ADA
Atap Design
Awards 2024

2024

JUDGING CRITERIA

ATAP.CO

STUDIO CATEGORIES AWARD

ADA Rising Star Award
ADA Trusted Designer Award
ADA Outstanding Designer Award

STUDIO CATEGORY

SUBMISSION GUIDE

This guide provides detailed information on submitting your design studio for consideration in the Studio Category. By following these guidelines, you can ensure your submission is complete and maximizes your chances of winning this prestigious award. Failure to comply with the requirements may result in disqualification.

Submission Opens: 1st September 2024
Submission Deadline: 15th October 2024

For the Studio Category, we prefer a streamlined submission process via a single PDF file. This comprehensive document will showcase your design studio's achievements and allow for easy evaluation by the judges.

SUBMISSION REQUIREMENTS

Please ensure your Studio Category submission is a single PDF file that includes all the following information:

- Detail your studio's vision, mission, design philosophy, and team expertise.
- Highlight your studio's most outstanding completed projects.
- Each project description should incorporate:
    - High-resolution images (under 25 MB, no logos/watermarks/text).
    - A clear and well-labeled floor plan (optional)
- Include written testimonials from satisfied clients showcasing positive client experiences (e.g., emails, WhatsApp)
- A brief explanation of why your studio deserves the recognition.
- Emphasize your unique strengths, design philosophy, sustainability measures, and achievements, including any awards or recognitions your studio has received, your impact on the design industry, and/or your positive client experiences (if applicable).
- Submit your completed PDF via the Atap Design Awards online submission portal: https://bit.ly/ADA24studio

ADA RISING STAR AWARD

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The **ADA Rising Star Award** recognises up-and-coming designers who excel in curating innovative and impactful design concepts.
Judges will evaluate applicants based on their individual skills and potential, demonstrated through the following criteria:

Portfolio Presentation (15%)

Judges will evaluate how effectively the participants introduce themselves and communicate their company's core values, as well as the clarity of the design criteria presentation.

1. The portfolio should clearly introduce the company and its core values.
2. The entry submission should effectively communicate the design criteria within the portfolio.

Client Satisfaction & Testimonials (15%)

This criterion evaluates the ability to deliver happy clients through excellent communication, understanding client needs, and meeting or exceeding expectations.

1. Effective communication with clients and understanding their needs should be demonstrated.
2. Success in meeting or exceeding client expectations and positive feedback from clients should be evident.

Functionality & Practicality (20%)

This category assesses the practicality and usability of the designs, ensuring that the design looks good and functions effectively for its intended purpose.

1. Efficient use of space and how well it accommodates the intended functions and activities.
2. Consider the adaptability of the design to evolving needs and potential future changes in use or occupancy.

Design Aesthetics (25%)

Judges will evaluate the overall visual appeal of the design, including colour palettes, textures, and visual harmony.

1. Assess the coherence of design elements and how they contribute to the space's overall aesthetic.
2. Consider the creativity and originality in presenting design concepts and ideas.

Creativity & Innovation (25%)

This category emphasises the originality and innovation of the design elements that demonstrate creative thinking and push the boundaries of conventional design norms.

1. Originality and uniqueness of design concepts, pushing boundaries and challenging conventional norms.
2. Innovative use of materials, textures, and elements to create novel design solutions.
3. Incorporation of unconventional ideas or approaches that demonstrate innovative thinking and creativity.

ADA TRUSTED DESIGNER AWARD

The **ADA Trusted Designer Award** recognises interior designers with consistent customer satisfaction, a testament to their quality of work and unwavering commitment to the industry.
Judges will evaluate nominees based on the following criteria:

Portfolio Presentation (15%)
Judges will evaluate how effectively the participants introduce themselves and communicate their company's core values, as well as the clarity of the design criteria presentation.
1. The portfolio should clearly introduce the company and its core values.
2. The entry submission should effectively communicate the design criteria within the portfolio.

Client Satisfaction & Testimonials (20%)
This criterion evaluates the ability to deliver happy clients through excellent communication, understanding of client needs, and meeting or exceeding expectations.
1. Effective communication with clients and understanding their needs should be demonstrated.
2. Success in meeting or exceeding client expectations and positive feedback from clients should be evident.
3. Receives positive endorsements and recommendations from clients and peers, reflecting trust and respect within the industry.

Design Aesthetics (20%)
Judges will evaluate the overall visual appeal of the design, including colour palettes, textures, and visual harmony.
1. Assess the coherence of design elements and how they contribute to the space's overall aesthetic.
2. Consider the creativity and originality in presenting design concepts and ideas.

Functionality & Practicality (20%)
This category assesses the practicality and usability of the designs, ensuring that the design looks good and functions effectively for its intended purpose.
1. Efficient use of space and how well it accommodates the intended functions and activities.
2. Consider the adaptability of the design to evolving needs and potential future changes in use or occupancy.

Professionalism & Integrity (25%)
This category evaluates the designer's professional conduct and reputation among peers, clients, and collaborators.
1. Assess the participant's ability to address client concerns or issues promptly and effectively, demonstrating a proactive approach to resolving any conflicts or misunderstandings that may arise during the project.
2. Demonstrates a track record of successful projects and satisfied clients, enhancing their reputation as a trusted designer.

ADA OUTSTANDING DESIGNER AWARD

The **ADA Outstanding Designer Award** celebrates ten established design professionals who have consistently pushed boundaries and redefined excellence within the field of interior design. This prestigious award recognises individuals who demonstrate exceptional talent across various design aspects.
Judges will evaluate nominees based on the following criteria:

Portfolio Presentation (15%)
Judges will evaluate how effectively the participants introduce themselves and communicate their company's core values, as well as the clarity of the design criteria presentation.
1. The portfolio should clearly introduce the company and its core values.
2. The entry submission should effectively communicate the design criteria within the portfolio.

Sustainable Ethical Design with Community Engagement (15%)
This criterion evaluates the integration of sustainable materials and practices, consideration of environmental and ethical factors, and involvement in projects benefiting local communities.
1. Integration of sustainable materials and practices, along with consideration of environmental and ethical factors, should be evident in design decisions.
2. Involvement in projects or initiatives benefiting local communities should be showcased.

Client Satisfaction & Testimonials (20%)
This criterion evaluates the ability to deliver happy clients through excellent communication, understanding client needs, and meeting or exceeding expectations.
1. Effective communication with clients and understanding their needs should be demonstrated.
2. Success in meeting or exceeding client expectations and positive feedback from clients should be evident.

Industry Recognition (20%)
This criterion focuses on exhibiting a positive reputation in the industry and recognition from peers, industry associations, and media.
1. The participant should exhibit a positive reputation in the industry and receive recognition from peers, industry associations, and media.
2. Active participation in industry events and initiatives further solidifies the designer's standing within the industry.

Design Excellence & Thought Leadership (30%)
This criterion assesses innovation, originality, mastery of design principles, and contributions to advancing design trends and practices.
1. Designs should exhibit innovation and originality, showcasing mastery of design principles and aesthetics.
2. Consistent delivery of high-quality, impactful designs and solutions that address real-world problems should be demonstrated.

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Thank you for your submission and we wish you the best of luck!

Contact
Email:support@atap.co
Website:https://www.design-awards.atap.co/

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