



22ND ANNUAL
**EDUCATIONAL
INTERIORS
SHOWCASE**

2012 CALL FOR ENTRIES

ENTRY FORMS DUE: MARCH 7, 2012

PORTFOLIO DUE: APRIL 13, 2012

NEW! FREE print-ready PDF with multi-page layouts

1. FIRM: CR ARCHITECTURE + DESIGN; PHOTO: WILLIAM MANNING PHOTOGRAPHY. 2. FIRM/RENDERING: CHAN KRIEGER NBBJ. 3. FIRM: BRUNER/COTT & ASSOCIATES; PHOTO: RICHARD MANDELKORN.
4. FIRM: FANNING HOWEY; PHOTO: MAGUIRE PHOTO. 5. FIRM: SHP LEADING DESIGN; PHOTO: JOE HARRISON/JH PHOTOGRAPHY INC. 6. FIRM: KOVERT HAWKINS ARCHITECTS, INC.; PHOTO: QUADRANT, INC.
7. FIRM: O'CONNELL ROBERTSON; PHOTO: CHRIS COOPER. 8. FIRM: NAC | ARCHITECTURE; PHOTO: BENJAMIN BENSCHNEIDER.

2012 EDUCATIONAL INTERIORS SHOWCASE

The first and most-respected competition honoring education interior design excellence

HAVE AN EXCEPTIONAL PROJECT THAT DESERVES NATIONAL RECOGNITION?

Want to showcase your best work to the largest audience? *American School & University's* Educational Interiors Showcase gives your education project a better forum and more national exposure than any other interiors competition. Not just a supplement, display or Web link, this is a special magazine entirely devoted to the best in educational interiors and facility planning.

The August Educational Interiors Showcase issue will promote your school or university project to decision-makers in the educational facilities market: *American School & University* subscribers and thousands of additional AS&U readers, viewers of the digital edition of the Educational Interiors Showcase, school and university administrators at the top education facility trade shows, and an unlimited audience visiting your project on the industry-leading SchoolDesigns.com site. See "Who Sees Your Interiors Showcase Project?" in this brochure for more information about AS&U's unmatched opportunities for exposure.



Now expanded to accept entries for projects completed in the past five years and featuring twenty-five interior project categories, from administrative spaces to vocational/industrial-arts areas, the Educational Interiors Showcase is the industry guidebook for administrators planning and designing interior learning environments. It's an investment that pays off.

Enter your outstanding projects today for your chance to receive national recognition for you, your project and your school or university.



SUBMISSION GUIDELINES



FIRM: CR ARCHITECTURE + DESIGN, PHOTO: WILLIAM MANNING PHOTOGRAPHY

AWARDS & RECOGNITION

CROW ISLAND (K-12) AND COLLEGIATE AWARDS

The jury will select two Grand Prize winners, one in each of the K-12 and post-secondary categories. Deluxe commemorative plaques featuring the project's pages from the magazine will be presented for both the firm and its client.

CITATIONS

The jury will award Gold, Silver and Bronze Citations to additional projects exhibiting exemplary features. Commemorative Citation plaques will be presented for both the firm and its client.

OUTSTANDING DESIGNS

Projects that exhibit outstanding designs or qualities also will be recognized and selected for publication as Outstanding Designs. These projects are an important part of producing the comprehensive sourcebook for administrators that is the Educational Interiors Showcase. A commemorative plaque will be presented to these firms.

FEATURED CATEGORIES

- Administrative Areas/ Offices
- Auditoriums/Music Rooms
- Cafeterias/Food-Service Areas
- Chapels/Worship Centers
- Classrooms
- Common Areas
- Community Centers/ Joint-Use Facilities
- Conference/Training Centers
- Exhibition Space/ Galleries
- Healthcare Facilities/ Teaching Hospitals
- Historic Preservation
- Interior Renovation (any category)
- Interior Work In Progress
- Laboratories
- Libraries/Media Centers*
- Multipurpose Rooms
- Physical-Education Facilities/Recreation Centers
- Pre-K/Early-Childhood Education
- Residence Halls/Lounges
- Service Facilities
- Special-Needs Interiors
- Student Centers/ Service Areas
- Technology Centers
- Vocational/ Industrial-Arts Areas
- Welcome Centers

*INCLUDES PUBLIC LIBRARIES WITH AN EDUCATIONAL COMPONENT

JUDGING

Each year, *AS&U* carefully selects its jury to represent a good mix of school administrators and AIA-member architects. The jury evaluates and selects outstanding projects for publication. Primary consideration will be given to the design firm's solution to the stated educational program requirements. The jury will consider:

- Problem statement and technical specifications
- Architect/Designer response to the program requirements
- Aesthetic characteristics of the solution
- Overall presentation of materials

Architects, schools/universities, interior designers and others related to the field are invited to participate in accordance with the following guidelines:

Entries are accepted for instructional, administrative and service facilities for public, private and parochial schools of all levels, up to and including technical, community/junior colleges, and colleges and universities. **Projects must have been completed after January 1, 2007 or under contract for construction on or before September 1, 2012.**

ENTRY INFORMATION

Entry Form Due March 7, 2012 • Portfolio Due April 13, 2012



FIRM: FANNING HOWEY; PHOTO: MAGUIRE PHOTO

ASSEMBLE AND SUBMIT PRESENTATION PORTFOLIO. DUE APRIL 13

To assemble your portfolio binder, use the packet that will be mailed to you at the time your projects are entered. This packet will include a binder, project description and manufacturer listing forms to submit in the binder, as well as instructions on required photos and space plans. If you are chosen for publication, the materials submitted in your portfolio will be used to create your page(s) in the magazine. These should be of a quality suitable for judging and publication, as no additional materials will be required.

PUBLICATION FEE

If your project is selected for publication in the Educational Interiors Showcase, a fee is incurred to help cover judging expenses, and production, printing and distribution of the magazine. Pay nothing when you enter. If published, you receive an invoice in September.

RATES

- 1 page / \$1,990
- 2 pages / \$1,875 (\$3,750 total)
- 3 pages / \$1,730 (\$5,190 total)
- 4 pages / \$1,620 (\$6,480 total)

PER-PAGE DISCOUNTS APPLY TO MULTIPLE PAGES FOR ONE PROJECT, OR WHEN ENTERING MULTIPLE PROJECTS.

MATERIALS FOR ENTRY

PROJECT DESCRIPTION

- Completed project description form from the portfolio packet mailed to you upon entry.

PROJECT DATA SHEET

- Completed project data sheet form from the portfolio packet mailed to you upon entry.

SPACE PLANS

- One space plan with legend for each floor or area being judged.

PHOTOGRAPHS

- (All photos should be digital files with color printouts)
- One overall 8" x 10" color exterior photograph or rendering that shows the context of the project.
- At least four 8" x 10" color photographs/renderings of the project that illustrate various aspects of the entry category.
- If you are entering the Interior Renovation or Historic Preservation category, Before and After photos are required.

LISTING OF MANUFACTURERS

- Completed manufacturer listing form from the portfolio packet mailed to you upon entry.

Projects must have been completed after Jan. 1, 2007.

Upon receipt of your entry form, you will be mailed a 2012 portfolio packet with instructions on assembling your portfolio.

COMPLETE THE ATTACHED ENTRY FORM. DUE MARCH 7

Complete an entry form for each project you wish to enter and mail, fax or email to: Molly Roudebush, Senior Marketing Manager, *American School & University*
9800 Metcalf Avenue • Overland Park, KS 66212-2216
Phone: 913.967.1959 • Fax: 913.514.6959

Note: Multiple projects from the same firm, or the same project in multiple categories, can be entered and published. Call about special discounts for entering one project in multiple categories. Projects that have been entered in the Architectural Portfolio are eligible for entry in the Educational Interiors Showcase.

WHO SEES YOUR INTERIORS SHOWCASE PROJECT?

An investment in the Educational Interiors Showcase gives you unmatched opportunities to impact the education facilities marketplace.

IN PRINT

57,225¹ qualified subscribers receive the print version of *American School & University's* Educational Interiors Showcase. *American School & University* is written for K-12 and college/university facilities and business professionals. In addition, the average subscriber passes his or her issue along to nearly two other colleagues, for total reach of more than 123,000².

DIGITAL EDITION

Reach 4,790¹ subscribers who have requested to receive the Educational Interiors Showcase Digital Edition – an electronic version of the magazine that lets readers view the issue on their computer as they would a printed copy.

SCHOOLDESIGNS.COM

When your project appears in the Educational Interiors Showcase issue, it is featured on AS&U's SchoolDesigns.com Web site. The industry's most robust gallery of school and university projects, SchoolDesigns.com lets an unlimited online audience find and contact your firm and view your projects. No other site compares. Plus, you can link directly to your featured projects from your own Web site or emails.

AT TRADE SHOWS

Copies of the Educational Interiors Showcase will be distributed at industry trade shows throughout the following year, giving your project exposure to key K-12 and college/university education facilities and business decision-makers.

STAND OUT WITH A MULTI-PAGE LAYOUT:

- ✓ **NEW!** Print-ready PDF of your layout
- ✓ More Photos
- ✓ Larger Photos
- ✓ Longer Text
- ✓ Include a Quote from the School/University
- ✓ Multi-Page Discount

TYPICAL PAGE LAYOUTS

Pages	Photographs	Description	Quote From School
1 page	4-5 photos	100-175 words	no
2 pages	8-10 photos	250-300 words	yes
3 pages	12-15 photos	300-400 words	yes
4 pages	15-18 photos	400-450 words	yes

¹ Circulation based on June 2011 BPA Worldwide Circulation Statement/May 2011 issue.
57,225 print edition, 4,790 digital edition.
² 2009 Reader Profile Study.

MARKETING EXTRAS

SCHOOLDESIGNS.COM

Every project that appears in the 2012 Educational Interiors Showcase will be featured free, including pictures and project description, in the gallery on SchoolDesigns.com – AS&U's industry-leading education design Web site. Link directly to your project online from your own Web site or an email.

PLAQUES

Complimentary plaques are provided to all firms chosen for publication.

EXTRA ISSUES

Receive five complimentary issues for each project published in the 2012 AS&U Educational Interiors Showcase.

CONGRATULATORY MAILING

AS&U will mail a complimentary copy of the Educational Interiors Showcase to the school/university with a congratulatory letter from AS&U editor-in-chief, Joe Agron.

PRESS RELEASE

A customized press release will be sent to you for distribution to your local newspapers and associations. AS&U distributes a press release to the national media and industry associates.

FREE LISTING

Participants in the 2012 Educational Interiors Showcase receive a free listing and logo in the "Find A Professional" section of *American School & University's* SchoolDesigns.com education design Web site with a link to and from your featured project(s).

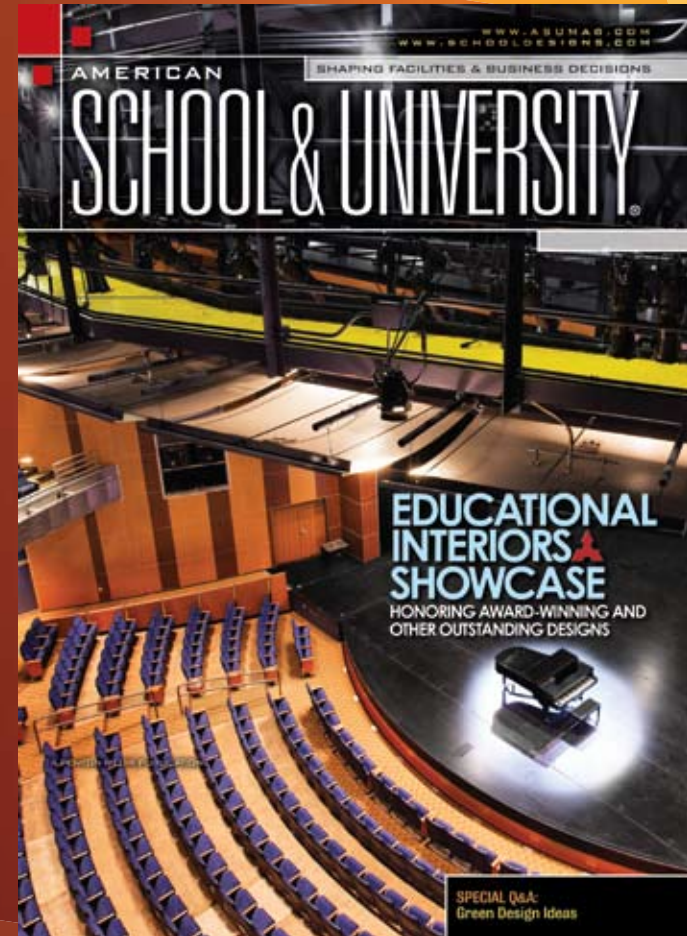
BONUS DISTRIBUTION

In addition to the reaching the 62,000¹ educational facilities/business professionals who receive AS&U every month, the Educational Interiors Showcase will be distributed at major education trade shows throughout the following year.

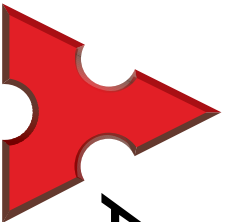
EDUCATION BOND ALERTS

Two complimentary months of AS&U's email update of recently passed bond issues.

FREE PRINT-READY PDF! New for 2012 - Choose two or more pages for your project and receive a FREE print-ready PDF of your layout. Not only will you get to include more photos, a longer description and a quote from the school/university in the Educational Interiors Showcase issue, but also you can print your own reprints to use for proposals, trade shows and other marketing efforts.



- ACAI Associates, Inc.
- The Associates, LLC
- Atkins
- ATS&R Planners/Architects/Engineers
- BBS Architects & Engineer, PC
- Bond Wolfe Architects
- Boynton Williams & Associates
- Bruner/Cott & Associates
- CDH Partners, Inc.
- CR architecture + design
- Dennis Mires, PA, The Architects
- DLA Architects, Ltd.
- Doban Architecture
- Douglas A. Neal Architect, Inc.
- e3 studio llc
- EwingCole
- Fanning Howey
- Ford 3 Architects, LLC
- Freytag & Associates, Inc. Architects/Engineers
- Geddis Architects
- GMB Architecture + Engineering
- Goodwin-Lasiter, Inc.
- Goodwyn, Mills and Cawood
- Goody Clancy
- Group 4 Architecture, Research + Planning, Inc.
- Hahnfeld Hoffer Stanford
- Highland Associates, Ltd.
- HLW International LLP
- Hughes Group Architects
- Integrated Design Solutions, LLC
- JRS Architect, PC
- Kovert Hawkins Architects, Inc.
- KSQ Architects, PC
- LAMBERT Architecture + Interiors
- Mach Architecture + Engineering, PC
- Marner Architecture
- Marshall Craft Associates, Inc.
- MM architects, inc.
- MSA Architects
- Murray Associates Architects, PC
- NAC | Architecture
- Newman Architecture
- O'Connell Robertson
- Pasker Gould Ames & Weaver, Inc.
- PBK
- Perkins Eastman
- Rachlin Architects
- Rowland Design, Inc.
- Scott and Strong Architects - Interiors
- Shore Tilbe Perkins+Will
- SHP Leading Design
- SMMA/Symmes, Maini & McKee Associates
- Tetra Tech Architects & Engineers
- THEREdesign Ltd.
- TMP Architecture, Inc.
- Trautman Associates
- Universal Design Associates, Inc.
- University of Illinois at Urbana-Champaign, University Housing
- Voelker Blackburn Niehoff Architects



American School & University

Educational Interiors Showcase Entry Form

ENTRY FORM DUE MARCH 7 • PORTFOLIO DUE APRIL 13

YES! We would like to participate in the 2012 Educational Interiors Showcase, published in August.

Please reserve _____ full-color page(s) of editorial space for this project.

If selected for publication, we understand that we will be billed for this project as outlined in the "Call for Entries."

Authorized Signature: _____ Date: _____

Purchase Order (if required): _____

PLEASE SEND FUTURE CORRESPONDENCE REGARDING THE 2012 EDUCATIONAL INTERIORS SHOWCASE TO:

Name _____

Mailing Address _____

E-mail Address _____

Phone _____

PLEASE FILL OUT FORM COMPLETELY. (PHOTOCOPY FORM TO SUBMIT ONE APPLICATION FOR EACH PROJECT.)

Name of Project _____

City _____ State _____ Zip _____

Chief School Administrator _____ Title _____

Telephone _____

Projects must have been completed after January 1, 2007 or under contract for construction on or before September 1, 2012.

PLEASE LIST THE OFFICE/CONTACT THAT COMPLETED THE PROJECT.

Firm _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ E-mail _____

Associated Firm (if applicable) _____

ENTRY CATEGORY: (Select one)

- | | | |
|---|--|---|
| <input type="checkbox"/> Administrative Areas/Offices | <input type="checkbox"/> Healthcare Facilities/Teaching Hospitals | <input type="checkbox"/> Pre-K/Early-Childhood Education |
| <input type="checkbox"/> Auditoriums/Music Rooms | <input type="checkbox"/> Historic Preservation | <input type="checkbox"/> Residence Halls/Lounges |
| <input type="checkbox"/> Cafeterias/Food-Service Areas | <input type="checkbox"/> Interior Renovation | <input type="checkbox"/> Service Facilities |
| <input type="checkbox"/> Chapels/Worship Centers | <input type="checkbox"/> Interior Work In Progress | <input type="checkbox"/> Special-Needs Interiors |
| <input type="checkbox"/> Classrooms | <input type="checkbox"/> Laboratories | <input type="checkbox"/> Student Centers/Service Areas |
| <input type="checkbox"/> Common Areas | <input type="checkbox"/> Libraries/Media Centers* | <input type="checkbox"/> Technology Centers |
| <input type="checkbox"/> Community Centers/Joint-Use Facilities | <input type="checkbox"/> Multipurpose Rooms | <input type="checkbox"/> Vocational/Industrial/Arts Areas |
| <input type="checkbox"/> Conference/Training Centers | <input type="checkbox"/> Physical-Education Facilities/ Recreation Centers | <input type="checkbox"/> Welcome Centers |
| <input type="checkbox"/> Exhibition Space/Galleries | | |

*Includes public libraries with an educational component

What category is right for your project? Contact Molly Rouddebush at 913.967.1959 or mroudebush@asunag.com for assistance and information about special discounts when submitting your project in multiple categories.

COMPLETE ENTRY FORM AND MAIL, FAX OR EMAIL TO:

Molly Rouddebush, Senior Marketing Manager
9800 Metcalf Ave. • Overland Park, KS 66212-2216
Phone: 913.967.1959 • Fax: 913.514.6959

