

Cairo Design Award CDA 2017
Submission Guidelines and Format

General Submission Format

Note: Participant's identity must be obscured on all texts, drawings and images submitted.

Only 1 PDF File (except for Set Design submissions, submission also contains a video link)

- File name: Please rename the file as per the guidelines below before uploading it.
 - First two letters of your Last Name
 - 4 digits from your date of birth MMY Y

Example:

- Name: Mark Duke
 - Date of Birth: 03/01/1982 (DD/MM/YYYY)
 - File name will be: DU0301
- Total maximum size 15MB
 - A3 Landscape Format (Horizontal)

Image Specification:

- Screen Resolution at least 100 dpi
- Each image must feature a single picture only. Composite images (images that feature two or more separate photographs to make one image) are not permitted.
- A caption should be included for each image

If your submission is shortlisted may be requested to provide an identical high-resolution PDF File:

- Landscape Format (Horizontal)
- 300 dpi / Print Quality
- Maximum Size 100x70 cm

Please review each category for more information.

Categories/Subcategories

I. Architecture

1. Residential
2. Commercial
3. Institutional
4. All Conceptual/ Unrealized

II. Interior Design

1. Residential
2. Hospitality
3. Institutional
4. Conceptual/ Unrealized

III. Jewellery Design

1. Jewellery Collection
2. Final Piece

IV. Landscape

1. Residential
2. Public

V. Product Design

1. Lighting
2. Furniture
3. Fabrics
4. Ceramics
5. All Conceptual/ Unrealized

VI. Set Design

1. Featured Film
2. Drama Series
3. Program
4. TV Commercial

Submitter Eligibility Criteria:

Designer eligible to apply to CDA should be:

- Egyptian
Proof of nationality may be requested
- At least 18 years of age
- Residing in Egypt or outside of Egypt
- A submitter must choose to submit their design under the correct type and accordingly pay the corresponding submission fees as below:
 - Under 25 Years (at the time of submission): EGP 250
Proof of age is requested: a scanned copy of the national ID or passport with the date of birth indicated must be submitted to qualify
 - Above 25 Years (at the time of submission): EGP 500
 - Company/Firm: EGP 1000

All paid submission fees are non-refundable once submission is confirmed.

Submission Eligibility Criteria:

- All entries need to be completed online and in English via the CDA website. You will need to submit a PDF file for each submission as per the guidelines indicated for each category/subcategory
Please review the guidelines for submission in each category/subcategory
- Each submission shall include only one project (unless under the Jewellery Collection subcategory)
- A submitter is allowed and encouraged to make more than one submission; a new submission fee must be paid for each submission. There is no restriction on number of new separate submissions per submitter
- There is no restriction on the number of categories/subcategories under which a project is submitted, however each will be considered as a new entry
- You are welcome to submit one the same design in several categories – if suitable. However, please make a separate submission and payment for each category/subcategory according to its submission guidelines
- All submitted designs must not have received previous design awards (National or International)
- Submissions will not be considered for evaluation until final payment of the submission fee is validated and confirmed.
- CDA reserves the right to move/transfer a submission to a more suitable category/subcategory should this serve the benefit of the project
- All submissions shall be finalized with payment before the announced deadline

Review each category/subcategory guidelines as more specific criteria may apply.

**Architecture
Submission Format**

Architecture Subcategories:

1. Residential
2. Commercial
3. Institutional
4. All Conceptual/ Unrealized

Only 1 PDF File

A. Text Section: Should include text explaining the project's data in the following order:

1. Project Title
2. Project Site / Location: (Area / District / City / Country)
3. Project Client
4. Project Typology (7 types below):
 - Built/Completed types:
 - i. **RB1:** Residential / Single Family Unit
 - ii. **RB2:** Residential / Multiple Family Units
 - iii. **PB1:** Public / Commercial
(Office Building / Shopping Mall / Hospitality / Mixed Use / Etc.)
 - iv. **PB2:** Public / Institutional
(Educational / Medical / Library / Museum / Theater / Etc.)
 - Conceptual/Unrealized:
 - v. **RU1:** Residential Buildings
 - vi. **PU2:** Public Buildings
5. Project Site Area / Built Area (In Square Meters)
6. Project Program
7. Project Statement: a brief statement describing project's concept (Maximum 300 Words)

B. Images Section:

Maximum of 20 Images of:

1. Architectural Drawings (To-scale Site Plan/ Plans/ Sections/ Elevations)
2. Renderings
3. Images of the built/completed structure (does not apply to "Conceptual/ Unrealized" subcategory)

**Interior Design
Submission Format**

Interior Design Subcategories:

1. Residential
2. Hospitality
3. Institutional
4. Conceptual/ Unrealized

Only 1 PDF File

A. Text Section: Should include text explaining the project's data in the following order:

1. Project Title
2. Project Site / Location: (Area / District / City / Country)
3. Project Client
4. Project Area (In Square Meters)
5. Project Program
6. Project Statement: a brief statement describing project's concept (Maximum 300 Words)

B. Images Section:

Maximum of 20 Images

Entries should include as much detail as possible, including:

1. Mood board
2. Material board
3. Images of each side of the building or environment along with the contextual surroundings.
4. Include floor and small-scale site plans showing the project in its context.
5. Entrants should provide a rendering that illustrates the complete project, where the project is a group of buildings.
6. If the entry concerns an alteration or restoration, please include both "before" and "after" images.

Jewellery Design
Submission Format

Jewellery Design Subcategories:

1. Jewellery Collection
2. Final Piece

Designers/Entrants are free to create any theme of their own and the inspiration behind, type of piece(s) is not limited to: neckless, earrings, rings, bracelet...etc.

The submitted entry should be visually appealing to reflect an understanding of the theme.

Pieces/Piece made have to be wearable.

Entrants must demonstrate outstanding craftsmanship, aesthetic appeal, a balance between technical excellence and commercial appreciation, and fulfil a benefit for the end consumer.

Pieces submitted within a collection shall be assessed and judged as a whole and not individually.

Specific Category Requirements

- Contemporary Jewellery using different materials
- Fine Jewellery Designs including precious stones (diamonds, sapphire, emeralds...etc)
- Fine Jewellery Designs including semi-precious stones (amethyst, lapis lazuli, turquoise...etc)
- Plain 18 karat Gold Jewellery designs
- Filigree Jewellery Pieces (using silver or gold)

Only 1 PDF File

A. Text Section: Should include text explaining the entry data in the following order:

1. Collection/Piece Title
2. Type(s) of piece(s)
3. Main materials used
4. Size of product(s) (in cm):
5. Product Statement: a brief description (Maximum 300 Words) explaining the concept and inspiration chosen, as well as technical details and making methods.

B. Images Section:

The technical details and making methods have to be clearly identified and presented in the drawings/images.

Maximum of 10 Images of:

1. Mood board for the chain of thoughts (this could include photos and links to videos)
2. Drawings for the pieces
3. Technical Drawings
4. For the "Jewellery Collection" subcategory entry, please include reference pictures of the design.

5. For the “Final Produce” subcategory entry, please include a picture of the physical product accompanied by conceptual statement , technical statement

If entry is shortlisted, you comply to the below:

- For entries shortlisted under the “Jewellery Collection” subcategory, at least one actual piece from the collection/ Parure may be requested to be presented/created for final evaluation (piece according to designer’s choice).
- For entries shortlisted under the “Final Products” subcategory, the product may be requested to be presented for final evaluation.

Guidelines for delivery of shortlisted designs when requested:

The shortlisted item(s) requested for delivery must be ready for delivery within the communicated time, and according to the below instructions.

- An entry comprising several parts must be accompanied by simple assembly and disassembly instructions. It is strongly recommended
- The item must be designed so that it can be easily packaged, transported, and exhibited. The jury and/or organizers reserve the right to refuse an entry which is difficult to transport, install or handle.
- A delicate or fragile entry must be clearly marked as fragile or delicate. It is strongly recommended that you pack and install a delicate or fragile piece yourself.
- An item that arrives obviously damaged, despite the reason, will be disqualified.

Landscape
Submission Format

Landscape Subcategories:

1. Residential
2. Public

Only 1 PDF File

A. Text Section: Should include text explaining the project's data in the following order:

1. Project Title
2. Project Site / Location: (Area / District / City / Country)
3. Project Client
4. Project Typology (2 types below):
 - i. **L-RS:** Residential / Single Family Home
 - ii. **L-PB:** Public Projects (Institutional / Residential / Commercial)
5. Project Site Area / Built Area (In Square Meters)
6. Project Program
7. Project Statement: a brief statement describing project's concept (Maximum 300 Words)

B. Images Section:

Maximum of 20 Images of:

4. Landscape Architectural Drawings (To-scale Site Plan/ Plans/ Sections/ Elevations)
5. Renderings
6. Photographs/images

**Product Design
Submission Format**

Product Design Subcategories:

1. Lighting
2. Furniture
3. Fabrics
4. Ceramics
5. All Conceptual/ Unrealized

Only 1 PDF File

A. Text Section: Should include text explaining the project's data in the following order:

1. Project Title
2. Main materials used
3. Size of product (in cm):
4. Product Statement: a brief description (Maximum 300 Words) explaining:
 - **Inspiration/Concept:** What is your product inspired by/what inspired your concept?
 - **Function:** What is the function/purpose of your product?
 - **Design Process:** Tell us about your process, development and design in the research and making of your product.
 - **Product Strength:** Mention the strength within your product's concept and/or design.
 - **Need for this product**
5. Price:
 - Cost of material
 - Production overhead
 - Suggested retail price
 - Competition prices (if applicable)
6. Customer Profile:
 - Who is your customer
 - Gender
 - Age bracket
 - Financial status
 - Education status

B. Images Section:

Maximum of 10 Images of:

1. At least 2 high quality pictures of your final product (from 2 different angles)
2. At least 2 images of your process/ inspiration.

**Set Design
Submission Format**

Set Design Subcategories:

1. Featured Film
2. Drama Series
3. Program
4. TV Commercial

1. PDF File

A. Text Section: Should include text explaining the project's data in the following order:

1. Project Title
2. Project Site / Location: (Area / District / City / Country)
3. Project Site Area / Built Area (In Square Meters)
4. Brief Statement: a brief description (Maximum 300 Words) explaining the subject of the project and the events taking place in the location/set.

B. Images Section:

Maximum of 20 Images of:

1. Sketches/Mood board showing the designer's interpretation/ perspective of the idea.
2. Images of the stages of implementation (if possible) with text explanation of the techniques used to execute the design (conventional Vs unconventional techniques).
3. In case of a project where an already existing location was transformed into a set that captures and reconstructs the design idea, please include before and after images.
4. Demonstration of the Computer Generated Images CGI works added to the set.
5. Images of the final project, if possible link to the Video in the link field.

2. Link/URL: if possible, please add a link to a video of the final project