



2010 MASLA AWARDS PROGRAM - CALL FOR ENTRIES -

The Minnesota Chapter of the American Society of Landscape Architects invites you to submit your projects for consideration in the 2010 MASLA Professional Awards Program.

Eligibility

Entrants must meet at least one of the following requirements:

- **Fellows** of the Minnesota Chapter of the ASLA
- **Full Members** of the Minnesota Chapter of the ASLA
- **Associate Members** of the Minnesota Chapter of the ASLA
- **Registered Landscape Architects** in the State of Minnesota

Affiliate members are not eligible to submit projects. **Please refer to the ASLA website for a description of membership categories** www.asla.org/membership/memberservicesapp.htm.

Types of Professional Awards

Award of Excellence: The jury may select one Award of Excellence from all the entries.

Honor Award: The jury may select only one Honor Award per entry category.

Merit Awards: The jury may select any number of Merit Awards for each entry category.

Award Categories

- I. PRIVATE LANDSCAPE DESIGN:** Projects designed and constructed for any private client independent of single family residential projects. (Any project paid for by public monies (through a governmental agency) should be included in the Public Landscape Design category.) Example projects include but are not limited to the following: Corporate Headquarters, Residential Developments, Private Institutional Facilities, Retail Establishments, Recreational Facilities, etc. All projects must be built.
- II. RESIDENTIAL DESIGN, SINGLE FAMILY:** Projects designed and constructed as residences for private clients. Eligible projects include but are not limited to single family residential landscapes, cabins/retreats, residential terraces and gardens. All projects must be built.
- III. PUBLIC LANDSCAPE DESIGN:** These are projects designed and constructed for public sector clients. Typical projects would include the following: Urban Plazas, Streetscapes, Public School Campus Projects, Highways and Parks.
- IV. PLANNING AND RESEARCH:** Projects include masterplans, policy work, environmental review documents and theoretical research documents in the field of landscape architecture such as Published Articles, Videos, Photography, Applied Research, etc.
- V. UNBUILT WORKS:** Projects include unrealized designs for public, private, and residential clients. This category is not intended for projects that are under construction or anticipated to be built in the near future. Projects that win in the unbuilt category cannot be later submitted for built works awards.

Selection Criteria

The jury will evaluate submitted projects using the following criteria for each Award Category. In your submission narrative, please include information relevant to the criteria below to help the jury evaluate your project.

PRIVATE LANDSCAPE DESIGN, RESIDENTIAL DESIGN, PUBLIC LANDSCAPE DESIGN

Context and appropriateness to site and program; Clarity of intent; Ability to extend the dialogue of contemporary design; Use of materials; Innovative ideas; Incorporation of ecological design principles; Efficient use of budget; Attention to details.

PLANNING AND RESEARCH

Innovative, unique approach; Well-executed theme(s); Overall aesthetic appearance of document; Easily understood by target audience; Adaptability; Ease of use; Ability to act as model for future work.

UNBUILT WORKS

Quality and clarity of graphics and design ideas; Innovative ideas and approach; Ability to act as model for future work.

Submission Requirements

- I. **Entry Form:** Fill out the entire form, but please identify the designer, author, and firm or agency on the entry form only. **All material for review by the jury must be kept anonymous or it will be ruled ineligible. If submitting work that identifies the submitter (boards, reports, slides, etc.) you must delete any identifying marks.**
- II. **Abstract:** Include a brief, concise description of the project, less than 100 words that clearly depict the overall theme, scope, intent, and result of the project. *Include electronic copy in MS Word format.*
- III. **Narrative:** Include text of not more than 750 words describing the landscape architect's role and responsibilities, project scope, design solution and other unique projects attributes. The text shall include a brief statement as to why the submitter deems the project worthy of consideration for an award. This will aid the jurors in recognizing the unique or special qualities of a project that demonstrate excellence in landscape architecture. The submission text should describe the specific roles and contributions of the landscape architects directly involved in the project. Submissions with vague or inadequate information on role of the landscape architect will be ruled ineligible. *Include electronic copy in MS Word format*
- IV. **Imagery:** Include 10-20 (20 maximum) well-composed PowerPoint slides on CD. The slides must be numbered sequentially and keyed into the Narrative so that they correspond directly to and illustrate the story told by the narrative. Together, the slides and narrative should provide information corresponding to the Selection Criteria (above). Remember to clearly label your CD and PowerPoint file with the name of your project. Include on the CD a separate folder that contains all image files used in the PowerPoint slides; these images should be in JPEG format at a minimum of 300 ppi.
- V. **Imagery text:** In addition to the narrative, include a separate sheet that concisely describes each slide. Slide descriptions should be sequentially numbered to correspond to PowerPoint slides. *Include electronic copy in MS Word format*
- VI. **Hard Copy:** Print 8.5" x 11" hard copies of (1) each PowerPoint slide for the jury to review and (2) all text.
- VII. **Other Products:** Any drawings, diagrams, reports or multimedia material that may be relevant to the project should be submitted. Please remember to keep submissions concise and easy to follow for the jury. Entire reports may be submitted if appropriate.
- VIII. **Format:** 8.5" x 11" three-ring binder or other report-style format. Clearly label the outside of the binder with the name of your project. MASLA will retain ownership and archive all presentation binders. Two duplicate CDs that each include electronic copies of the abstract, narrative, imagery text, PowerPoint presentation, and all image files used in the PowerPoint slides (JPEG format, 300 ppi).
- IX. **Entry Fee:**

MASLA members	\$150.00 per submission
Non-members	\$500.00 per submission

Judging & Recognition

This year the submissions will be reviewed and judged by another state chapter of the American Society of Landscape Architects. Award-winning submissions will be publicly recognized and displayed at the 2010 MASLA Awards Banquet, and will receive an ASLA Certificate of Recognition. Winning submissions will be featured at public venues as well as in MASLA publications throughout the following year, including Scape and our Web site www.masla.org.

Award Winners

Award winners will be notified in early April. Winners will be requested to **prepare one board for each award for display at the Awards Program.** The format for the display boards will be mailed to all award recipients. The award recipients shall pay the cost of these items. MASLA will retain ownership and archive all display boards. Remember, this is an excellent public relations opportunity for the landscape architect and the firms or agencies involved!

Questions

Please direct any questions regarding the 2010 Call for Entries to:

Chris A. Behringer
MASLA Co-Director of Awards and Banquet
cbehringer@sehinc.com

Cynthia Zerger
MASLA Co-Director of Awards and Banquet
cindy.zerger@gmail.com



2010 MASLA AWARDS ENTRY FORM

- - - **Entry Deadline is 4:00pm Thursday, February 25th, 2010** - - -

Print and complete this entry form. Make checks payable to MASLA. Do not fax or e-mail completed entry forms. Mail or deliver completed entry form, project documentation and fee to:

MASLA
275 Market Street Suite 54
Minneapolis MN 55405
attn: 2010 Awards Program

Please carefully type or print all information and check for accuracy; the information on this form will be used for publicity purposes, for recognition at the banquet, and for composition of the award certificates. Please include other consultants and their role(s) for proper recognition. If submitting more than one project, please include a separate check for each project.

Project submitted by

Fellow MASLA Full Member Associate MASLA member Registered LA (non-member)

Project Category: Please circle one of the following categories

- | | | |
|------------------------------------|-------------------------------------|-------------------------|
| I. Private Landscape Design | III. Public Landscape Design | V. Unbuilt Works |
| II. Residential Design | IV. Planning and Research | |

Project Name: _____

Location: _____

Landscape Architect: _____

Firm: _____

Address: _____

MN Board License Number (if not licensed, provide ASLA membership number): _____

Phone: _____

Fax: _____

E-mail: _____

LA's Role in Project: _____

Other Consultants: _____

Consultant's Role: _____

Note: Please attach a separate sheet for additional consultants and their roles for proper recognition to be given.

Owner: _____

Owner's Role: _____

Contractor: _____

Contractor's Role: _____

"I have read the guidelines regarding the 2010 MASLA Awards Program and understand that all material may be retained by MASLA for Publicity and Display purposes."

Submitter's Signature: _____ **Date** _____

Client Authorization: _____ **Date** _____

Client's Title: _____

*Please Note: Entry form **must** be fully completed, including all signatures, for entry to be eligible for judging. Entry form and fee must accompany each submission. All entries must be kept anonymous, except for this entry form, or they will be rejected.*