

## VALUE OF DESIGN AWARDS (VODA)

### OVERVIEW

The Value of Design Awards take into consideration the design process, including framing (and re-framing) of the design challenge, the research used to identify deep-seated human needs and business drivers, the inspiration for the resultant design direction, and the steps for implementation towards a realized solution. To be recognized, the solution must address a business and/or human challenge and demonstrate how the design provides a benefit to the client's organization or to the people experiencing the designed space.

### PURPOSE

- To demonstrate the value inherent in design for the client
- To illustrate the positive impact of design on the users of the spaces
- To collect and publish evidence-based case studies to support the above two goals
- To provide a national platform for Canadian interior design projects within Canada and around the world

### SUBMISSIONS

- Submitted projects must have one or more IDC member(s) as the lead designer(s)
- All categories are open to IDC members
- Winners will be selected by an independent panel of judges
- There is no cost for submissions

#### **The submission will include:**

- Project brief including the original client brief (if possible); approach to understanding human reframing; and how the resultant design was inspired by the design thinking process
- Client statement(s) and/or evidence following the completion of the strategic initiative or completed project that demonstrates the value of the design thinking process (quantitative or qualitative)
- Maximum of four (4) high-resolution photos/images/schematic models

## **JUDGING**

Each entry is judged on its own merit by a panel of representatives from the interior design or related industry. Judges will not know the identity of the entrants.

Judging will take place in two phases:

- PHASE 1 – Judges evaluate all of the submissions - creating their own individual short-list of potential award recipients based on the criteria established
- PHASE 2 – Judges to collectively review all short-listed entries to select award recipients based on the criteria established

### **Judging criteria:**

- Articulation of the design challenge (10%)
- Identification of business/project drivers (10%)
- Application of responsive/disciplined design thinking process to address the challenge and/or contribution of the design to users of the space created (40%)
- Innovative articulation or illustration demonstrating inventive design (strategic, creative, innovative, technical) incorporated into the project solution (20%)
- Benefit of design to the client and/or business/project results (20%)

## **ELIGIBILITY REQUIREMENTS**

Eligible projects are interior design projects completed between January 2019 and December 2020; published or unpublished. IDC reserves the right not to award in any category if projects submitted are deemed without sufficient merit.

Designated Entrants - All Registered and Intern members are invited to submit projects. Projects must be submitted by the designated entrant who is the lead interior designer on the project. The designated entrant is the one who had significant responsibility and influence on the design direction, project process, and final outcome.

When project responsibilities are equally shared, more than one Registered or Intern member can be listed as the designated entrant. The designated entrant(s) must accept responsibility for the accuracy of all information submitted. By participating in the Awards, the designated entrant(s) acknowledge that the work submitted is their own, or was completed under their direct supervision.

Designated entrants must be members of IDC at the time of submission.

Project Entrants - All members, having made a significant contribution to the project as part of the design team, must be listed. This includes those individuals who are no longer employed with the design firm holding rights to the project. Project entrants must be members of IDC at the time of submission.

Project Collaborators - If the project is collaborative (multi-disciplinary), the designated entrant must indicate and clearly define his or her contribution, in addition to the creative collaboration of other professionals (e.g. architects, engineers, contractors, artists, crafts persons, etc.).

Joint Ventures & Co-Design Partnerships - Please indicate in the submission if this project was a joint venture or partnership in co-design. Non-members of a joint venture or co-design partnership will not receive an award but will be credited in promotional articles. For award eligibility purposes, the IDC member(s) of the Joint Venture & Co-design Partnership must have been the lead designer(s) or an equal designer in all respects on the project. The non-member of the Joint Venture & Co-design Partnership cannot be the lead designer of the project.

Scope of Work - The submission categories encompass the complete scope of work of interior design professionals. If the project is a chain store or branch office, the designer who developed the original corporate or retail standard is the only person permitted to submit the entry.

## CATEGORIES

*Entries in all categories can be published or unpublished concepts or innovative processes at any scale or in any sector. Submissions must clearly communicate the intended value to the people, business, or society at large.*

**Innovation in Healthcare Design** – It has been proven that the design of healthcare facilities can help humans to recover faster. In the submission, provide a case study of how the design solution helps to impact the users of healthcare facilities, including patients as well as medical staff.

**Innovation in Workplace Design** – Changing the way people work and interact in an office environment can have a major impact on the culture and performance of an organization. The submission should describe the design process and benefit to the client and the users of the space.

**Innovation in Retail Design** – Responding to the needs of the customer, effective retail design can redefine a brand, increase foot traffic and positively affect sales volumes. In the submission, provide a case study of how the design contributed to positive results.

**Innovation in Hospitality Design** – Design has a major influence in attracting customers to places of relaxation and play for people. In this submission, address how the design attracts customers and what innovative solutions were used to ensure the design met the needs of the users.

**Innovation in Institutional/Educational/Civic Design** – Public buildings must serve a diverse user group. In academia, design can inspire both learning and teaching. In an airport, design can comfort and support the weary traveler. In museums and art galleries, design can enhance a viewer’s experience. In this submission, demonstrate how design has responded to the client mandate and enhanced the functionality of the institution through a unique and responsive user experience.

**Innovation in Residential Multi Family Design** – Multi-family developments have an important role in creating healthy communities. The interior design of these projects plays a critical part in ensuring success for both the developer and residents alike. Design must consider the target audience including socio-economic, cultural and generational differences to determine the right approach for the design of units and common amenities. Submissions should outline innovative design features incorporated into the project to help promote the success of the development while supporting the needs of the residents.

**Innovation in Residential Single Family Design** – The design of a private home is an ultimate expression of the personality of the owners. The unique and specific requirements of the clients; their lifestyle and character must be incorporated in the design of homes. Residences today integrate complex technology and products and consider sustainability and safety concerns of the users in the design. Through your case study outline how the design process resulted in a successful collaboration with the client and highlight innovative design approaches that addressed the needs of the owners.

**Innovation in Design Thinking** - The potential of design to positively change and add value to our lives is the focus of this recognition. As designers we are trained to use design thinking processes to better understand the people we are designing for. In the case study, explain the background of the project initiative – whether a conceptual research-based initiative or a more traditional client brief – and highlight the responsive methodologies employed to explore deeper human needs, evolve/re-frame the design brief, or inform and inspire the proposed evidence-based design solution.

## **RECOGNITION**

- IDC member(s) will be honoured at a virtual awards celebration this fall.

### **Award:**

- Custom award for Award of Excellence winners
- Certificate for Award of Merit and Award of Excellence winners
- Badge/logo to use in company materials

### **Publication:**

A Canada-wide press release listing all winners will be published following the virtual awards celebration.

IDC's e-newsletter distribution and blog, coupled with social media sharing, will devote space to Value of Design Awards features where case studies from the finalists will be published and used to document the interior design process. The electronic features will highlight the innovative processes utilized by the design team, and will include imagery or photos demonstrating the impact of design thinking on the final solution.