



CALL FOR ENTRIES: THE JAMES BEARD FOUNDATION 2010 RESTAURANT DESIGN AWARDS

DEADLINE: January 29, 2010 RULES AND REQUIREMENTS

Please indicate which Award category you are entering. One entry per form. Each entry requires a separate \$100 entry fee and form. All information must be typewritten or legibly printed in ink. Failure to comply with the rules will result in disqualification. Illegible entries will be disqualified.

Membership in The James Beard Foundation, or service to and participation in any James Beard Foundation event, are neither requirements nor criteria for award consideration.

OUTSTANDING RESTAURANT DESIGN

For the best restaurant design or renovation in North America (USA, Canada, and Mexico) since January 1, 2007.

Submission Requirements:

- * Completed and signed entry form.
- * Each entry must have completed and signed entry form and \$100 entry fee, check payable to THE JAMES BEARD FOUNDATION. You may also pay by credit card. Please fill out the form (over).
- * A minimum of five and no more than ten digital photographic images in JPG or PDF format in one folder on a CD. Electronic files should be at medium resolution for fast loading and digital projection.
- * A digital image of the floor plan (required) and of any other drawings you consider helpful to understanding the project.
- * Electronic images shall not include any identification of the designer.
- * Each CD must be clearly marked with the project name.
- * A Designer's Statement, not exceeding 200 words, explaining the designer's intent, how the design relates to the food being served, and other relevant information.
- * Signed release from photographer of submitted pictures

OUTSTANDING RESTAURANT GRAPHICS

For the best restaurant graphics executed in North America (USA, Canada, and Mexico) since January 1, 2007.

Submission Requirements:

- * Completed and signed entry form.
- * Each entry must have completed and signed entry form and \$100 entry fee, check payable to THE JAMES BEARD FOUNDATION. You may also pay by credit card. Please fill out the form (over).
- * Up to five original samples of graphic materials, such as menu, logo, matchbook, checks, napkins, placemats, stationery, business cards or print ads.
- * If applicable, up to five 8" x 10" color prints depicting site graphics, signage, print-outs from website, and oversized or three-dimensional graphics (such as plates, signs or uniforms.) Each print must be marked with the project name.
- * Submitted materials shall not carry any identification of the designer.
- * A Designer's Statement, not exceeding 200 words, explaining the designer's intent, how the graphic design relates to the food being served, and other relevant information.
- * Signed release from photographer for submitted material, if applicable.

AUTHORIZATION TO REPRINT MATERIALS

I (the undersigned) authorize The James Beard Foundation to photograph and/or reprint the materials submitted for this Restaurant Design Award. The usage will be expressly for publication in James Beard Foundation materials, and Awards publicity. All credits will be listed. The James Beard Foundation bears no responsibility should credits be incorrectly published due to an error by the entrant on this entry form.

SIGNATURE OF PHOTOGRAPHER

PRINT NAME

DATE

MAILING ADDRESS

(Submit all entries to):

The James Beard Foundation Awards

6 West 18th Street, 10th Floor, New York, NY 10011,
Attn: Janie Schneider

All Boxes must be delivered to 6 West 18th Street, 10th Floor

Deliveries may be made: 9:00 A.M. 5:00 P.M. EST, weekdays only.
No Saturday or weekend Fedex or other deliveries will be accepted.

ENTRY PROCEDURE

- * **Entries must be received by January 29, 2010.**
- * Each entry must have completed and signed entry form and \$100 entry fee, check payable to THE JAMES BEARD FOUNDATION. You may also pay by credit card. Please fill out the form (right).
- * Only one entry per form
- * The restaurant or graphic design must have been completed in the last three years (since January 1, 2007.)
- * The restaurant must be open to the public and in operation at the time of submission.
- * Entries may be submitted by the designer, design firm or client provided that all credits are acknowledged on this form.
- * An applicant may enter more than one award category, and more than one project in a category.
- * A project previously submitted may be re-submitted, provided that it still meets all criteria.
- * All materials become the property of the James Beard Foundation. No materials will be returned.
- * Publication-quality photography is important.

NOTIFICATION

- * Nominees will be announced and notified March 22, 2010.
- * Winners will be announced May 3, 2010, at the 20th Annual James Beard Foundation Awards ceremony at Avery Fisher Hall. One representative will receive a complimentary ticket to attend the Awards ceremony on behalf of each nominated firm.

For a list of Awards nominees or winners, go to www.jamesbeard.org or send a self-addressed, stamped #10 envelope requesting "Design Awards Nominees/Winners" to address above.

DESIGN FIRM INFORMATION

NAME OF FIRM

PROJECT DESIGNER(S)

NAME OF PERSON WHO WILL RECEIVE AWARD

ADDRESS

CITY STATE ZIP

CONTACT NAME (FOR NOTIFICATION)

TELEPHONE FAX

E-MAIL ADDRESS

PROJECT INFORMATION

RESTAURANT NAME

ADDRESS

CITY STATE ZIP

TELEPHONE FAX

E-MAIL ADDRESS

RESTAURANT CONTACT (FOR NOTIFICATION)

YEAR DESIGN PROJECT WAS COMPLETED

TOTAL NUMBER OF PIECES SUBMITTED

SIGNATURE PRINT NAME

\$100 ENTRY FEE. PLEASE MAKE CHECK PAYABLE TO THE JAMES BEARD FOUNDATION OR PAY BY CREDIT CARD (FILL OUT FORM BELOW).

CREDIT CARD INFORMATION: AMEX MASTERCARD VISA

NAME AS IT APPEARS ON CARD

ACCOUNT NUMBER

EXPIRATION DATE

ABOUT JBF

The James Beard Foundation is a not-for-profit 501 (c) (3) organization dedicated to preserving, nurturing, and celebrating America's culinary heritage. The Foundation provides scholarships and educational opportunities to culinary students, serves as a resource center for those in the food industry, and offers members the opportunity to enjoy the talents of emerging and established chefs, winemakers, cookbook authors, and dedicated purveyors.

The James Beard Foundation Awards were begun in 1990.

The Restaurant Design Awards (est. 1994) recognize architects, interior designers, and graphic designers for excellence in restaurant design and graphics.

www.jamesbeard.org

THE 2010 JAMES BEARD FOUNDATION RESTAURANT DESIGN AWARDS

Design Committee:

CHEE PEARLMAN, Chee Company Inc.
LUCILLE TENAZAS, Parsons New School of Design
NOREEN MORIOKA, AdamsMorioka, Inc.
JAMES BIBER, Pentagram Architects
BROOKE HODGE, Independent Design Curator

Design Jurors:

DEBORAH BERKE
RODOLPHO MACHADO
CLIVE PIERCY
ELLEN LUPTON
JOE ROSA