



CALL FOR ENTRIES

The Durkan D*SCOVER design competition explores new talent and contributes to the education of future designers, in partnership with NEWH. Students are encouraged to participate and be d*sccovered!

Discover your eye for design, specific to the hospitality industry. Show us your view, and your own take on carpet design. Think outside the box and make the typical carpet design for hotels something different. Show us what you've got and tell us how you got there through your eyes.

ELIGIBILITY

- 1) Student membership in NEWH is required
- 2) One entry per person.

DESIGN REQUIREMENTS

Using the CAD file (provided in PCX format) of a standard Ballroom & Pre-function area, create a design solution of your choice considering the following:

- Ballroom & Pre-function areas are to be designed as separate components, each area divided by transition stripes in the doorways (Transition Strips to be 4" solid carpet).
- Ballroom & Pre-function designs are to be different but designed to coordinate.
- Number of colors not to exceed 12 in total.
- Please think of each area as your blank canvas, designs confined only by the walls, the most innovative approach would be to avoid using surface patterns with an obvious repeat, with the exception of textural elements used to add detail and layering. We'd like to see how the entire floor space could become one large design.

Submit final patterns with photos or visuals, concept boards, sketches, write-ups, and/or any other inspiration for your designs. Complete packages should be sent to Durkan for judging.

PRIZES

Grand Prize:

\$2,500 NEWH scholarship from Durkan, student winner will also win a trip to Las Vegas for the HD Expo show to receive award. Winning student designs will be on display at the Durkan booth. Durkan will promote and catalog winning designs.

Second Place:

\$1000 + a trip to Las Vegas for the HD Expo show to receive award

Third Place: \$500

Fourth Place: \$300

Fifth Place: \$200

JUDGING CRITERIA

- Concept
- Presentation
- Market Feasibility

TO ENTER

- 1) Register online at www.durkan.com/dscover
- 2) Print Registration Form to include with entry package.
- 3) Submittal Package to Include:
 - a. 2 patterns in digital format (jpg, tif, pdf only) on disk or flash drive - **REQUIRED**
 - b. Hard copy presentation of each pattern - **REQUIRED**
 - c. Concept materials-can include sketches, write-ups, photos, design boards - **REQUIRED**
 - d. Mark each item with your registration number only on the back side of materials (your name, signature, or likeness should not appear on any of your images or materials, only the registration number)
 - e. Include print out of registration page - **REQUIRED** (packages will be matched back to online registration)
- 4) Entries must be postmarked no later than Saturday, February 15, 2014

SEND ENTRIES TO

Durkan
 D*SCOVER Competition
 Attn: Mark Page
 405 Virgil Drive
 Dalton, Georgia 30721

BECOME A MEMBER OF NEWH

You must be a member of NEWH to be eligible for the Durkan D*SCOVER Design Competition. Visit NEWH online to join: www.newh.org

Entries cannot be returned. Entrants warrant that the submissions are their own original work and do not infringe the work of any third party. All submissions shall become the property of Durkan and/or its affiliates and Durkan and/or its affiliates shall own all copyrights and other proprietary rights created, including the creation of derivative works of such submissions. If requested by Durkan, entrants agree to sign any documents necessary to confirm Durkan's ownership of the submission.

Durkan reserves the right to use winning entries for promotion or display. By entering this competition and accepting the Prize, you grant Durkan the right to edit, publish, promote, and otherwise use your entry either as submitted or in edited form without further permission, notice, or compensation, including but not limited to Durkan product catalog, website, and other media outlets.

Entries must be postmarked by Saturday, February 15, 2014