

20th  AMERICAN
SCHOOL & UNIVERSITY.
ANNIVERSARY

EDUCATIONAL INTERIORS SHOWCASE

2010 CALL
FOR ENTRIES

BE AMONG THE BEST OF THE BEST

Entry Forms Due: March 5, 2010 • Portfolios Due: April 2, 2010

**20th Anniversary
Early-Bird Offer!**

Send your Educational Interiors Showcase entry form by January 1, 2010 and qualify for a special 20th Anniversary 1-page rate of \$1590 – a 20% savings!



Image: Hall Partnership Architects, LLP

Photo: Fanning Howey/Jim Maguire/Maguire Photographics

Photo: loci architecture PC/John Bartelstone

Photo: CetraRuddy/Alan Schindler

20th ANNIVERSARY 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 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 readers, others who read *AS&U*, thousands of school board members and school & university administrators at 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 featuring twenty-three 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.

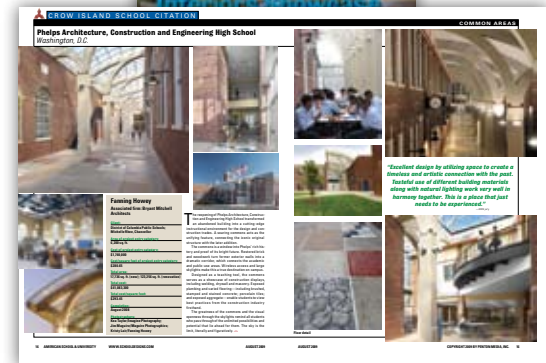


Photo: Scott Simons Architects/Brian Vandeen Brink

SUBMISSION GUIDELINES

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

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.

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, 2010.**

Featured Categories

- Administrative Areas/Offices
- Auditoriums/Music Rooms
- Cafeterias/Food-Service Areas
- Chapels/Worship Centers
- Classrooms
- Common Areas
- Community Centers/Joint-Use Facilities
- Exhibition Space/Galleries
- Healthcare Facilities/Teaching Hospitals
- Historic Preservation **NEW!**
- 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 **NEW!**
- Special-Needs Interiors **NEW!**
- Student Centers/Service Areas
- Technology Centers
- Vocational/Industrial-Arts Areas

BONUS! All firms entered in the 2010 20th Anniversary Educational Interiors Showcase are invited to contribute to a complimentary bonus editorial section in the Educational Interiors Showcase issue featuring insight from design leaders looking at twenty years of education interiors trends. Includes quotes from your firm principals along with a picture.

ENTRY INFORMATION

Entry Form Due March 5, 2010 • Portfolio Due April 2, 2010

Complete the Attached Entry Form. Due March 5

Complete an entry form for each project you wish to enter and mail or FAX 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.

Assemble and Submit Presentation Portfolio. Due April 2

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 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 2010 portfolio packet with instructions on assembling your portfolio.

Photo: O'Connell Roberston & Associates, Inc., Chris Cooper



MARKETING EXTRAS

SchoolDesigns.com

Every project that appears in the 2010 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 2010 AS&U Educational Interiors Showcase.

Client 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

Upon selection, your firm will be included free in AS&U's Design Professionals Directory — printed in the Spring 2011 AS&U Buyers' Guide & Industry Sourcebook issue and online at SchoolDesigns.com. (Exclusive for firms who are in the competition)

Bonus Distribution

In addition to the 70,000¹ educational facilities/business professionals who receive AS&U every month, the Educational Interiors Showcase will be distributed at major education trade shows, including AASA, SCUP, CEFPI, NSPMA, ACUHO, APPA, ASIS and ASBO. Plus, distribution to school board presidents and members at the National School Boards Association show.

Education Bond Alerts

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

Photo: Design Organization, Inc./Robert Benson Photography



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

70,000¹ qualified subscribers receive *American School & University* every month. Both K-12 and college/university facilities/business professionals. In addition, an AS&U Subscriber Profile reports that every copy shared is read by an average of three colleagues, for total reach of more than 175,000.²

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 nine industry trade shows, giving your project exposure to school board members and presidents, superintendents, facility planners and other K-12 & college/university decision-makers.

Selecting Your Page Layout

When you enter the Educational Interiors Showcase, you choose how many pages you want dedicated to your project in the August issue of AS&U. Consider how you want to invest in exposure for the school or university and how much of the project additional pages let you show. Additional pages let you include a quote you provide from the school, bigger photos, a floor plan or rendering, and enable readers to see all aspects of the design.

¹70,000 circulation based upon June 2009 BPA Worldwide Circulation Statement/May 2009 issue.
²2009 Reader Profile Study.

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

Multi-Page Layout Bonus FREE Electronic Reprint!

Projects with layouts of more than one page get a free electronic reprint of their magazine pages for unlimited use on their Web site and to share with the school/university and clients or colleagues.

2009 HONOREES

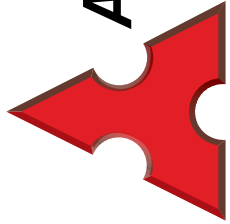
ARC/Architectural Resources Cambridge
Archi•Technics/3, Inc.
Architecture Design Group, Inc.
ARCON Associates, Inc.
ATS&R Planners/Architects/Engineers
BarberMcMurry architects
Basic Industries, Inc.
Beacon Architectural Associates
Bond Wolfe Architects
Brenner Design Incorporated
BRPH Architects-Engineers, Inc.
Cannon Moss Brygger & Associates
CBT Architects
CetraRuddy
Chaintreuil | Jensen | Stark Architects, LLP
Clark Nexsen
The Collaborative Inc.
Collaborative-TMP
Cooper Carry
Crabtree, Rohrbaugh & Associates
Creo Design, Inc.
Design Organization, Inc.
DeTella Planera Architects
DiLullo Associates, Inc.

DLA Architects, Ltd.
DLR Group
DMR Architects
EI Associates
Fanning Howey
French Associates, Inc.
Gallo Architects & Development Consultants, Inc.
Gensler
Hall Partnership Architects, LLP
Hight-Jackson Associates, PA
HMC Architects
I&S Group, Inc.
Integrated Architecture
Integrated Design Solutions, LLC
International Architects Atelier
John A. Grillo, Architect PC
Kaatz, Binkley, Jones & Morris Architects, Inc.
Landow and Landow Architects LLC
Leo A Daly
Lerner | Ladds + Bartels, Inc.
loci architecture PC
LPA, Inc.
LWPB Architecture
Marner Architecture

Miller Lecky Architects Inc.
Moody • Nolan Inc.
NAC | Architecture
O'Connell Robertson & Associates, Inc.
Paulsen Architects
PBK
Peter Gisolfi Associates
Phelan Associates, Inc. Architects
Pugsley Simpson Coulter Architects
River Bluff Architects, Inc.
Robert A. Lack Architecture & Design, Inc.
Rowland Design, Inc.
Scott Simons Architects
SHW Group
STV
Texas Tech University System Facilities
Planning & Construction
Trenor Architects
WHR Architects, Inc.
Wold Architects and Engineers
YHR Partners, Ltd.
Zyscovich Architects

20th  ANNIVERSARY





American School & University

Educational Interiors Showcase Entry Form

Entry Form Due March 5 • Portfolio Due April 2

YES! We would like to participate in the 2010 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 2010 Educational Interiors Showcase to:

Name _____

Mailing Address _____

E-mail Address _____

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, 2010.

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 NEW! | <input type="checkbox"/> Residence Halls/Lounges |
| <input type="checkbox"/> Cafeterias/Food-Service Areas | <input type="checkbox"/> Interior Renovation | <input type="checkbox"/> Service Facilities NEW! |
| <input type="checkbox"/> Chapels/Worship Centers | <input type="checkbox"/> Interior Work In Progress | <input type="checkbox"/> Special-Needs Interiors NEW! |
| <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"/> Exhibition Space/Galleries | <input type="checkbox"/> Physical-Education Facilities/
Recreation Centers | |

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

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Molly Roudebush, Senior Marketing Manager
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Phone: 913.967.1959 • Fax: 913.514.6959

