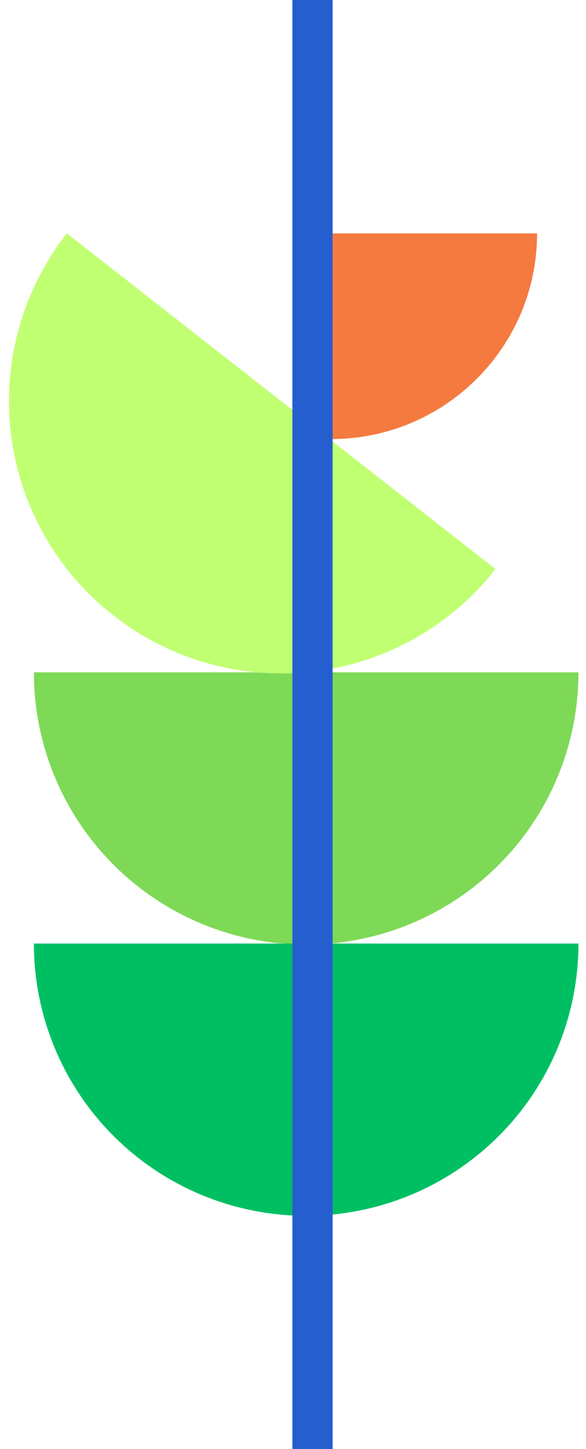
2024 Emerging Professionals Design Competition

Project Brief

Sponsored by

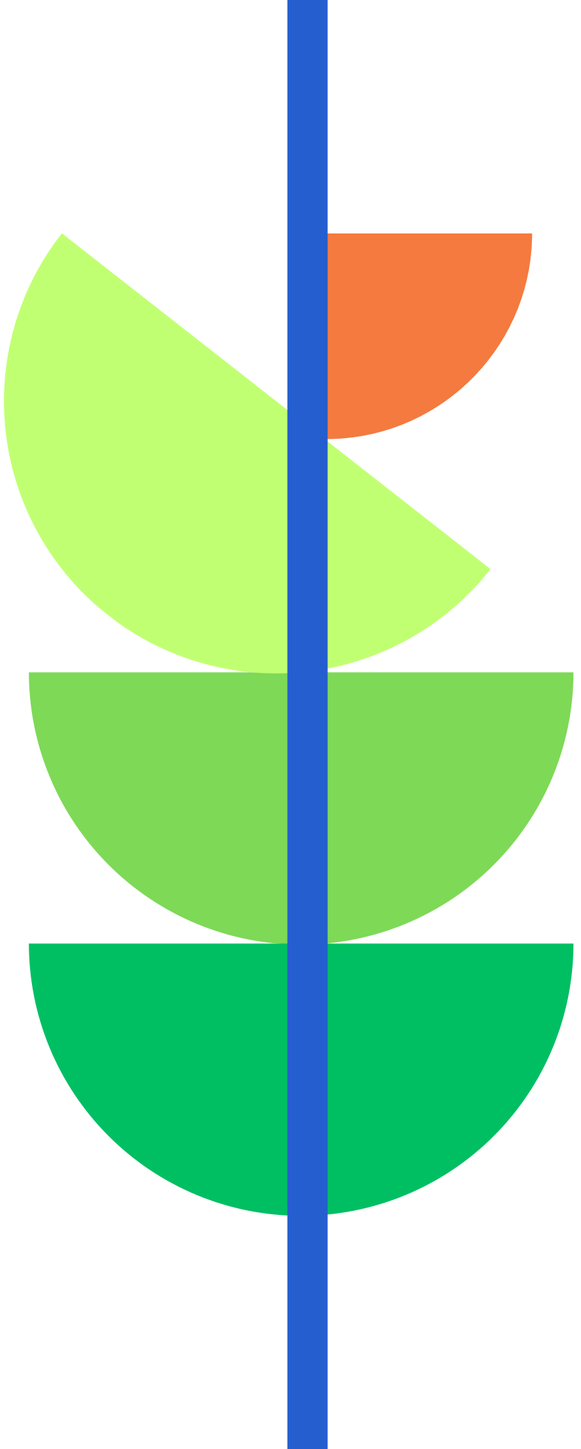
Dunn-Edwards PAINTS®



Dunn-Edwards PAINTS®

Founded in 1925 in Los Angeles, CA – originally as a wallpaper manufacturer – Dunn-Edwards Corporation is now a leading regional paint provider. We are proud of our family history, environmental footprint, quality products and expansive color palette.

Learn more: www.dunnedwards.com

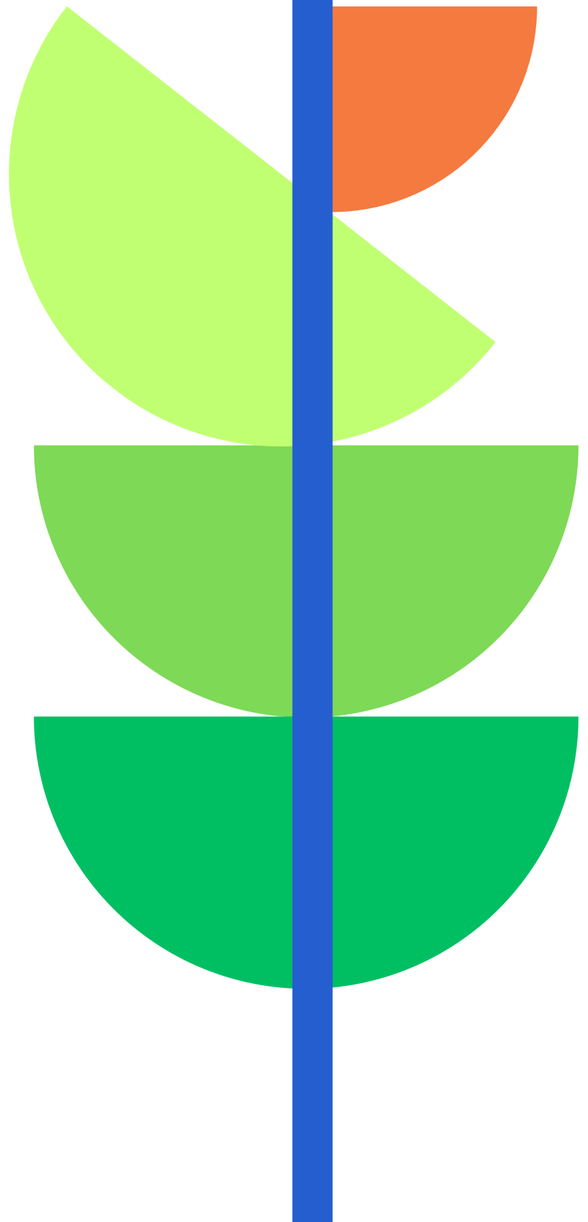


EMERGING PROFESSIONALS PROGRAM

Dunn-Edwards Paints started the Emerging Professionals Program (EPP) in 2021, formalizing years of partnerships with design and architecture schools.

EPP strives to provide practical resources for students and instructors, share industry knowledge through class presentations and provide valuable opportunities to build portfolios while still in school.

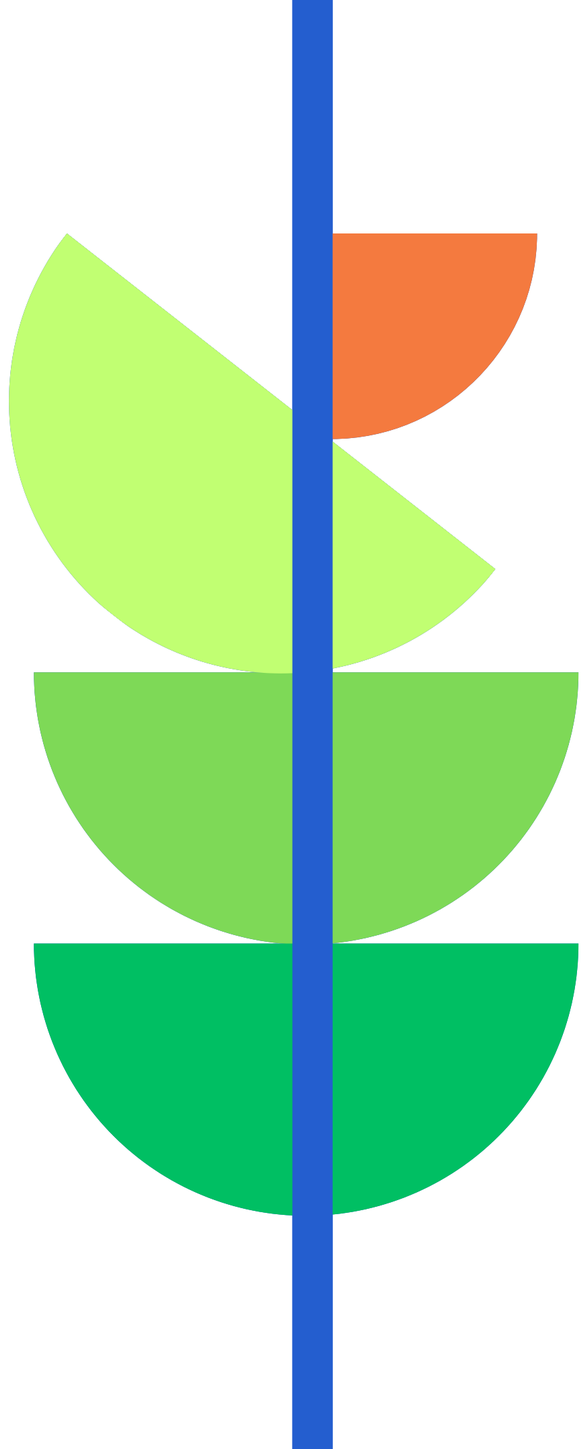
Learn more: www.dunnedwards.com/pro-resources/emerging-professionals/



The Grand Prize winner will present their updated submission in the interior design category at the international AYDA Awards competition, sponsored by NIPSEA GROUP | Nippon Paint, representing Dunn-Edwards Paints in-person for a chance to win a prize worth up to $10,000!

Learn more: https://ayda-awards.com/about-ayda/

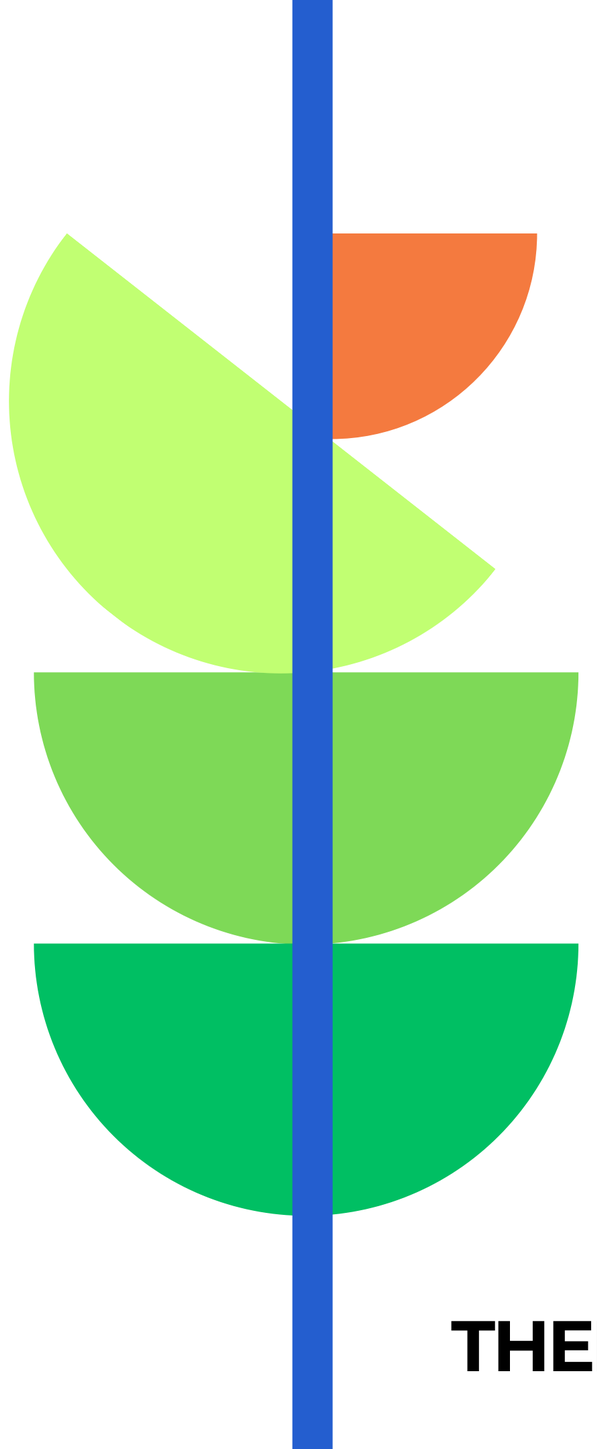
THEME



The theme of this year's competition is influenced by the Dunn-Edwards Paint's Color of the Year, Skipping Stones (DET567).

As one of the key colors in our 2024 color + design trends story, New Dawn, Skipping Stones (DET567) highlights our search for soothing, introspective moments inspired by nature. This connects to biophilic design principles to bring natural elements indoors.

And this is why the color, Skipping Stones (DE567), will anchor your design. Using the specifics found on the following pages create a design concept for your client.



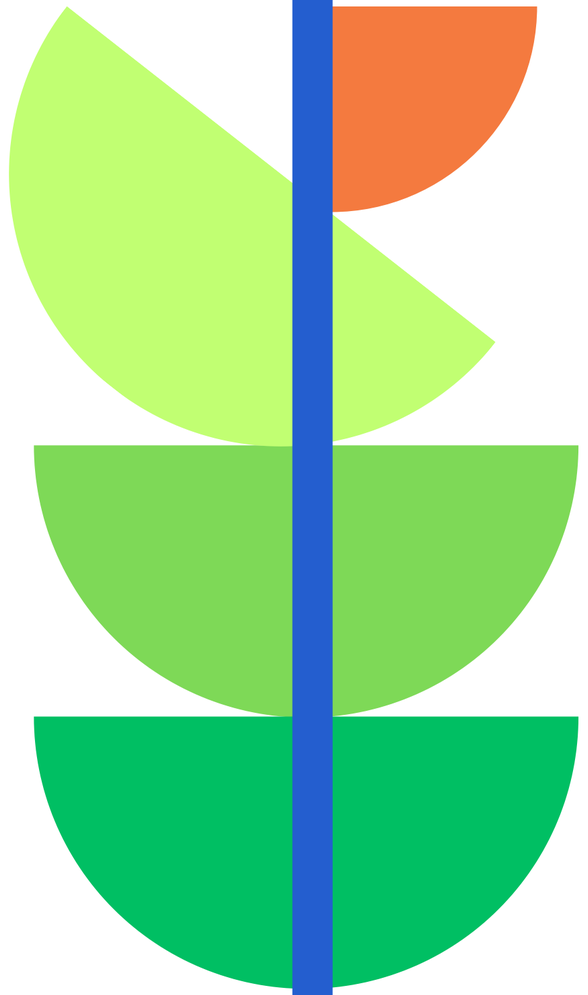
Read more about the Color of the Year here!

The hypothetical budget is undefined, and the client wants to see your creative design. The sky is the limit!

You have been approached to design the lobby, not to exceed 10,000 square feet, of a new chain of hotels that will be in San Diego, CA, Chicago, IL and Atlanta, GA. Each hotel will be identical and consist of 130 hotel rooms in the heart of each downtown.

The client has been very clear about the design goal. It should be functional, unique and include biophilic design. In larger cities, nature is often removed and abandoned in design and replaced by the need to make the most profit per square foot of the business.

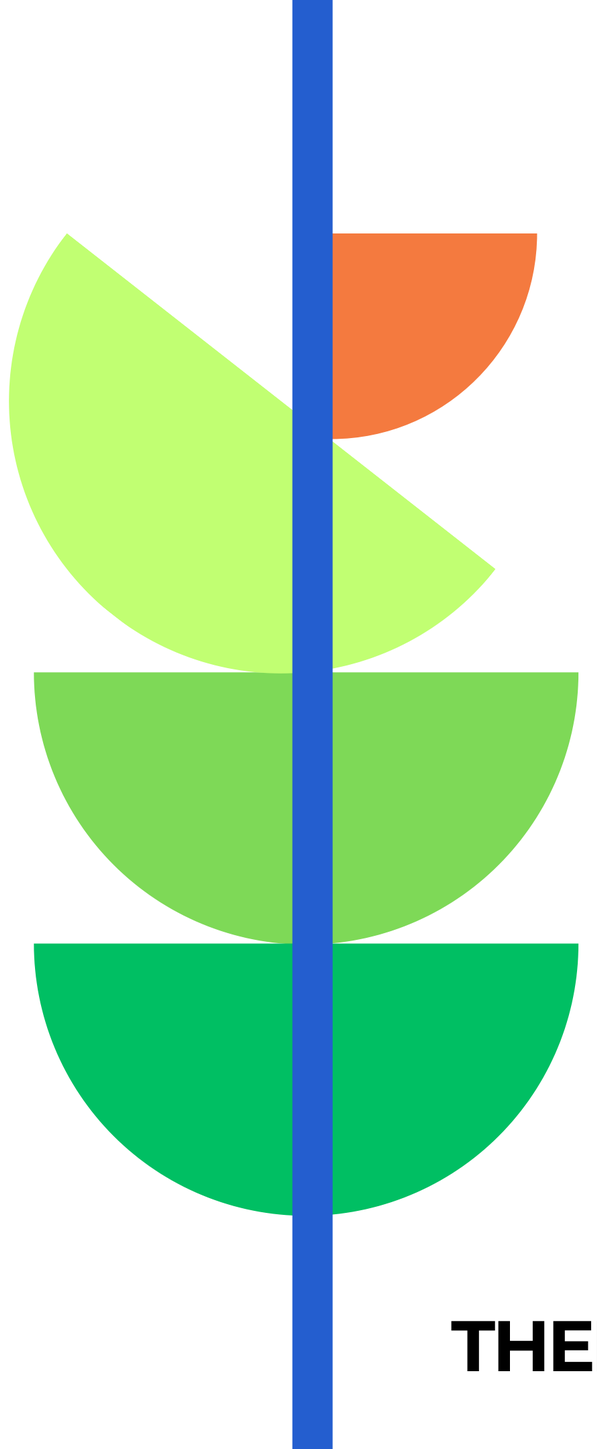
Additionally, cities are removing communal spaces. Therefore, the lobby design should include a community-benefit and reassociate nature by incorporating it back into the design. This can be achieved through such things as color, texture, light, patterns and natural elements.



THEME

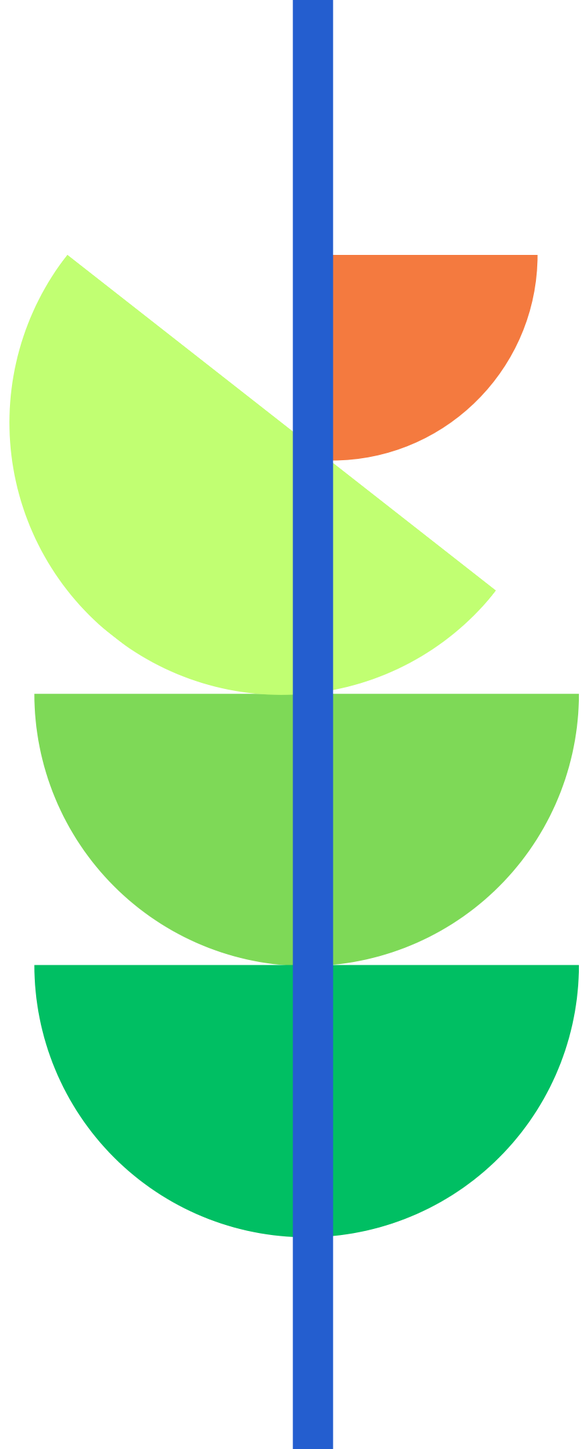
Imagine what you would want to highlight in your portfolio. You, as the designer, will determine what that unique, creative “point of interest” is.

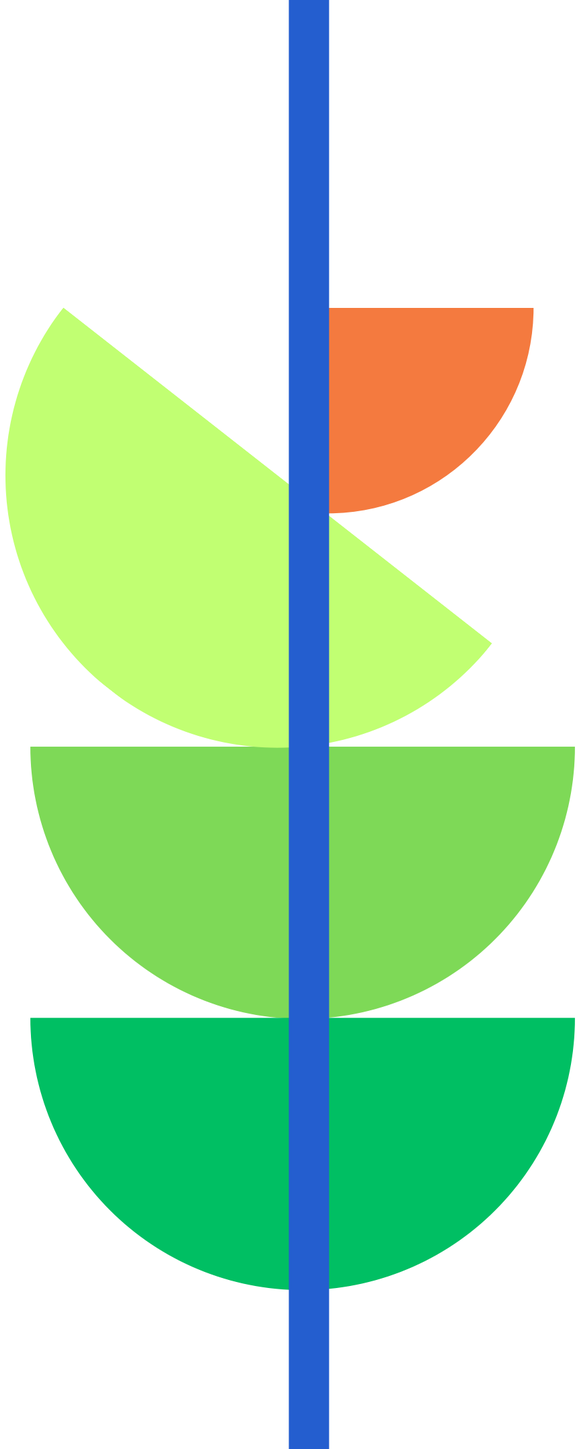
- Must include lounge seating for 10 people minimum, a front desk/registration area and a bar with seating (not to be the same as the lounge seating)
- Ceiling height is at your discretion within the range of 9’ minimum and 14’ maximum.
- Don’t forget to include lighting and at least two windows.
- No floor plan is provided. Use the parameters set forth in the theme to freely design.
- True north must be indicated on all relevant submission documents. You decide where true north is.
- Scale must be indicated on all relevant submission documents. Scale: 1/4” = 1’ when drafting.
- ADA compliance and standard building codes are not applicable.
- A single door must be no less than 36” wide. You determine appropriate height.
- Windowsill height is at your discretion and you determine appropriate window height and width dimensions. Floor-to-ceiling windows are allowed. You determine appropriate dimensions.
- All dimensions are from above finished floor.
- All rooms and colors must be appropriately labeled.
- Exterior wall thickness is N/A.
- Unless a specific requirement or limitation is noted, the design competition encourages the use of artistic license.



THEME

PROJECT DELIVERABLES





submission cover page

concept statement

mood board

presentation boards

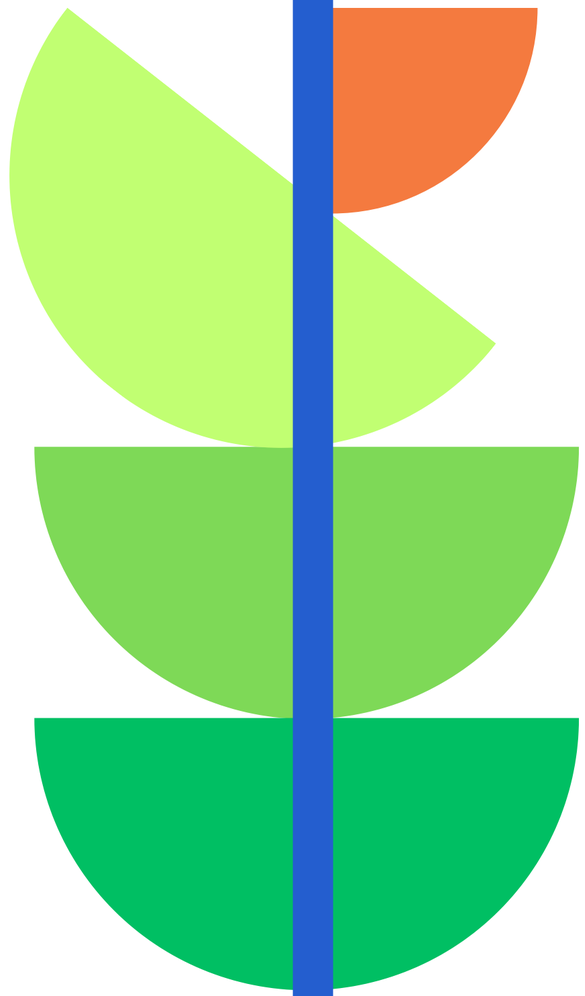
PROJECT DELIVERABLES

Submission Cover Page

The form on the following page must be completed and included in the final PDF submitted to the 2024 Emerging Professionals Design Competition.

Failure to do so will result in immediate disqualification.

Do you need it in a different format? Questions? Email EmergingProfessionalsProgram@DunnEdwards.com



PROJECT DELIVERABLES

SUBMISSION COVER PAGE

Full Name:

Submission Email:

School Name:

Anticipated Graduation (MM/YY):

Project Title:

Color Palette

Color 1: Skipping Stones (DET567)

Color 2:

Color 3:

Color 4:

Color 5:

Color 5:

Color 7:

Color 8:

Color 9:

Color 10:

The cover page must be the first page of the PDF submitted. By participating in the Competition and submitting contact information, all Entrants agree to receive communications from Dunn-Edwards. Entrants may unsubscribe at any time but will become ineligible if they unsubscribe before prizes are awarded. See the Official Rules for more details.

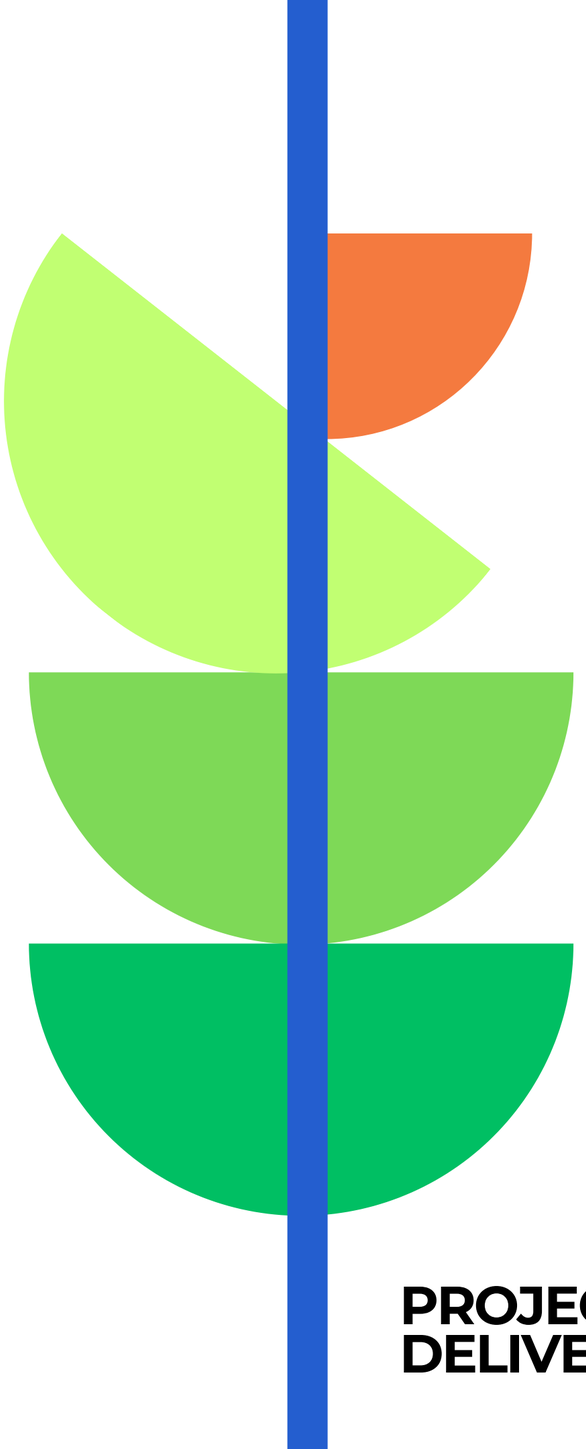
Concept Statement

All projects must start with a project title and concept statement in PDF format.

The total word count is 800 words and it must be noted at the bottom of the written concept statement. *Failure to do so will result in immediate disqualification.*

It should answer the following questions:

- What is the overall design concept?
- How color, and Skipping Stones (DET567) in particular, is an essential component of the design?
- What is your design's impact on the local community, the surrounding environment and for the client?
- What was your research process? What questions and scope of work did you consider during your research process? What did you learn from your findings?

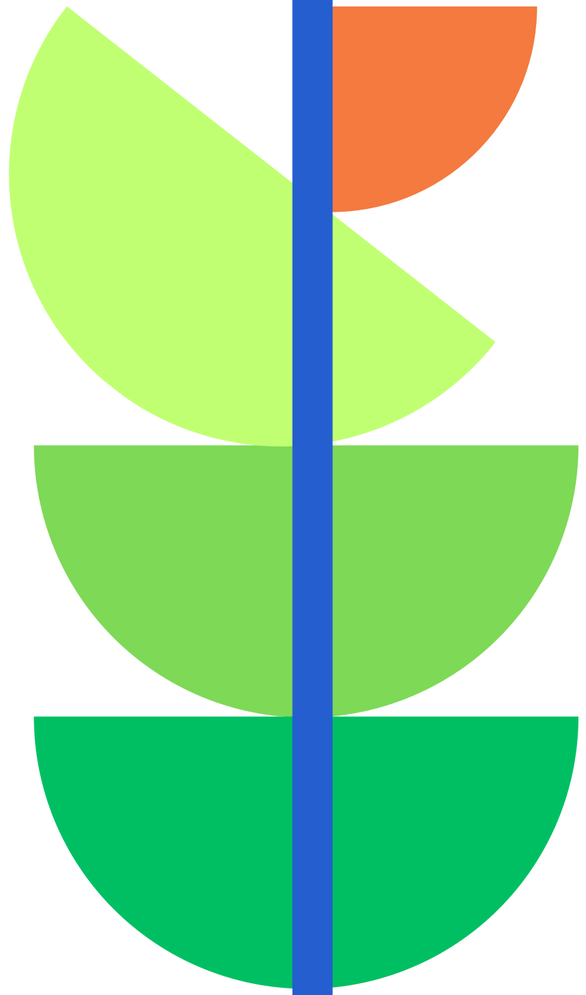


Mood Board

Present an original, vertical (portrait orientation, 16”W x 24”H) digital mood board with no more than 15 images that visually communicate your design concept to your client.

Select at least 6 colors from the New Dawn color palette, including Skipping Stones (DET567), to be your core color palette. You can choose to expand the selected color palette to no more than 10 colors all from the Dunn-Edwards Perfect Palette®.

Clearly label each color on the mood board using the following naming convention: Color Name (Record Locator ID), for example, Skipping Stones (DET567). The color palette is not included in the 15 images maximum.

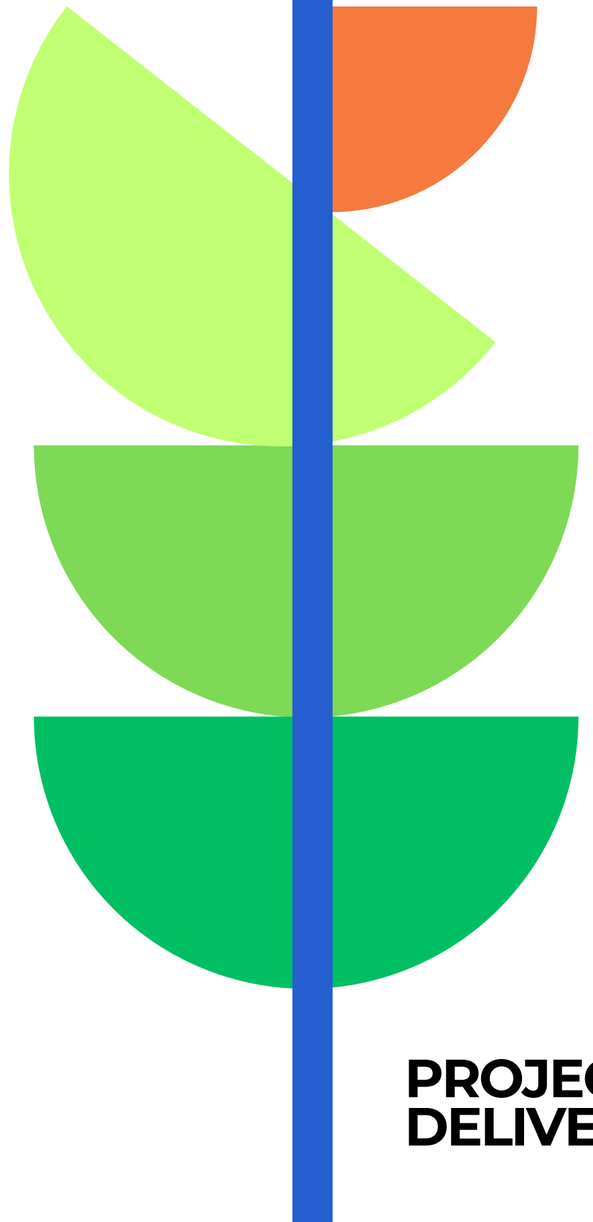


Presentation Boards

Present an original design on no more than 5 vertical (portrait orientation, 16”W x 24”H) digital boards.

Using the computer rendering software(s) of your choosing, complete the instructions on the following pages for Group A and Group B boards.

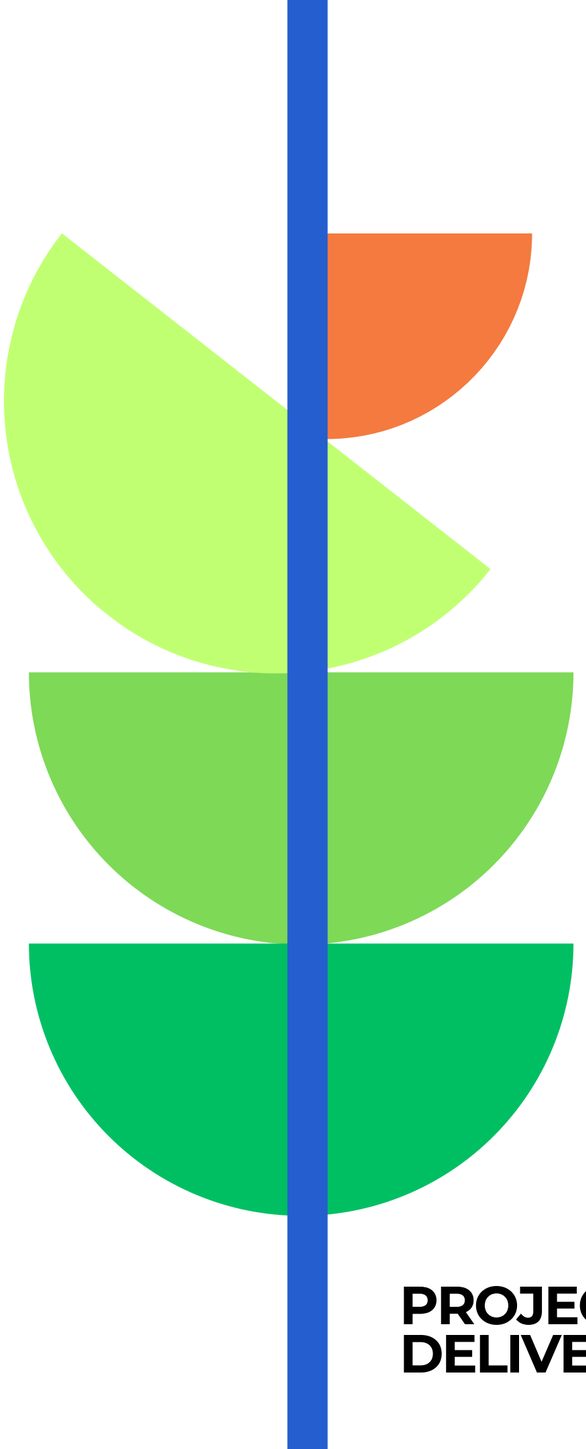
Minimum of 3 total boards must be submitted, but no more than 5 will be accepted.



Presentation Boards

Group A boards to include floor plan, elevation and furniture layout (& property/site plan, if desired).

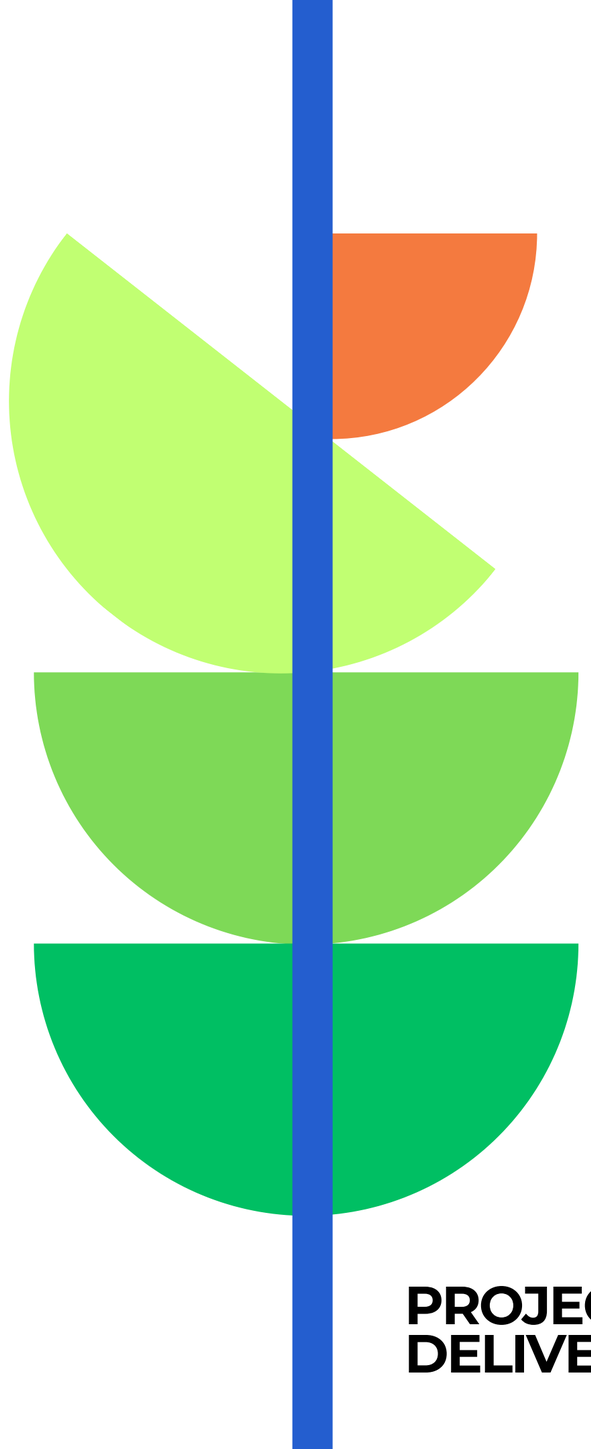
- 1 floor plan/plan view with relevant dimensions indicated. Drawn to scale.
- 1 floor plan/plan view without dimensions. Drawn to scale.
- 1 interior elevation without dimensions. Drawn to scale.
- 1 interior elevation with relevant dimensions indicated. Drawn to scale.
- 1 exterior elevation without dimensions. Drawn to scale.
- 1 furniture layout without dimensions. Drawn to scale.
- Other plans, such as a reflected ceiling plan, are not required. Only one additional non-required plan will be accepted.
- Label all areas on the floor plan.
- Minimum of 1 total board must be submitted, but no more than 2 will be accepted.



Presentation Boards

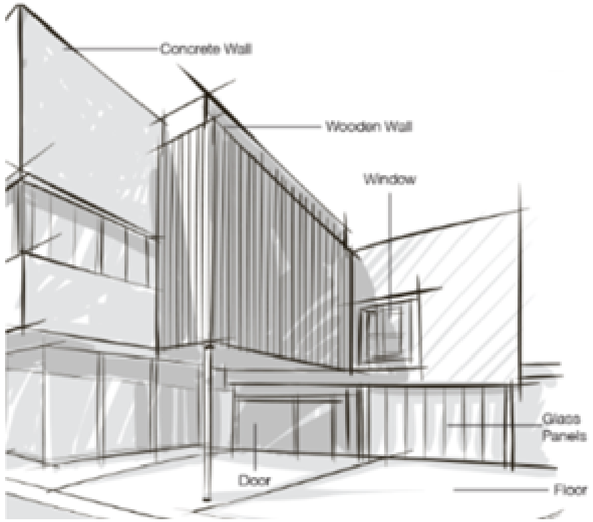
Group B boards to include 3D perspectives for views of the room.

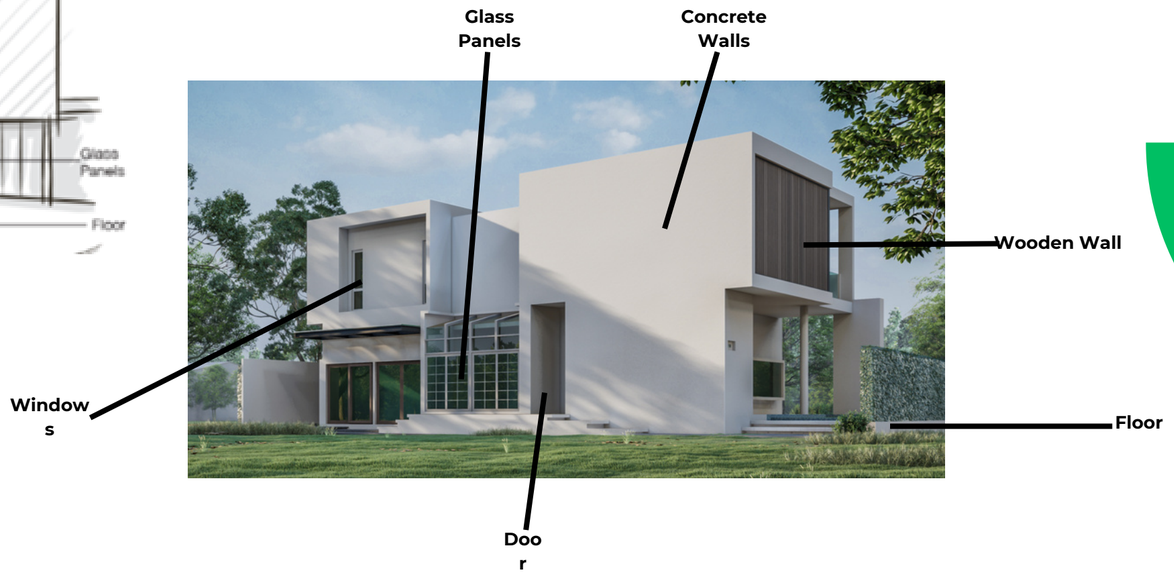
- You decide the best room views to showcase in your perspectives.
- Each color perspective must include at least 2 Dunn-Edwards colors used specifically as surface coatings. Indicate the Dunn-Edwards colors and locations per rendering. Use the following naming convention: Color Name (Record Locator ID), for example, Skipping Stones (DET567).
- Between 3 and 7 interior perspectives in color. If desired, only 1 exterior perspective will be accepted. Any submissions outside of this range requirement will not be accepted.
- 1 interior perspective in grayscale. Label key elements.
- Minimum of 2 total boards must be submitted, but no more than 3 will be accepted.



Presentation Boards

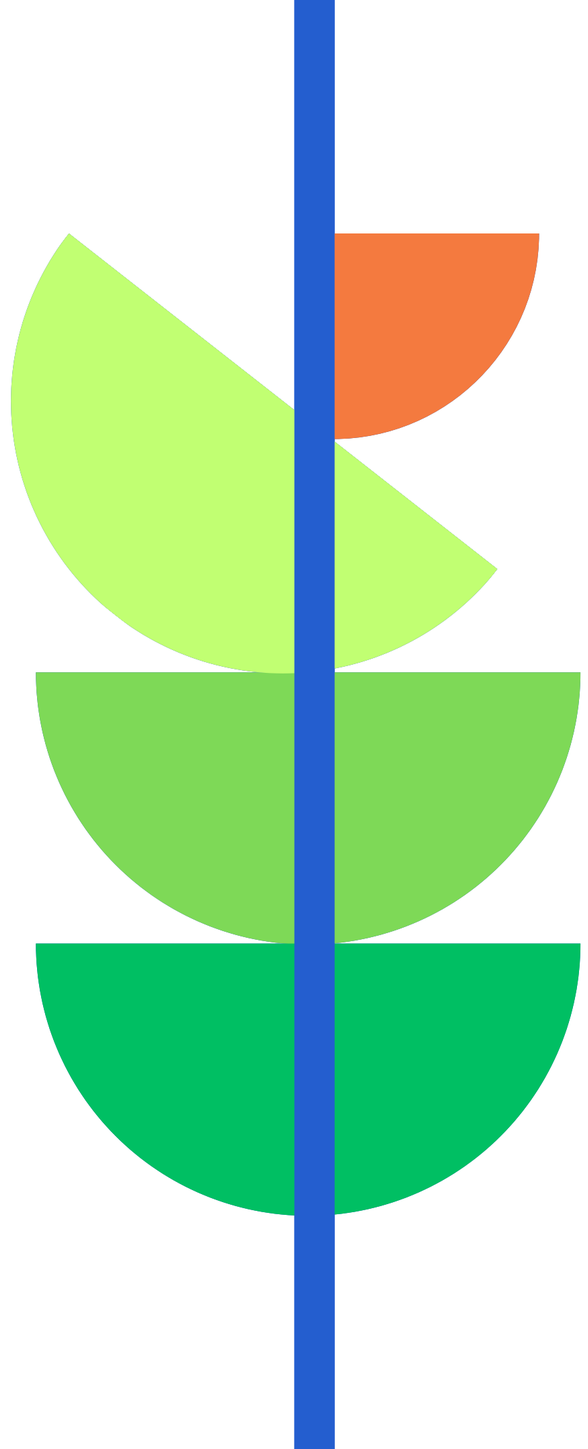
Labeling of key elements examples.





PROJECT DELIVERABLES

SUBMISSION

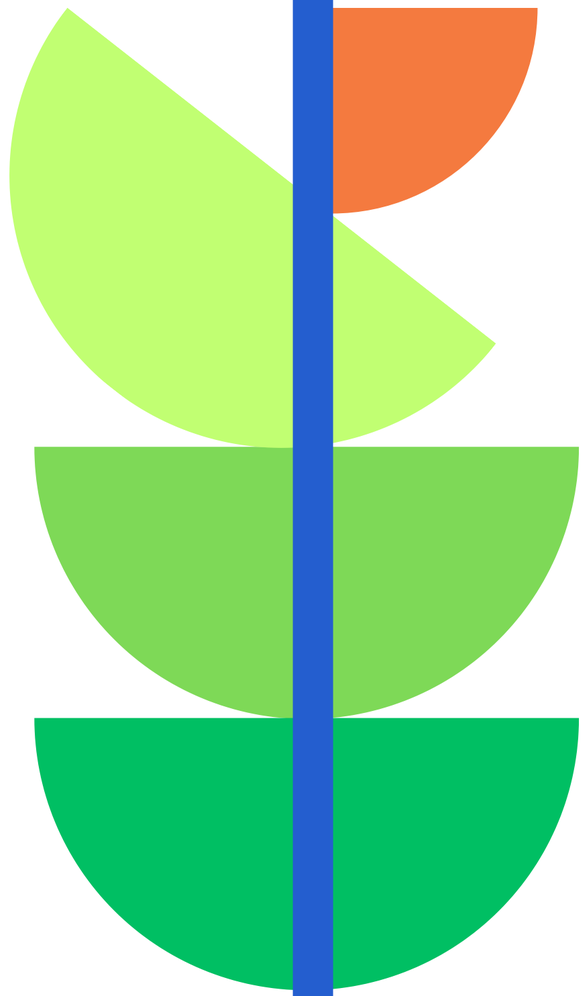


You may enter individually or jointly, in groups of no more than two people. Awarded prizes will be divided accordingly. Multiple submissions are prohibited. Submit on www.dunnedwards.com.

To be eligible to submit, you must be a current student, at least 18 years old and a legal resident of the U.S. or residing in the U.S. on a valid student visa. See the Official Rules on the website for more details.

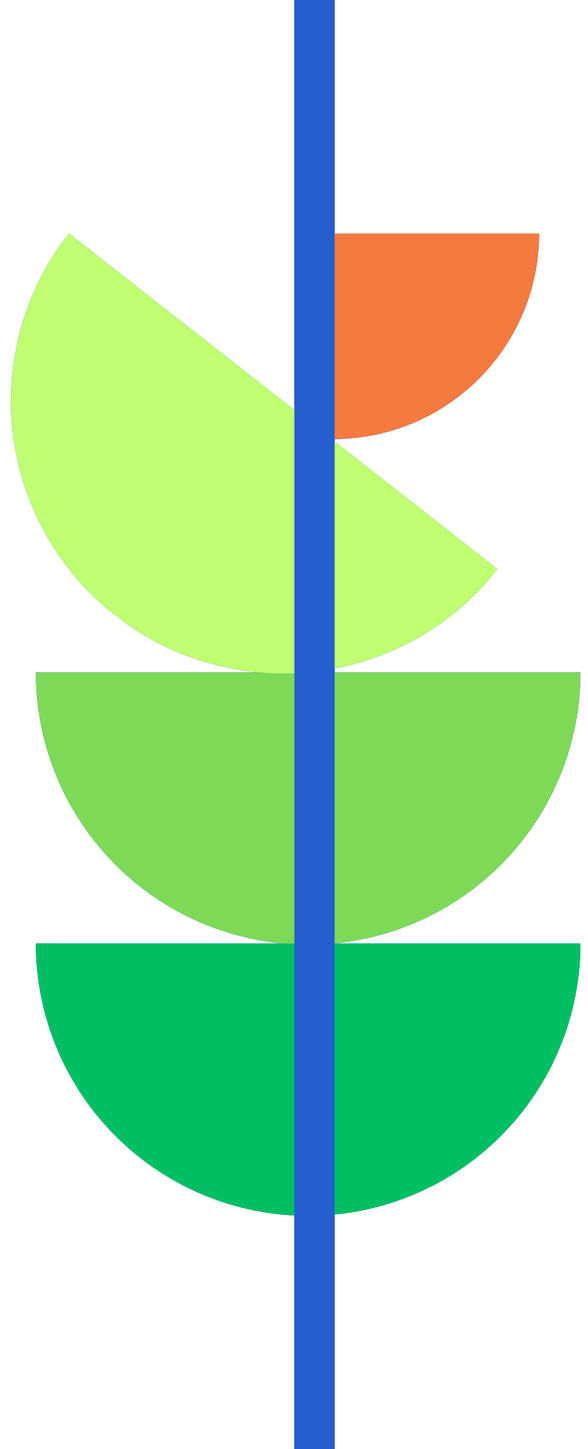
Only submissions in PDF will be accepted. Ensure that the digital presentation boards, completed per noted requirements, are easy to view in a PDF format and that each PDF page is the same final size.

The maximum file size is 10MB. A completed cover page must be included with each submission package in addition to the written concept statement, mood board and presentation boards.



SUBMISSION

PRIZES



Grand Prize *

$3,000

1st Runner-up

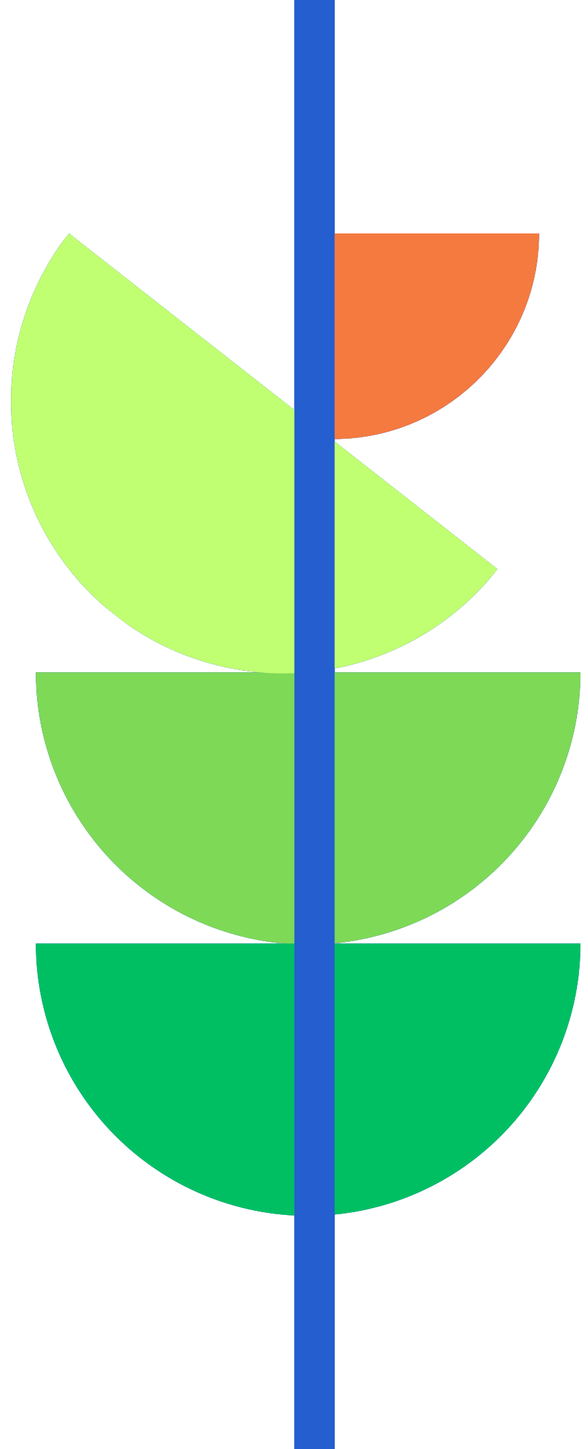
$800

Each winner is also featured on Dunn-Edwards social channels, emails and on the website!

The Grand Prize winner automatically pre-qualifies for the AYDA competition and through acceptance of the Emerging Professionals Design Competition prize, the winner conditionally agrees to participate in the international presentation and awards ceremony. All travel-related expenses are covered by Dunn-Edwards Paints.

PRIZES

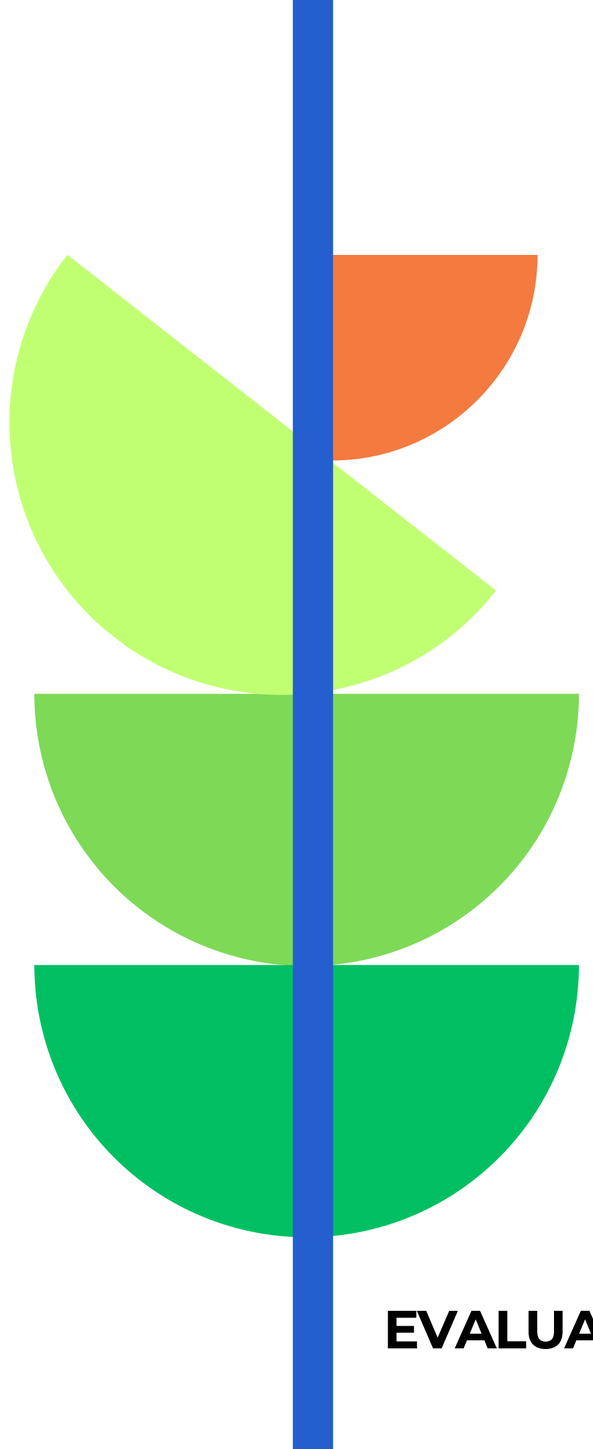
EVALUATION



There will be one round of judging.

Using the evaluation criteria, judges will select the winners. Judging will be based on the evaluation of the following criteria:

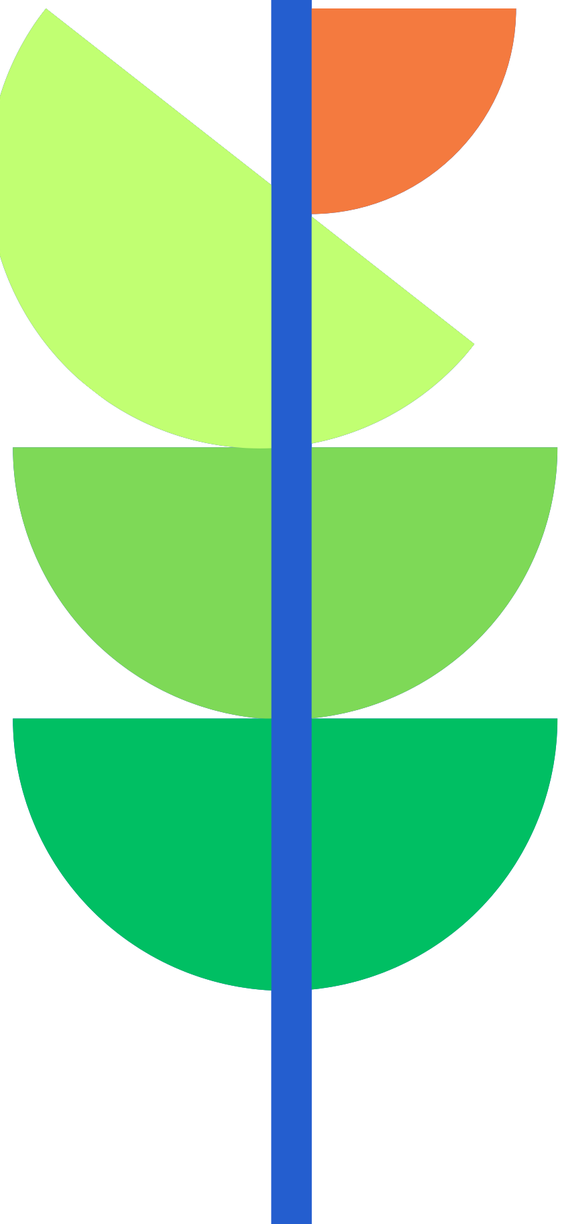
- 25% originality
- 25% design aesthetic
- 20% color palette
- 30% concept statement



EVALUATION

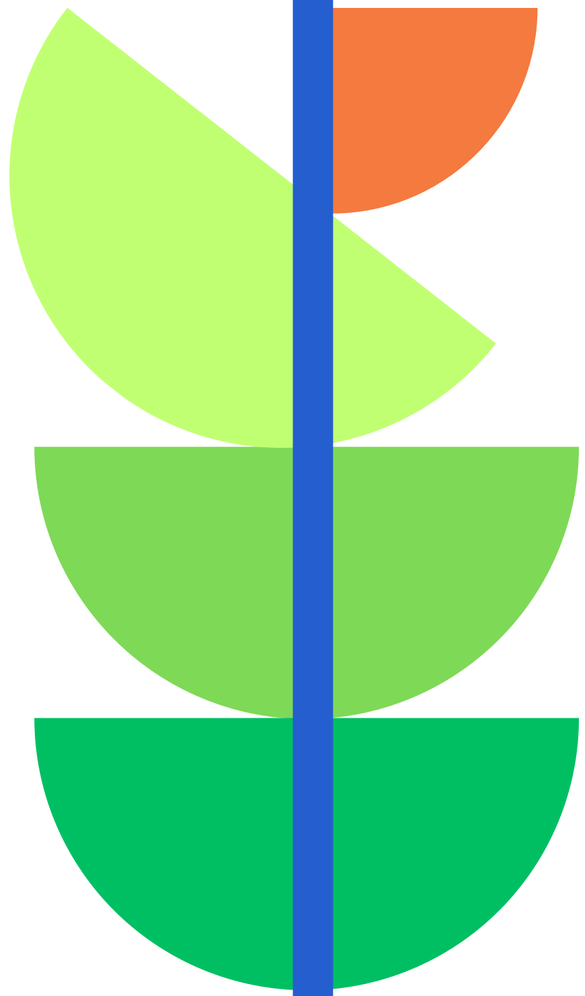
Interior design reflects a client's functional needs within a creative concept.

This is your visual design story.
And we can't wait to see it!



Dunn-Edwards PAINTS®

EMERGING
PROFESSIONALS
PROGRAM



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