

# **FRAME AWARDS 2021**

## **SUBMISSION GUIDE**

This document allows you to check that you have all the necessary information and materials before starting the Frame Awards submission process.

## **PRICING**

Early bird 02 Jun - 07 Jul 2020 | **€249**

Regular 07 Jul - 01 Oct 2020 | **€349**

Late 01 Oct - 15 Oct 2020 | **€399**

# ELIGIBILITY

An interior or spatial design project must have been completed and opened to its intended audience between 1 January 2019 and July 2020 to be eligible for submission.

Designers, architects, creative studios and companies may enter themselves for the Designer of the Year, Emerging Designer of the Year, and Client of the Year award categories. Submissions are not open for the Lifetime Achievement Award.

Projects eligible for submission refers only to interiors or spatial designs including window displays, set designs, trade-fair stands, and digitally enhanced but location-specific indoor experiences.

Projects not eligible for submission include objects such as products, furniture, accessories, clothing, lighting, and works of art that are not part of an exhibition. Urban interventions, architectural façades, outdoor public art or lighting installations and outdoor playgrounds, are also not eligible for submission.

Projects that were nominated in the Frame Awards 2019 and 2020 are not eligible for re-submission in the same Awards category. However, a project previously nominated in an Awards category may be submitted in a different category.

# PROCESS

Payment is required to confirm submission of your entry. Submission entries may not be changed, edited, retracted, or reassigned to another award category once payment has been made.

If you are submitting one project in multiple award categories, each additional entry incurs an additional submission fee, even though the inputted text and images can be duplicated for ease of submission.

Multiple entries may be submitted with a single payment transaction.

If your billing address is in an EU country other than the Netherlands, you will be charged 21% VAT unless you provide a valid EU VAT number.

If your billing address is in the Netherlands, you will be charged with 21% VAT.

If your billing address is outside the EU, you are exempt from VAT.

Payment can only be made via credit card.

Once payment has been made, you will receive an invoice and confirmation email that your submission has been successful. This may take a few minutes.

# CRITERIA

From 2021 onwards, we are integrating new criteria to the Frame Awards project submissions: sustainability.

Therefore you will be asked to answer 3 questions during your project submission for the jury to judge your work based on the following criterion:

**Innovation**

**Creativity**

**Functionality**

**Sustainability**

Each aspect will be taken into consideration during the jury selection and deliberation process. If you do not have any sustainable element in your designs, you may still submit the project, however this may work against you during the judging phase.

# AWARD CATEGORIES

The Frame Awards cover the entire spectrum of interiors and spatial design, as well as the people behind them.

## SPATIAL AWARDS RETAIL

### Single-Brand Store of the Year

Retail stores representing only one brand: flagships, brand stores, shop-in-shops, hair salons, nail studios, bakeries, ice-cream parlours, showrooms and sales centers

### Multi-Brand Store of the Year

Retail stores representing more than one brand: department stores, bookstores, supermarkets, boutiques

### Pop-Up Store of the Year

Temporary (maximum intended lifespan of one year) single- and multi-brand retail stores

### Window Display of the Year

Temporary installations and displays in retail store windows

## SPATIAL AWARDS WORK

### Co-Working Space of the Year

Workspaces designed to be shared between several companies or individual entrepreneurs

### Small Office of the Year

Workspaces of 2,000 m<sup>2</sup> or less

### Large Office of the Year

Workspaces larger than 2,000 m<sup>2</sup>

## SPATIAL AWARDS HOSPITALITY

### Bar of the Year

Bars designed to serve drinks and small dishes, including nightclubs – either stand-alone spaces or establishments that are part of a bigger venue, such as a hotel

### Restaurant of the Year

Restaurants may be either stand-alone or part of a bigger venue, such as a hotel

### Hotel of the Year

Hotels and resorts for business or leisure

### Entertainment Venue of the Year

Interior spaces designed primarily for entertainment, games and performances, including arcades, cinemas and theatres

### Health Club of the Year

Interior spaces dedicated to physical exercise and wellbeing, such as sports centres, yoga studios, spas and gyms

## SPATIAL AWARDS INSTITUTIONS

### Learning Space of the Year

Interior spaces aimed at education, such as nurseries, schools, academies and universities

### Healthcare Centre of the Year

Interior spaces dedicated to healthcare services and patient psychological and physical wellbeing, such as hospitals, clinics and dental practices

### Governmental Interior of the Year

Governmental interior spaces, such as city halls, libraries, courts of justice, embassies and prisons

### Cultural Space of the Year

Interior spaces dedicated to cultural rituals and pursuits, such as galleries, museums, religious institutions and performance spaces

## SPATIAL AWARDS SHOWS

### Trade-Fair Stand of the Year

Temporary booths and structures dedicated to showcasing brands, products or services at trade fairs

### Exhibition of the Year

Temporary and permanent commercial or cultural showcases for museums, galleries or companies

### Set Design of the Year

Temporary installations staging fashion shows and performances such as films, concerts or theatre plays

## **SPATIAL AWARDS** RESIDENCES

### **Small Apartment of the Year**

Residential interiors of 80 m<sup>2</sup> or less. The judging focuses on the interior design of the residence, not the building itself

### **Large Apartment of the Year**

Residential interiors larger than 80 m<sup>2</sup>. The judging focuses on the interior design of the residence, not the building itself

### **House of the Year**

Urban houses or townhouses occupied by a single household. The judging focuses on the interior design of the residence, not the building itself

### **Co-Living Complex of the Year**

Apartment blocks or housing estates designed for shared living. The judging focuses on the community concept of the residence

### **Show Flat of the year**

Interiors of purpose built apartments or flats that showcase the potential of a new property development

## **EXECUTIONAL AWARDS**

### **Best Use of Colour**

Interiors and spatial designs that utilize colour in new and innovative ways. Only the project's relationship to the colour scheme will be considered in judging

### **Best Use of Light**

Interiors and spatial designs that deploy light in a substantive and innovative manner. Only the use of light and its effects will be considered in judging

### **Best Use of Digital Technology**

Interiors and spatial designs with the most innovative use and application of new technologies. Only the use of new digital technologies will be considered in judging

### **Best Use of Material**

Interiors and spatial designs that utilize one or more materials (e.g. wood, plastic, concrete) in an innovative and specific way. Only the use of material and its effects will be considered in judging

### **Best Craftsmanship**

Celebrating excellence in manufacturing and execution of an interior or spatial design. Only the craftsmanship will be considered in judging

## **HONORARY AWARDS**

### **Designer of the Year**

Studios, companies or individuals that have designed and completed four or more interiors between 1 January 2019 and July 2020 in least two of the following categories: retail, hospitality, work, institutions, shows and residences. These interiors should demonstrate consistent quality, innovation and contributions to design culture

### **Emerging Designer of the Year**

Studios, companies or individuals that have designed and completed four or more interiors between 1 January 2019 and July 2020 in least two of the following categories: retail, hospitality, work, institutions, shows and residences, and that have completed their first interior project no earlier than 1 January 2015. These interiors should demonstrate consistent quality, innovation and contributions to design culture

### **Client of the Year**

Brands, companies or individuals that have commissioned four or more interiors that have contributed to the rethinking of a genre and that demonstrate consistent quality, innovation and contributions to design culture. These interiors must have been completed between 1 January 2019 and July 2020

### **Lifetime Achievement Award**

There are no open submissions for this category. Frame selects and nominates an individual whose breadth and scope of work over his or her lifetime has demonstrated spatial innovation

# SUBMISSION PROCESS CHECKLIST

## AWARD CATEGORY

- Select a category**  
Choose the appropriate Awards category for your project based on the list provided above. You may submit your project in multiple categories once you have filled out all the project information, and these will be considered and charged as separate entries. If you are unsure about the appropriate category for your project, contact [awards@frameweb.com](mailto:awards@frameweb.com)

## PROJECT INFORMATION

- Project name**  
A short name that includes the type of space and the location city. For example, 'Greta Flagship Store, Berlin'.
- Designed by**  
The main studio, company or individual responsible for the design relevant to the submission. For example, the architects of the building may not be relevant if the submission is for Window Display of the Year. You can provide additional credits at the end of the submission.
- For client**  
The name of the client.
- Short summary**  
Briefly describe your project in 140 characters or less.
- Project description**  
Describe your project in 1,500 characters or less (approximately 200 words).
- Why should your project win?**  
The jury will consider the following criteria: functionality, user-friendliness, innovation, use of materials and products, artistic merit, concept/inspiration. Please tell us how your project meets these criteria in 1,500 characters or less (approximately 200 words).
- Floor area in m<sup>2</sup>**
- Year of completion**  
Only projects completed and opened for the first time to the intended audience between 1 January 2019 and July 2020 are eligible for submission.
- Location of project**  
Our digital submission form includes a Google Maps search tool. Please ensure that the street address of your project is correct.

## PROJECT IMAGES/VIDEO

- Images to be uploaded with credits and captions**  
Please upload a minimum of 2 and maximum of 10 images. You may include technical drawings such as floor plans, section details, long section and cross section, but this is not obligatory. We recommend that the first image be one that best showcases your project and that is in landscape orientation. Captions to describe each individual image are required. Please include photo credits if applicable. The maximum image file size is 15 MB.
- Video link (optional)**  
You may include a Vimeo or YouTube link to showcase your project. Please ensure that the video is not 'private' and does not require a password to view.

## CREDITS

- Designer and additional credits**  
Please upload a minimum of 2 and maximum of 10 images. You may include technical drawings such as floor plans, section details, long section and cross section, but this is not obligatory. Tell us if this is an individual or company, and provide a link to their website. You may also credit individuals in this company.  
You may include additional credits for the following roles: Architect, Accessories supplier, Architectural fixtures/fittings supplier, Ceiling supplier, Construction company, Consultant, Custom-furniture manufacturer, Engineer, Fabric supplier, Flooring supplier, Furniture supplier, Lighting supplier, Project manager, Sanitary supplier, Walls supplier, Other (please specify). Tell us if this is an individual or company, and provide a link to their website. You may also credit individuals in this company.
- Payment**  
Payment is required to confirm submission of your entry. If you are submitting one project in multiple categories, you must make a payment for each entry. Payment can only be made via credit card.

**READY?**

[frameawards.com/submit](http://frameawards.com/submit)

**QUESTIONS?**

[awards@frameweb.com](mailto:awards@frameweb.com)

**KEY DATES**

Submissions open 02.06.2020

Submissions close 15.10.2020

Longlist announced 17.11.2020

Nominees announced 15.12.2020

Public voting commences 15.12.2020

Public voting closes 15.02.2021

Live judging 17-18.02.2021

Frame Awards Ceremony 18.02.2021