

ASLA
ARIZONA
CHAPTER

2012 CALL FOR ENTRIES

American Society of Landscape Architects 2012 Awards



2011 President's Award Scottsdale Healthcare Scottsdale, Arizona
Ten Eyck Landscape Architects

The Chapter wishes to recognize the variety, scope and excellence of the work of the landscape architecture profession in the state of Arizona and we invite your participation in the 2012 Arizona ASLA Professional & Student Awards Program.

DUE 4PM THURSDAY JANUARY 19, 2012



2012 Arizona ASLA Call For Entries

Eligibility

The submitted project's creative team must include at least one of the following:

- An ASLA member who resides in Arizona
- An ASLA member who is registered in Arizona
- An ASLA member whose project is or will be built in Arizona
- A student(s) of an Arizona landscape architecture program submitting work associated with their academic pursuits
- A faculty member of an Arizona landscape architecture program
- OR applicant is submitting under the Landmark Category

NOTE:

- The work of non-ASLA members may be submitted in the communications, Research and the Landmark Award categories
- Once a project receives an award in this program, it is no longer eligible for future AZASLA awards

The Jury

Submissions will be judged individually, on their own merit, and not in competition with other submittals. Size, type or cost of the project (with the exception of identified budget ranges for residential projects) is not relevant to the evaluations. Costly or unusual presentations are unnecessary. Jurors will be looking for distinguishing elements of planning or design that are clear and concise and that demonstrate a thorough rationale. The jury process is "blind". In other words, the identities of the entrant and creative team are not revealed to the jury. All submittals will be reviewed in advance of going to the jury for compliance with the requirements, completeness and anonymity. Submittals not meeting these requirements will be rejected prior to the jury review.

Deadline

All entries must be received no later than 4:00 PM, THURSDAY JANUARY 19, 2012

Address your **ELECTRONIC** submittal to: Galen Drake, galen.drake@stantec.com through www.YouSENDit.com

Submittals received after this date and time will not be considered.

Promotion

Awards will be recognized and presented at the 2012 Arizona ASLA Annual Dinner & Awards Gala on Saturday, March 31st, 2012 at the AE England Building, located in Civic Space Park, downtown Phoenix. Applicants with winning entries will be notified in advance and will be required to prepare the following:

1. **One 30" x 42" board of the project.** The boards will be displayed at the Gala, and throughout the following year. After one year the board will be available for return to the applicant at the applicant's request.
2. A **PDF** of the board on **CD** above for Chapter archiving and suitable for printing at 8 ½ x 11. Provide 1" left margin.



2012 Arizona ASLA Call For Entries

Boards and PDF on CD are due March 21st, 2012 to:

Galen Drake
c/o Stantec
8211 South 48th Street
Phoenix, AZ 85044

General Entry Requirements

1. Submit a completed PDF **Entry Form** and the appropriate fee or a PDF copy of your Pay Pal receipt for each separate entry. Select the category that you want your entry to be judged. Entries will not be judged without payment.
2. Submit an **ELECTRONIC PDF FILE** that includes the following **General Entry Requirements** and the **Specific Category Requirements** that are described below & in this document:
 - A. A Project Fact Sheet in PDF format (2 pages maximum). Do not include any reference to the design firm or team. Provide the following background information about your entry on the Project Fact Sheet:
 - i. Project name, location, and a brief description
 - ii. Project purpose (requirements, philosophy, intent, etc.)
 - iii. Role of the landscape architect
 - iv. Special factors (uniqueness, special challenges, etc.)
 - v. Significance (what is the significance of this project to the public, the environment and the profession)
 - B. Provide a 200 word (max) Project Description in PDF format to be used for promotion and presentation if the project is selected as a winner.
 - C. Secure written authorization in PDF format from the client allowing the entry to be submitted, judged and published if given an award. **Do not include this with the entry**; keep it for later use and verification.

NOTE: Do not include any reference to the design firm or team on any material submitted except the Entry Form.



2012 Arizona ASLA Call For Entries

Specific Category Requirements –Professional

General Design

Recognizes: *constructed*, site-specific works of landscape architectural design including urban design. For large incremental projects, at least the first stage must be completed to be eligible for an award, and the first stage must be representative of the entire project. Design entries should exhibit a relationship to the site context and a fit within a framework larger than the immediate site.

Typical entries include: housing; streets; public spaces; parks and recreational facilities; transportation facilities; commercial projects; resorts; institutional facilities; historic preservation & restoration; reclamation and conservation; and interior landscapes.

Main judging criteria:

1. Quality of design and execution.
2. Design context.
3. Relationship to context.
4. Environmental sensitivity and sustainability.
5. Design value to the client and to other designers.

Specific submittal requirements:

1. Complete the **General Entry Requirements** described above.
2. (1) Plan of the project. The plan should note existing features.
3. (10-15) photos/images (one of which is the site plan) with description and project identification.
4. All images shall be high quality JPEG format at 300 dpi resolution (5 MB MAX per photo).

Residential Design

There are three categories of Residential Design based upon construction budget. Requirements are the same for all categories:

- Construction budgets up to \$75,000
- Construction budgets from \$75,000 to \$200,000
- Construction budgets above \$200,000

Recognizes: site-specific works of landscape architecture for residential use. Entries are encouraged in all scales of design, from small gardens to large private landholdings. Professional entries in this category must be built.

Typical entries include: activity areas for family entertaining, recreation, relaxing; sustainable landscape applications; indigenous and native landscapes; new construction or renovation projects; historic preservation, rehabilitation, reconstruction, or restoration; affordable landscape concepts and innovations; small site development; private gardens; rooftop gardens; and more.

Main judging criteria:

1. Quality of design and execution.
2. Design context.
3. Environmental sensitivity and sustainability.
4. Design value to the client and to other designers.

Specific submittal requirements:

1. Complete the **General Entry Requirements** described above.
2. (1) Plan of the project. The plan should note existing features.
3. (10-15) photos/images (one of which is the site plan) with description and project identification.
4. All images shall be high quality JPEG format at 300 dpi resolution (5 MB MAX per photo).



2012 Arizona ASLA Call For Entries

Analysis & Planning

Recognizes: the wide variety of professional activities that lead to, guide or evaluate landscape architectural design. This category does not include research or incomplete projects that would, if completed, be a candidate for entry in the design category. Where appropriate, planning entries should exhibit their relevance to design applications. Entries in this category are not required to be built or implemented.

Typical entries include: urban, suburban, rural, or regional planning efforts; development and/or design guidelines; transportation planning, town planning, parks/recreation/open space or campus planning; plans for recovery or reclamation of brownfield sites; environmental planning in relation to legislative or policy initiatives or regulatory controls; cultural resource reports; cultural and natural resources protection, conservation, or historic preservation planning; legislation or regulations relating to the utilization of landscape architectural services; landscape analysis activities such as environmental assessments, suitability studies, natural and visual analysis and more.

Main judging criteria:

1. Quality of the analysis and planning effort.
2. Context.
3. Environmental sensitivity and sustainability.
4. Likelihood of successful implementation.
5. Value to the client, the public, and other designers/planners.

Specific submittal requirements:

1. Complete the **General Entry Requirements** described above.
2. (1) PDF of the planning document.
3. (10-15) photos/images/graphics (one of which is the site plan) with description and project identification.
4. All images shall be high quality JPEG format at 300 dpi resolution (5 MB MAX per photo).
5. (1) PDF Executive Summary.

NOTE: An official entrant in this category is not required to be a full member of ASLA, but may be, or join as, an Affiliate member in order to enter.

Research

Recognizes: research that identifies and investigates challenges posed in landscape architecture, providing results that advance the body of knowledge for the profession.

Typical entries include: scientific research on topics related to the practice of landscape architecture; investigations into methods, techniques, or materials related to landscape architecture practice or education; assessments of social, economic, or environmental impacts of landscape architecture; study of relationships of landscape architecture to law, education, public health and safety, or public policy; investigations into historic practices, designed sites, cultural landscapes, or individual designers and design heritage; and more.

Main judging criteria:

1. How the research is framed.
2. The context and resource of the study.
3. The methods of inquiry.
4. The results of the investigation.
5. The lesson value of the research conclusions to the at large.

Specific submittal requirements:

1. Complete the **General Entry Requirements** described above.
2. (1) PDF copy of the document.
3. (10-15) photos/images/graphics (one of which is the site plan) with description and project identification.
4. All images shall be high quality JPEG format at 300 dpi resolution (5 MB MAX per photo).

NOTE: An official entrant in this category is not required to be a full member of ASLA, but may be, or join as, an Affiliate member in order to enter.



2012 Arizona ASLA Call For Entries

Communications

Recognizes: achievements in communicating landscape architecture works, techniques, technologies, history, or theory, and the lesson value to an intended audience.

Typical entries include: print media, film, video, audio, CD, or DVD formats; online communications; interpretive design; exhibition design, and more.

Main judging criteria:

1. The effectiveness of the message presentation.
2. The innovation in approach.
3. The value to the intended audience.

Specific submittal requirements:

1. Complete the **General Entry Requirements** described above.
2. (1) PDF copy of the document.
3. (10-15) photos/images/graphics (one of which is the site plan) with description and project identification.
4. All images shall be high quality JPEG format at 300 dpi resolution (5 MB MAX per photo).
5. Optional-A 5-min. (MAX) video presentation or summary of the project.

NOTE: An official entrant in this category is not required to be a full member of ASLA, but may be, or join as, an Affiliate member in order to enter.



2012 Arizona ASLA Call For Entries

Specific Category Requirements -Student

Individual Student

Recognizes: work by an individual landscape architecture student demonstrating sound principles or values of landscape architecture.

Typical entries include: landscape architecture projects that meet the criteria within the categories identified above of **General Design, Residential Design, Analysis & Planning, Research, and Communications.**

Main judging criteria:

Projects submitted in this category must be individual projects completed by an individual landscape architecture student.

Specific submittal requirements:

1. Complete the **General Entry Requirements** described above.
2. Complete the specific requirements of the appropriate categories of General Design, Residential Design, Analysis & Planning, Research, and Communications as described above. Clearly identify for which category the submittal is being made.
3. Identify the name/s of faculty/instructors involved with the project.

NOTE: Student entries are not required to be built or implemented.

Student Collaborative

Recognizes: collaborative work by a team of landscape architecture students OR a team of landscape architecture students working with students from allied and/or complementary disciplines, including those in other design fields, business, and the natural and social sciences.

Typical entries include: landscape architecture projects that meet the criteria within the categories identified above of **General Design, Residential Design, Analysis & Planning, Research, and Communications** and brought about through collaborative effort among students from landscape architecture programs and allied and/or complementary disciplines.

Main judging criteria:

1. Projects submitted in this category must be individual projects completed by an individual landscape architecture student.
2. The jury will evaluate the project under the criteria outlined in the appropriate category and will also consider the demonstration of collaboration among disciplines represented on each team.

Specific submittal requirements:

1. Complete the **General Entry Requirements** described above.
2. Complete the specific requirements of the appropriate categories of General Design, Residential Design, Analysis & Planning, Research Communications as described above. Clearly identify for which category the submittal is being made.
3. Identify the name/s of faculty/instructors involved with the project.

NOTE: Student entries are not required to be built or implemented.



2012 Arizona ASLA Call For Entries

Specific Category Requirements -Special Recognition Awards

Student Community Service Award

Recognizes: *pro bono* community service by students demonstrating sound principles and values of landscape architecture.

Typical entries include: individual students or student organizations providing community-based advocacy or public service. The Jury may decide to review graduate work independently from undergraduate work at its discretion.

Main judging criteria:

The jury will consider the effectiveness related to the service and the demonstration value to other communities, students, and professionals.

Specific submittal requirements:

1. The completed Entry Form. Select the Student Community Service Category.
2. A Service Summary document (2 pages MAX). Do include the name of the individual being submitted for consideration:
 - A. Project name, location, and a brief description of the volunteer or service projects participated in
 - B. Role of the student
 - C. Special factors (uniqueness, special challenges etc.)
 - D. Significance of this student's efforts to the public, the environment and the profession
3. Provide a 200 word (MAX) Summary of the Students Efforts in PDF Format to be used for promotion and presentation if the student is selected as a winner.

The Landmark Award

Recognizes: a distinguished landscape architecture project in Arizona or designed by Arizona landscape architect/s completed *between 15 and 50 years ago* that retains or very closely retains its original integrity and contributes significantly to the public realm of the community in which it is located.

Typical entries include: parks, plazas, sculpture gardens, botanical gardens, river walks, and more. Public official and agencies, civic and historic preservation organizations, and interested individuals and entities are encouraged to submit projects in this category.

Main judging criteria:

1. The project's sustained value to the community it Serves.
2. The continued relevance of the project's design expression.

Specific submittal requirements:

1. Complete the **General Entry Requirements** described above.
2. Five copies of a site plan and/or aerial of the project reduced to 8½"x11".
3. PDF presentation with (10-15) photos/images (one which is the site plan/aerial) with description and project identification. Images should include photos graphics showing original design and condition and current conditions.
4. The same (10-15) photos/images from no. 3 above high quality JPEG at 300 dpi resolution (5 MB MAX photo).

NOTE: public officials, and other interested individuals are welcome to enter a qualified project in category.



2012 Arizona ASLA Call For Entries

Sustainable Landscape Maintenance Practices

Recognizes: a landscape maintenance contractor in Arizona whose work exhibits and promotes sustainable landscape maintenance practices while respecting the overall intent of the designer.

Typical entries include: maintenance of public spaces, streetscapes, HOA properties, private residences, offices, commercial properties and others.

Main judging criteria:

1. The contractor's exhibited sustainable maintenance practices in their body of work relating to pruning, weed control, mowing, watering, etc.
2. The contractor's sustainable operational practices.
3. Staff training and professionalism as it relates to sustainable maintenance practices.
4. The reputation of the maintenance contractor in the landscape architecture community.
5. Special consideration will be given to landscape maintenance contractors who are members of the Arizona Landscape Contractors Association (ALCA).

Specific submittal requirements:

1. Complete the **General Entry Requirements** described above. State if a member of the Arizona Landscape Contractors Association.
2. PDF presentation with (10-15) photos/images (one which is the site plan/aerial) with description and project identification of project/s that illustrates the sustainable maintenance practices.
3. The same (10-15) photos/images from no. 2 above in high quality JPEG format at 300 dpi resolution (5 MB MAX per photo).

NOTE: ASLA members are encouraged to submit on behalf of maintenance contractors.

Contractor of the Year

Recognizes: an Arizona contractor whose work exhibits and promotes a high degree of quality and professionalism with clients and design professionals in the construction of landscape projects.

Typical entries include: construction of public spaces, parks, streetscapes, greenways, trails, HOA properties, private residences, offices, commercial properties and others.

Main judging criteria:

1. The overall quality of the contractor's body of work.
2. Contractor's sustainable operational practices.
3. The reputation of the maintenance contractor in the landscape architecture community.
4. Special consideration will be given to landscape maintenance contractors who are members of the Arizona Landscape Contractors Association (ALCA).

Specific submittal requirements:

1. Complete the **General Entry Requirements** described above. State if a member of the Arizona Landscape Contractors Association.
2. PDF presentation with (10-15) photos/images (one of which is the site plan/aerial) with description and project identification of project/s that illustrates the sustainable maintenance practices.
3. The same (10-15) photos/images from no. 2 above in high quality JPEG format at 300 dpi resolution (5 MB MAX per photo).

NOTE: ASLA members are encouraged to submit on behalf of contractors.



2012 Arizona ASLA Call For Entries

Recognition

The Awards Jury may select one **Award of Excellence** and any number of **Honor Awards** in the General Design, each Residential, Planning & Analysis, Research, and Communication categories.

The Jury in collaboration with the Chapter President will select one project from the Awards of Excellence recipients for the **President's Award**.

Submission Fees

All entries must include the following fees, payable to the Arizona Chapter, ASLA:

- Professional Awards, ASLA Member (Fellows, Members and Associates) **\$175**
- Professional Awards, Non-ASLA member (1st entry) **\$572 ***
 - Professional Awards, Non-ASLA member each additional entry **\$175**
- Student Awards, ASLA Member **\$ 50**
- Student Awards, Non-ASLA member (1st entry) **\$150 ****
 - Student Awards, Non-ASLA member each additional entry **\$ 50**
- Student Awards, ASLA Member Collaborative **\$100**
- The Landmark Award **\$ 50**
- Sustainable Maintenance Practices Awards **\$ 50**
- Contractor of the Year **\$ 50**

*includes 1-year National Affiliate or Full Membership and State Affiliate or Full ASLA membership (based upon eligibility) at \$397 plus the \$175 submission fee. (Please fill out the ASLA membership application form. See <http://asla.org/JoinRenew.aspx>)

**includes 1-year ASLA student membership (AZASLA will complete membership application paperwork)



ASLA Winning Strategies

What makes a submission a winner? Here are some tips for improving submissions to awards programs:

Keep it simple and follow the directions.

While it's tempting to customize a submission in hopes it will stand out from all the others, the best way to draw the jury's attention is through clear narrative description combined with high-quality photos and graphics. Printing out the narrative description in landscape style instead of portrait, using colored ink, or submitting a collage in order to include more images can actually detract from your presentation or even get the submission disqualified. Keep the focus on communicating the project's value to the jury.

Focus on the narrative description.

Provide the information requested in a direct, simple style. Highlight what makes the project unique, its environmental components, its long-term value, and how it raises the bar for the profession. Resist the temptation to overwrite. Use an easily readable font—Arial, Garamond, and Times Roman are good—in at least 10 point size. Increasing line spacing from single to 1.2 and double-spacing between paragraphs makes the narrative more readable as well.

Remember—photography is key.

Let's face it; the best narrative in the world can't make up for poor photography. For design competitions, hire a professional photographer to shoot your project. Lighting is particularly important, and professional photographers can show your project to its best advantage. Be creative: Shoot the project in different seasons, during the day, and at night, if appropriate. Have the photos shot or scanned in a high-resolution (dimensions should be 3,000 pixels x 2,400 pixels, at a minimum of 300 dpi, pixels per inch) electronic format (JPEG is fairly universal). Do not submit color copies of photos; submit professionally processed photos no smaller than 8 x 10 inches. For good advice on photography, download the American Society of Media Photographers' brochure.

Keep it simple; let the images tell the story.

Organize.

Don't wait until the last minute to prepare your awards submission. Maintain an awards file. Most entry requirements for awards programs are set from year to year, and changes in procedure are minimal. Gather materials early and allow plenty of time for review. Two-person proof the narrative and captions for misspellings and typos. Neatness counts.

Let plantings mature.

Where site plantings are a key design component of a project, wait for the plantings to mature before photographing it for your portfolio or for awards submissions. Some firms wait up to three years before photographing projects.

View your final submittal through a projector as the jury will see it.

Consider submitting projects in less-traditional categories.

Most competitions have several categories for submission. For example, the ASLA Professional Awards Program features five: General Design, Residential Design, Analysis and Planning, Communications, and Research. The



2012 Arizona ASLA Call For Entries

combined design categories are far and away the most competitive, with twice as many submissions as the next largest category, Analysis and Planning. Consider all the work your firm has done for the past several years. There may be projects to submit in alternative categories.

Resubmit projects you believe in.

If your submission isn't successful one year, don't give up—resubmit it the following year. Juries change each year, and what appeals to a jury one year may completely differ the next. Keep a copy of your submission so that you don't have to re-create work you have already produced. Request jury comments if they are available. Simple changes, such as better photography or allowing plantings to mature, can turn the project into a winner.

Be prepared to win.

Find out when the results will be announced and get ready. If you don't have a regular public relations staff person in place, designate someone to field media calls and to coordinate your firm's promotion of the award. And remember to let your receptionist know what types of calls may be coming in and who the contact person is.



ENTRY FORM

2012 PROFESSIONAL & STUDENT LANDSCAPE ARCHITECTURE AWARDS PROGRAM

All entries and payment must be received no later than 4:00 p.m., FZgæVSkI -S` gSk#-H "\$" #\$. Address your electronic submittal to Galen Drake at galen.drake@stantec.com through www.YouSENDit.com Submittals received after this date and time will not be considered. Payment or entries received after 4pm on January 19, 2012 will not be accepted and submittals will not be judged.

CATEGORY	GENERAL DESIGN <input type="checkbox"/>	ANALYSIS & PLANNING <input type="checkbox"/>	CONTRACTOR OF THE YEAR <input type="checkbox"/>
	RESIDENTIAL DESIGN	RESEARCH <input type="checkbox"/>	STUDENT COMMUNITY SERVICE <input type="checkbox"/>
	up to \$75,000 <input type="checkbox"/>	COMMUNICATIONS <input type="checkbox"/>	STUDENT INDIVIDUAL <input type="checkbox"/> *
	\$75,000 - \$200,000 <input type="checkbox"/>	THE LANDMARK AWARD <input type="checkbox"/>	STUDENT COLLABORATIVE <input type="checkbox"/> *
	over \$200,000 <input type="checkbox"/>	SUSTAINABLE MAINTENANCE <input type="checkbox"/>	(*student submittals check corresponding category/project type)

ENTRANT INFORMATION

The entrant must have had primary involvement in the project entry; will be the sole contact; and will receive and send all correspondence to project contributors.

NAME & TITLE: _____

FIRM/SCHOOL/AGENCY/COMPANY: _____

ADDRESS: _____

CITY / STATE / ZIP: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____

ARIZONA REGISTERED LANDSCAPE ARCHITECT

ARIZONA RESIDENT

ASLA MEMBERSHIP CATEGORY:

ASLA

FASLA

ASSOCIATE

STUDENT/AFFILIATE

NON-MEMBER - ASLA

PROJECT INFORMATION

NAME: _____

LOCATION (if applicable): _____

RECOGNITION (name of the Landscape Architects, firm, faculty, institution and/or agency to be recognized.) _____

CLIENT / OWNER INFORMATION

NAME: _____

ADDRESS: _____

CITY / STATE / ZIP: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____

AWARDS ENTRY FEES

PROFESSIONAL AWARDS, ASLA MEMBER	<input type="checkbox"/>	\$175
PROF. AWARDS, NON-MEMBER - 1st entry	<input type="checkbox"/>	\$572*
PROF. AWARDS, NON-MEMBER - each add'l entry	<input type="checkbox"/>	\$175
STUDENT AWARDS, ASLA MEMBER	<input type="checkbox"/>	\$50
STUDENT AWARDS, NON-MEMBER	<input type="checkbox"/>	\$150** / \$50 each add'l
STUDENT AWARDS, Collaborative	<input type="checkbox"/>	\$100
LANDMARK AWARD	<input type="checkbox"/>	\$50
SUSTAINABLE MAINTENANCE AWARD	<input type="checkbox"/>	\$50
CONTRACTOR OF THE YEAR	<input type="checkbox"/>	\$50

PAYMENT INFORMATION

A check in the amount of \$_____. Please mail with sufficient time to: Karla Hunt, AZASLA 30 N. 3rd Avenue, #200, Phoenix, AZ 85003 Please make payable to AZASLA. We cannot be responsible for lost or misdirected mail.

Pay Pal - Log onto our website at www.azasla.org On our HOME page toward the bottom, click the "DONATE" button & follow the prompts.

*includes 1-year National and State Full ASLA membership at \$397 and \$175 submission fee. (Please fill out the ASLA membership application form)

**includes 1-year ASLA student membership at \$50 and \$25 student submission fee. (AZASLA will complete membership application paperwork)