

# 2017

## Commerce**Design**Winnipeg

# CALL FOR SUBMISSIONS

YOU HAVE UNTIL TUESDAY, APRIL 25, 2017 to enter

**And you could be part of a promotional campaign worth \$100,000!**

Will you **stand out** this year?

The Commerce**Design**Winnipeg contest will reward up to ten Winnipeg merchants who have called upon practicing designers to help them design or redesign their place of business.

You can showcase your achievements by entering the 2017 Commerce**Design**Winnipeg contest.

### **YOU HAVE EVERYTHING TO GAIN!**

In the summer of 2017, special self-guided tours of the winning businesses will be giving design enthusiasts a chance to add some new addresses to their list of favourites. Winning businesses will benefit from a promotional and advertising campaign worth an estimated \$100,000.

Introduced in Montreal in 1995 as "Commerce**Design**Montréal, this contest has had a huge impact in Montreal.

"Commerce**Design**Montréal brought us phenomenal media coverage and spectacular customer growth. The best thing is perhaps the fact that the contest sheds light on initiatives in areas that are often overlooked."

*Serge Daoust, owner of H2O Laundromat et Cie, Montreal*

"I'm pleased to see a city recognize businesses that stand out because of their sense of style. In fact, I'm seeing that people are more and more interested in good design."

*Christiane Germain, President of Hôtel le Germain*

"Many clients have come to see me clutching the brochure listing all the contest winners since 1995. I am convinced that this event is an excellent promotional tool for designers."

*Jean-Pierre Viau, interior designer, Montreal*

"The beauty of a city is found in little things, simple everyday touches. The nice thing about this contest is that it recognizes the efforts invested in upgrading even the most modest businesses."

*Luc Laport, architect, Montreal*

**StorefrontMB**  
Architecture/Design/Urbanism

Bureau du design  
**Montréal**

**downtown**  
WINNIPEG 017

Winnipeg

**gpp**architecture

**THE EXCHANGE**  
DISTRICT BIZ

**david penner**  
ARCHITECTURE

**ft3**  
Architecture  
Landscape  
Interior Design

**West End biz**  
BUSINESS IMPROVEMENT ZONE

**WEST BROADWAY**  
biz

## The Commerce**Design**Winnipeg 2017 contest will:

- *add remarkable visibility in your specific market;*
- *boost the reputation and clientele of the winning businesses;*
- *reinforce their public image and allow them to stand out;*
- *add to their employees' sense of belonging and their motivation;*
- *contribute to their business success and help make their neighbourhood better known*

For designers, interior designers and architects, a Commerce**Design**Winnipeg contest winner is a triumph, guaranteeing remarkable visibility and concrete benefits.

## CONTEST RULES

### Information

[www.commercedesignwinnipeg.ca](http://www.commercedesignwinnipeg.ca)

### Organizers

The contest is an initiative of Storefront Manitoba and the Downtown Winnipeg BIZ.

### Objectives

The Commerce**Design**Winnipeg contest recognizes excellence in commercial design, rewards Winnipeg merchants for the exceptional quality of the interior and exterior design of their businesses, and highlights the talents of practicing designers.

### Eligibility

1. The contest is open to all storefront businesses in Winnipeg that have not won an award for their current design in any previous Commerce**Design**Winnipeg contest.
2. Construction or renovation work must have been completed between January 2011 and December 2016, with help of a practicing designer, interior designer and/or architect.
3. **Businesses must be open and accessible to the general public during normal business hours during the People's Choice Contest voting period (June to October, 2017).**

### ELIGIBLE BUSINESSES

- RESTAURANTS, BARS AND CAFES
- STORES AND BOUTIQUES
- SERVICE ESTABLISHMENTS such as hairdressing salons, copy centres, dry cleaners, hotels & banks.
- SHOPPING CENTRES such as shopping malls and grocery stores.

Businesses may be independent, chains or franchises.

Professional service offices (e.g., dentists, law firms, etc.), educational institutions and daycares are not eligible.

### THE JURY

The jury will include experts in the fields of interior design, architecture, landscape architecture and urban design.

The following prizes will be awarded:

### JURY GRAND PRIZES

Given to up to ten winning businesses selected by the jury. The names of the Jury Grand Prize Winners will be announced at a press event to be held at a Winnipeg location in May 2017.

### PEOPLE'S CHOICE AWARD

One business will be chosen by popular vote from the Jury Grand Prize winners. The name of the winner of the People's Choice Award will be announced at a press event to be held in Winnipeg in October 2017.

NOTE: DIFFERENT BUSINESSES BELONGING TO THE SAME CHAIN OR DIFFERENT FRANCHISES OPERATED UNDER THE SAME BANNER MAY ENTER THE CONTEST PROVIDED THAT THEY MEET THE ELIGIBILITY CRITERIA. THE JURY MAY DECIDE NOT TO AWARD ANY OR ALL THE PRIZES. THE CONTEST ORGANIZERS RESERVE THE RIGHT NOT TO SELECT ANY ENTRANT, AND TO HALT THE CONTEST AT ANY TIME, AT THEIR COMPLETE DISCRETION. IN EITHER CASE, THE ORGANIZERS MAY NOT BE HELD LIABLE FOR ANY RESULTING LOSS, DAMAGE OR INJURY.

# SUBMITTING AN ENTRY

*No entry will be accepted unless it meets the following conditions:*

By entering the contest, merchants and designers agree to co-operate with the organizers' promotional efforts, so as to attract more notice and build their clientele. Each entry must contain the following information and be submitted as follows:

## 1. ENTRY FORM

- A duly completed entry form, signed by the merchant and the designer of the work.

## 2. ENTRY FEE

- There is an entry fee of \$50, payable online or by cheque.
- **Pay online** at : <https://squareup.com/store/storefrontmb> or **by cheque made payable to Storefront Manitoba**, and mailed to: CommerceDesignWinnipeg 2017 / 1st Floor, 426 Portage Ave / Winnipeg, MB, R3C 0C9

## 3. DIGITAL IMAGES

A disk containing:

- **Four** PDF or JPEG images (high resolution), including at least one view of the exterior façade of the business and an overall view of the interior. Businesses with no street façade or no exterior façade may submit views of their establishments from different angles. Views of patio space where applicable are encouraged.
- A final layout plan drawing of the business (PDF or JPEG). For use by the jury only, this drawing can be a construction drawing or furniture layout. It will not be used for promotional purposes.
- If available: include two additional photos of the business before the renovation work was done (PDF or JPEG).

NOTE: PLEASE INCLUDE A PDF DOCUMENT ON THE DISK THAT LISTS THE DIGITAL IMAGE FILE NAME AND REFERENCES BESIDE: THE NAME AND ADDRESS OF THE BUSINESS, THE DESIGNER AND THE PHOTOGRAPHER (PHOTO CREDITS).

NOTE: IF THE PHOTOGRAPHER RETAINS THE COPYRIGHT TO THE PHOTOGRAPHS, A LICENSE SIGNED BY THE PHOTOGRAPHER MUST BE INCLUDED, AUTHORIZING THE CONTEST ORGANIZERS TO REPRODUCE, PUBLISH OR OTHERWISE PUBLICLY DISTRIBUTE, WHATEVER THE MEDIUM USED, THE PHOTOGRAPHS, FOR PROMOTIONAL OR ANY OTHER LAWFUL PURPOSES. THIS NON-EXCLUSIVE LICENSE MUST BE GRANTED TO THE CONTEST ORGANIZERS, WITHOUT FEES AND WITHOUT TIME OR TERRITORIAL RESTRICTIONS.

## 4. WRITTEN DESCRIPTION

- A 300-500 word (typed) description of the nature of the project, the challenge, the concept, the impact of the design work on the business, etc., which can be used for public promotion of the business.
- One or two sentences from the merchant, explaining the main benefits of the design for the business.
- A 100-200 word résumé or firm description of the designer involved in the project.

All documents must be included on the disk in PDF or JPEG format. Please ensure the disk is marked with the name and address of the business. Please ensure the disk and accompanying entry form are assembled in an envelope, marked "CommerceDesignWinnipeg 2017 Entry".

**Entries must be received no later than 4:00 p.m. on Tuesday, April 25th, 2017 at the following address:**  
CommerceDesignWinnipeg 2017 / 1st Floor, 426 Portage Ave / Winnipeg, Mb. R3C 0C9

## 5. OWNERSHIP OF DOCUMENTS AND LICENSE

- All documents submitted by entrants will become the property of the contest organizers and will not be returned to the merchant or professional (designer or architect).
- The merchant and designer shall, when applicable, grant a license to the contest organizers, without fees, and without time or territorial restrictions, authorizing them to reproduce, publish or otherwise publicly distribute any of the documents submitted, whatever the medium used, for promotional or any other lawful purposes.
- The contest organizers are not responsible to the merchant or designer for any entry forms, photographs or other contest documents that are lost, destroyed, misrouted or delayed.

NOTE: REPRODUCTIONS OF THE ENTRY FORM ARE ACCEPTABLE.

## Entry Form: MERCHANT

NAME OF BUSINESS:

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TELEPHONE (FOR CLIENTS/PATRONS):

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ADDRESS:

POSTAL CODE:

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WEBSITE:

NEIGHBOURHOOD:

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NAME OF OWNER(S) OR REPRESENTATIVE:

---

E-MAIL:

PHONE:

---

AREA (in square feet):

YEAR WORK COMPLETED:

---

TYPE OF BUSINESS (independent, franchise or chain):

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TOTAL PROJECT COST (information will be kept strictly confidential)

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NUMBER OF CLIENTS/PATRONS PER WEEK (ANNUAL AVERAGE)

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### ADDITIONAL INFORMATION TO BE PROVIDED BY THE MERCHANT

[For each question, check the appropriate box(es)]

#### CONTEXT OF WORK:

- OPENING A NEW BUSINESS
- RENOVATING OR EXPANDING AN EXISTING BUSINESS
- MOVING AN EXISTING BUSINESS
- OTHER \_\_\_\_\_

#### REASONS FOR CALLING ON A DESIGNER:

- WANTED A DISTINCTIVE IMAGE
- WANTED A FUNCTIONAL LAYOUT
- SOMEONE TO MANAGE COSTS AND DEADLINES
- LEGAL OBLIGATION
- OTHER \_\_\_\_\_

#### REASONS FOR THE INVESTMENT

- NEEDED TO UPDATE SURROUNDINGS
- WANTED TO ATTRACT NEW CLIENTELE
- NEEDED TO STAND OUT FROM THE COMPETITION
- OBLIGED (FRANCHISE OR CHAIN)
- OTHER \_\_\_\_\_

#### HOW YOU FOUND THE DESIGNER YOU USED?

- WORD OF MOUTH
- PROFESSIONAL ASSOCIATION
- MERCHANTS' ASSOCIATION
- ADVERTISEMENTS, SPECIALIZED MAGAZINES
- OTHER \_\_\_\_\_

## Entry Form: DESIGNER

To be mentioned in all contest promotional materials

NAME OF DESIGNER OR DESIGN FIRM

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ADDRESS

POSTAL CODE

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PHONE

EMAIL

WEBSITE

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Other Design Consultants (landscape architect, graphic designer, etc.)

[1] NAME OF DESIGNER OR DESIGN FIRM:

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PHONE:

ROLE:

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[2] NAME OF DESIGNER OR DESIGN FIRM:

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PHONE:

ROLE:

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## ENTRY FEE

Select method of Payment:

Online; at [www.squareup.com/store/storefrontmb](http://www.squareup.com/store/storefrontmb)

Cheque; *made payable to Storefront Manitoba*

## SIGNATURES

### Merchant

I, the undersigned, hereby confirm that I am the owner of the said business or have been authorized by the owner to enter the business in this contest on his/her behalf. I acknowledge that I have examined the contest conditions and rules, and accept them without condition. I waive any right to recourse against the contest organizers and sponsors, their representatives or the members of the jury. I hereby certify that the information provided is accurate and complete.

DATE

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SIGNATURE

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OF BUSINESS OWNER

### Designer

I, the undersigned, hereby confirm that I am the owner of the said firm or have been authorized by the owner to enter the firm in this contest on his/her behalf. I acknowledge that I have examined the contest conditions and rules, and accept them without condition. I waive any right to recourse against the contest organizers and sponsors, their representatives or the members of the jury. I hereby certify that the information provided is accurate and complete.

DATE

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SIGNATURE

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OF PROJECT DESIGNER

**DEADLINE:** Tuesday, April 25th, 2017, 4:00pm

**Entry Form: SUPPLEMENTAL INFORMATION**

If possible, please provide the following information:

GENERAL CONTRACTOR OR CONSTRUCTION MANAGER: \_\_\_\_\_

SUB-CONTRACTORS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_  
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MATERIAL/PRODUCT SUPPLIERS: \_\_\_\_\_  
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MATERIAL/PRODUCT MANUFACTURERS: \_\_\_\_\_  
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\_\_\_\_\_  
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