

2012 Annual Awards Program

CALL FOR ENTRIES FOR PROFESSIONAL LANDSCAPE ARCHITECTURAL COMMUNICATIONS

RECOGNIZING EXCELLENCE IN LANDSCAPE ARCHITECTURE

The BSLA seeks to recognize excellence in the diverse practices of our members. To that end, all members are encouraged to submit their best work for review by the program jury. Projects should reflect the careful stewardship, wise planning, and artful design of our cultural and natural environment, demonstrate excellence and merit recognition in one or more of the following areas:

- Exemplary Social, Cultural, Educational, or Environmental Significance
- Outstanding Quality, Craftsmanship, Creativity, or Artistry
- Unique and Innovative Technologies, Techniques, or Concepts
- Advancement of the Public's Awareness and Perception of the Field of Landscape Architecture

LANDSCAPE ARCHITECTURAL COMMUNICATIONS CATEGORY:

This category recognizes achievements in communicating landscape architectural works, techniques, technologies, history, or theory, and recognizes the research's lesson value to the intended audience.

Typical entries include:

Books, print media, film, video, audio, CD or DVDs; web-sites and other online communications; interpretive design; exhibition design; and more. For students, project representations may also be entered in this category.

AWARD CRITERIA:

The jury will review each submittal and will consider the effectiveness of message presentation, the quality of design and execution, innovation in approach or delivery, and value of the information to the intended audience, the profession, as well as the public benefit provided by the project.

RECOGNITION LEVELS:

Award of Excellence: Each year the combined Design and Planning Juries may select one entry that represents an outstanding advancement or contribution to the profession of landscape architecture.

Honor Award: The highest award in each category. Multiple Honor Awards may be given in each category.

Merit Award: An award recognizing superior professional accomplishment. Multiple Merit awards may be given in each category.

ENTRY ELIGIBILITY:

The Boston Society of Landscape Architects Awards Program is open to submittals of work by professionals based in the states included within the BSLA chapter area: Massachusetts, Maine, and New Hampshire, and to projects or subjects based within the BSLA chapter area whether or not the submitting offices are located in the chapter area states. For the Professional Communications category, the entrant is not required to be a registered landscape architect or a graduate of an accredited landscape architecture program. Individuals, firms, project owners, public agencies, organizations, or other entities may be the formal submitting entity. Submitting firms and individuals are not required to be members of the BSLA Chapter of the ASLA, but higher entry fees apply to entrants not members of the BSLA Chapter, and to non-ASLA members.

NOTE: Work performed primarily by students as part of coursework or internships credited toward a university degree is not eligible under the Professional Landscape Architectural Communications category. See the separate **Call for Entries for Student Work** for all Student submittals.

SUBMITTAL ENTRY PROCESS:

Submittal Entry is a two-part process.

- A. Submit on-line entry form <http://www.bslaweb.org/awards.htm> on the BSLA website by **3 p.m., Friday, February 10, 2012** and pay invoice by **3 p.m., Wed., Feb. 15, 2012**.
- B. Submit package of hard copy entry materials to the BSLA Chapter Office and upload Power Point file to <http://bslaweb.org/awardsupload.php> by **3 p.m., Wednesday, February 15, 2012**.

A. ON-LINE ENTRY FORM - PROJECT AND TEAM DATA

- A. The link to the Awards Entry Form can be found on the BSLA website Awards page at <http://www.bslaweb.org/awards.htm>
- B. **Complete the electronic Entry Form on the BSLA website by 3 pm, Friday, February 10, 2012.** The BSLA will begin to confirm entries starting February 6 by emailing your completed Entry Form in electronic format for use as described below. You will receive a receipt of your entry by the end of day on Monday February 13th at which point you will also be issued an alphanumeric entry code for each project entered. (C-01, C-02, etc.) You must use this code to identify your project as described in the submittal package format.
- C. You will also receive an electronic invoice for each project to be submitted, as well as an electronic copy of your Entry Form. Copies of your completed Entry Form are to be included in the Submittal Package for each project.
- D. The on-line Entry Form cannot be returned to and edited, so please have your information prepared prior to starting the on-line process.
- E. Fees for each project submitted are **\$100 for all members of the Boston Chapter of the ASLA; \$150 for non-members of the Boston Chapter of the ASLA.** Fees shall be paid by credit card or by check by the Submittal due date/time. Checks shall be payable to the Boston Society of Landscape Architects. The fee will not be refunded for any reason.

F. Payment of the Submittal Invoice must be received by 3 p.m., Wednesday, Feb. 15, 2012.

B. SUBMITTAL PACKAGE FORMAT

Note that there are different Calls for Entries with different requirements for each entry Category. This Call for Entries applies to **Professional Landscape Architectural Communications** submissions only.

Submittals are comprised of three parts: Part 1-Jury Packets (4 copies required), Part 2 – Administration Packets (2 copies required), and Part 3 – Power Point File (upload required.)

Submit all Subject documents and envelopes for each part of the entry submittal as described below in one labeled large envelope or delivery box. Please use **paper** envelopes and packaging only.

Compliance with submittal format requirements:

Landscape Architectural Communications Category submittals are NOT required to be anonymous. Submittals which are not in compliance with the requirements outlined in this Call for Entries may be disqualified and not be reviewed by the Jury. Entry fees will not be refunded for disqualified entries.

PART 1: JURY PACKETS

Individual Jury Packets for all submittals will be distributed to each member of the Planning Jury several weeks prior to the deliberations for review and assessment of the projects.

SUBMISSION FORMAT REQUIREMENTS

Project Name:

The Project Name and alphanumeric code (ex. P-01) as assigned by the BSLA office on the Jury Submittal Packets, and all project references in the Submittal must exactly match the Project Name provided on the Entry Form.

Quantity: Provide four (4) Jury Packets for each project submitted.

Packaging:

Place all materials for each Jury Packet in appropriately sized unsealed plain paper envelopes, with the Alphanumeric Code, (ex. C-01), Project Name, Location, and submittal category labeled on the envelope front. For large, thick, or multiple-document studies which do not fit into a large envelope, secure the Executive Summary and the Descriptive Statement inside the front cover of each study with a paper clip.

JURY PACKET CONTENTS:

Each of the 4 labeled Jury Packet envelopes shall include the following items as described below:

- I. Submittal Subject Document(s)/Media, and/or printed graphics
- II. Executive Summary
- III. Descriptive Statement

I. SUBMISSION SUBJECT:

In each Jury packet, provide one easily reviewable copy of the submitted subject, whether a book, manual, study, report, other print media, interpretive design; exhibition design, etc. For projects which are videos, film, audio files, websites or other online communications, etc. provide a compact disc or DVD containing easily reviewable files of the subject, and provide the website address if applicable.

For websites or other non-print media, in addition to providing CDs/DVDs for review prior to the Jury Deliberations, to allow review and discussion during the deliberations provide **up to ten pages** of printed graphics of representative web page views, single-sided letter-size (8.5"x11") sheets.

Because submitted materials must be distributable to individual jurors via FedEx, no mounted boards, rolled plans/graphics, or any material which is larger than a Large size FedEx box will be distributed for review in advance. Such materials will only be reviewed during the Jury Deliberations.

II. EXECUTIVE SUMMARY

The Executive Summary of the project shall succinctly summarize the nature of the project in one paragraph of no more than 100 words. The Executive Summary shall be text only (no images), printed on one 8½" x 11" sheet. The heading of the sheet shall include the project name, location if applicable, and submittal category 'Communications'. This summary will be used to introduce the project during the Jury deliberations, and if the project is awarded, may be used during the Awards presentation and on the BSLA website.

III. DESCRIPTIVE STATEMENT

Provide a Descriptive Statement of up to 2 pages, single-sided 8½"x11" size sheets, formatted into clear bulleted paragraphs as described below. The Statement shall be text only, with no images. Text shall be an easily readable font, margins 3/4 inch or larger. The Descriptive Statement is to be provided in hard copy in each Jury Packet.

- A. Project Data:** Date of project completion, project size, project budgets.
- B. Purpose of the project:** Its program requirements and scope.
- C. Project Description and Methodology.**
- D. Project's Significance:** What makes this project noteworthy and deserving of recognition? Examples are qualities such as an innovative approach to compiling and communicating design or research results, communication of the goals of sustainable design; communications as a unique public involvement process; special factors such as extreme budgetary constraints, other unusual problems encountered; the value of the communicated information as a resource for the profession and for the general public, the project's breadth of impact on the community as a catalyst for change; or the project's positive reflection on the public's perception of the profession.

- E. Role of the submitting landscape architect or professional**, as well as the role of the client, public, and other contributing professionals. If the submitting Entrant was not the Prime Consultant or lead designer, please be very clear in identifying the submitting firm's scope.

PART 2: ADMINISTRATION PACKETS

Administration Packets are for BSLA office use only and will not be reviewed by the Jury.

Quantity: Provide **two (2) Administration Packets** for each project, each containing:

- **Hard copy of Entry Form** (Project and Team Data) completed on the BSLA website and returned to you by e-mail.
- **Hard copy of the Executive Summary**
- **Hard copy of the Descriptive Statement**
- **Hard copy of PowerPoint slideshow of the submitted images**

Packaging: Place the material for each individual Administration Packet in unsealed plain paper envelopes, no larger than 10" x 13", with the words 'Administration Packet' and the Project Alphanumeric Code (example: C-01) assigned with entry by BSLA office, Name, Location, and Category labeled on the front of each of the 2 envelopes. For projects requested to be returned, include pre-paid self-addressed FedEx form in one of the packets.

PART 3: POWERPOINT FILE

Upload a Power Point file as described below in section A. at the following web address:
<http://bslaweb.org/awardsupload.php>

You will be able to browse for the file and hit the upload button. Once the file is uploaded you will see a pop-up message telling you the file has been uploaded successfully.

You may upload either a .ppt or a .pptx format only. Be sure to reduce the file size prior to uploading. Help with reducing ppt files can be found in the FAQ on the bsla.org webpage.

A. PowerPoint of the Images

Provide a simple PowerPoint slideshow, with NO animation, with each submitted image as a single slide. Also provide a title slide which shall include only the Project Name and Location in white text on a black background. As a footer on each slide, provide a label of not more than 10 words identifying each image to aid in relating the image to the plans. (e.g. 'Existing Conditions Plan'; 'View from porch to garden'; etc.)

In the event the project receives an award, a slideshow of images of awarded projects will be projected at the BSLA Gala. Selected images may be used on the BSLA website and, with permission and with full credit to the landscape architects and photographers where named, may be used on other BSLA promotional materials or provided to news media as deemed appropriate by the BSLA to publicize the practice of landscape architecture.

Entrants are responsible for clearing with their photographers the use of submitted photographs for the BSLA website, and/or publication and reproduction by the BSLA. If applicable, the Entrant must provide the BSLA with photographers' names as part of the design team listings. The BSLA will provide proper photography credit when using photos for publication, but will not include copyrights or specific credits on the website except as a listing under the design team for the award winning entries. The BSLA will not assume responsibility for any copyright licenses or photography fees.

RETURN OF SUBMITTAL MATERIALS:

The BSLA retains one full copy of each submission, but the Entrant may request to have any other submittal materials remaining after the completion of jury deliberations returned.

If the entrant wishes to have materials returned, a self-addressed Fed-Ex slip with account number must be included with the submittal. Please note, however, that due to time constraints, returns may not be made until early May, after the BSLA Gala.

The Awards Committee is unable to arrange for any return method other than Fed-Ex.

SCHEDULE:

Entry Forms must be submitted on-line, on the BSLA website, by **3 p.m., Friday, February 10, 2012.**

Payment of the Submittal Invoice by check or credit card must be received by the Chapter Office by **3 p.m., Wednesday, February 15, 2012.**

Submittal Packages Deadline: All hard copy packages and Power Point uploads must be received by the BSLA Chapter Office or uploaded by **3 p.m., Wednesday, February 15, 2012.**

Hard copy portions of Submittal Delivery address:

Attn: Awards
Boston Society of Landscape Architects
19 Harrison Street
Framingham, MA 01702-2313

tel 508.620.5018 e-mail: ChapterOffice@bslaweb.org

Power Point Upload address:

<http://bslaweb.org/awardsupload.php>

No late submissions will be accepted, for any reason, including weather related delays.

In fairness to all participants, the BSLA will be adamant. Plan ahead and allow for traffic and bad weather.

JURY CONVENES: Saturday, March 17, 2012.

Notification of Jury award selections will be made to winning entrants via e-mail March 19-21, 2012.

Non-winning entrants will be notified by e-mail on or after March 21, 2012.

AWARDS PRESENTATION:

The presentation of Awards will be made as part of the Annual BSLA Gala to be held Thursday, April 26, 2012.

For answers to likely questions regarding the submittal format, and for some helpful guidelines for preparing your submittal, please see the link for the separate Frequently Asked Questions PDF on the **Awards** tab on the BSLA website. www.BSLAweb.org

Remaining questions regarding format or eligibility may be forwarded via e-mail to the Awards Committee Co-chairs. Please contact Kaki Martin at kaki@klopfmartin.com or Allison Crosbie at allcrosbie@hotmail.com.