPG files as A01-01, A01-02, A01-03, and so on. These will be used for print purposes.
 - Provide a digital slide presentation (PowerPoint, Keynote, or Adobe Acrobat) of no less than eight (8) and no more than fifteen (15) slides to include the Image Views from the Entry Binder. One (1) Image View shall be displayed per digital slide. The presentation shall be a digital duplicate of the Entry Binder Images. This will be displayed during the jury review process and used during deliberations. Images should be 75 dpi maximum to minimize file size. Slide transitions and animations are not necessary; but if used, they should be kept at a minimum and not distract from the presentation. Format slides to allow manual advancing between slides. Do not include Written Descriptions (captions) on slides, these will be read to the jury as the Images are shown.
 - Label the CD/DVD face with Project Category, Project Name and Entry Submittal Number.
 - Secure the CD/DVD in the pocket inside the binder's front cover.

Digital Media & DVD Presentations (Optional)

It is recommended that entries using innovative digital communication technology be made in the Research and Communication Category.

1. Digital Media and DVD Presentations may be submitted as additional material to the required Entry Binder – entrants must submit and meet all requirements listed above for the Entry Binder.
2. Automated presentations with narration, audio, and imbedded video is permitted provided that text, content, length and anonymity limitations are met.
3. Digital & DVD presentations may not exceed 7 minutes.

Submittal of Published Books or Project Booklets (Optional)

1. Projects existing as published books or project booklets may be submitted as additional material to the required Entry Binder – entrants must submit and meet all requirements listed above for the Entry Binder.
2. Entrants submitting books or booklets shall use the Entry Binder to provide materials describing the value of the item being submitted to the Jury since members of the Jury will not have time to read the entire piece. It is the responsibility of the entrant to properly and effectively describe the book or booklet through the required Narrative Summary, Images, and Written Descriptions in the Entry Binder.
3. Entry anonymity applies to the book or booklet covers and internal pages.
4. For book or booklet submittals, the required Views (8 minimum, 15 maximum) submitted in the Entry Binder may be pages from the book or booklet – these will not be treated as collages.

Slides and Videotapes (Not Accepted)

- No slides or videotapes will be accepted with submittals. All entrants will be responsible for converting any project slides into the required JPEG format on CD-DVD. All Entrants will be responsible for converting any project videotapes into an MPEG/AVI/MOV on CD or authored DVD.