

# METROPOLIS

ANNOUNCES A  
NEW COMPETITION  
AND CASH PRIZE  
TO JUMP-START  
ENTREPRENEURIAL  
DESIGN PROJECTS:

**We offer  
\$10,000**

to a designer or architect  
seeking seed money  
to develop a Big Idea that  
will make our designed  
environment better, safer,  
more sustainable.

## CALL FOR ENTRIES

**ME**  
NEXT  
GENERATION  
**DESIGN PRIZE**

**DEADLINE:**  
**12.15.2003**

### JUDGING CRITERIA:

Evidence of systems  
thinking/sustainable and  
accessible design

—  
Excellence of aesthetic  
expression

—  
Technological innovation-  
inventive materials/  
atypical processes

—  
Economic potential of your  
Big Idea and business plan  
for producing it.

### JUDGES:

**Ros Brandt**  
President, Brandt Resources

**Bill Dowell**  
Ergonomist, Herman Miller

**Jean Gardner**  
Parsons School of Design  
Architecture, Co-chair

**Toshiko Mori**  
Chair, Architecture  
Harvard GSD

**David Rockwell**  
Principle, Rockwell Group

**Susan S. Szenasy**  
Editor in Chief,  
*Metropolis Magazine*

# METROPOLIS SEEKS TO IDENTIFY THE NEXT GENERATION OF BIG IDEAS BY THE NEXT GENERATION OF DESIGNERS.

**DO YOU HAVE A BIG IDEA YOU'RE ACHING TO DEVELOP? DO YOU WANT TO MAKE A DIFFERENCE? SHORT ON CASH?**

## PLEASE READ THE FOLLOWING INSTRUCTIONS VERY CAREFULLY.

The *Metropolis* Next Generation Design Prize was established to recognize and encourage the talent of today's rising stars in design. The cash prize of \$10,000 will be awarded to an individual or office whose Big Design Idea will benefit people and the environment, and will challenge design professionals to create human-centered products, environments, and communication systems.

Since 1981 *Metropolis* Magazine has been at the forefront of reporting and analyzing design and architecture as a humanist activity. We pay special attention to grass roots environmentalism, universal access, and technology, and how these influence the designed environment.

## WHO IS ELIGIBLE?

The Next Generation Design Prize is open to anyone who has been a designer for ten years or less. The prize is intended to promote designers who are thinking about sustainability, universal access, and new technology. We encourage submissions from all disciplines including architecture, interior design, industrial design, experience design, communication design, and urban planning. We are looking for evidence of productive collaborations between disciplines.

## WHAT SHOULD I SUBMIT?

Submissions may be ideas/projects that deal with spatial uses (efficient and supportive environments, be these for home, work, or play; interior or exterior); product designs that serve everyday life, including furniture, lighting, and other furnishings; communication systems that enhance understanding and encourage learning; or planning that considers natural resources as well as human and community resources.

## DO I PAY A FEE TO ENTER?

Entry fees are \$50 for each submission. All entries must be postmarked by December 15, 2003. Late entries (postmarked after December 15, 2003) will be accepted, but must include a \$25 late fee, in addition to the entry fee. No entries will be accepted after December 31, 2003, regardless of when postmarked, even if accompanied by a late fee. *Metropolis* shall not be responsible for (i) lost, late, misdirected, damaged, incomplete, illegible or postage due mail, or (ii) any other problems relating to postal delivery of entries, including, but not limited to, lost or damaged entries, damage to artwork, or incorrect mailing address information. Residents of the following states by law are not required to pay an entry fee: MD, VT, TN, AZ, and NJ.

## HOW AND WHEN IS THE WINNER CHOSEN?

A panel of distinguished jurors will choose the finalist and up to ten (10) runners-up on or around January 23, 2004. The finalist will be featured in the June 2004 issue of *Metropolis* and on [www.metropolismag.com](http://www.metropolismag.com). Runners-up will be featured in *Metropolis* during the second half of 2004 and on [www.metropolismag.com](http://www.metropolismag.com). The finalist and runners-up will be notified by mail.

## WHAT ARE THE FINALIST'S OBLIGATIONS?

At the announcement ceremonies of the 2005 Next Generation Design Prize, *Metropolis* will ask the 2004 winner to present the process or outcome of his or her winning work.

## WHAT WILL THE RUNNERS-UP DO?

Up to 10 runners-up of the Next Generation Design Prize will be invited to form the core of an ongoing *Metropolis* seminar program on Design Entrepreneurs.

## WATCH FOR ACCURACY AND COPYRIGHTS!

Information you provide on this form may appear in *Metropolis* and on [www.metropolismag.com](http://www.metropolismag.com). Credit information may need to be condensed or edited for space. *Metropolis* is not responsible for incorrect information provided on entry forms that misrepresents the copyright of original ownership of ideas. *Metropolis* assumes that all entries are original and are the works and property of the entrant, with all rights granted therein. *Metropolis* is not liable for any copyright infringement on the part of the entrant. *Metropolis* assumes that all images provided with entries are free of copyright infringement and that the entrant has secured permission for the submitted image(s) to appear in *Metropolis* and [www.metropolismag.com](http://www.metropolismag.com). *Metropolis* will include photographer credits if that information is provided on the designated line on the official entry form.

## HOW MANY IDEAS CAN I SUBMIT?

Up to three (3) ideas may be entered by one entrant. Submit a separate entry form and fee for each entry.

## CAN I GET MY MATERIALS BACK?

Yes, but you must submit an additional fee of \$20 and indicate on the application that you are requesting that your materials be returned. Otherwise, all submitted materials become the property of *Metropolis* magazine and will not be returned. *Metropolis* is not responsible for lost or damaged entries.

## ACCEPTING THE PRIZE

The winner and runners-up will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release along with all third party releases within fifteen (15) days of notification attempt. Failure to comply within that time period will result in forfeiture of the prize and selection of an alternate winner. By accepting the prize, the winner grants to *Metropolis* the right to use the winner's name and likeness for purposes of advertising, promotion and other commercial purposes (including, but not limited to, on the *Metropolis* Web site) without further permission or additional compensation, except where prohibited by law.

## WHO DO I CALL FOR MORE INFORMATION?

For entry forms and more information contact Laurie Manfra at 212-886-2519 or [lmanfra@metropolismag.com](mailto:lmanfra@metropolismag.com) or visit [www.metropolismag.com](http://www.metropolismag.com).

## HOW DO I ENTER?

- 1. Fill out the entry form completely.** Additional sheets of paper may be attached to provide more information. Additional entry forms may be photocopied, scanned, or downloaded from [www.metropolismag.com](http://www.metropolismag.com). Incomplete forms will result in disqualification.
- 2. Each entry must be accompanied by a check** drawn on a U.S. bank or an international money order made payable to *Metropolis* Magazine/Next Generation, or include a credit card number with expiration date, along with completed and signed entry form. Foreign checks and bank transfers are not acceptable. One check may be used to cover multiple entries as long as all entries are sent in the same package. Your canceled check is your receipt.
- 3. Include one original and five (5) photocopies of your completed entry form** with your submission.
- 4. Include a resume and some evidence of your past work.** This may be in the form of drawings or photos of completed projects or published work.
- 5. The artwork you submit (see What can I submit?) is required to be publication-quality, clearly labeled, and identified.** *Metropolis* assumes that, for all submitted images, you have secured permission from any third party individuals to include these images in *Metropolis* magazine and on [www.metropolismag.com](http://www.metropolismag.com), should the entry be selected as a winner or runner-up. Please include photographer credit information on the entry form. By entering this contest, you agree to abide by these rules and warrant and represent that (i) your entry is your original work, (ii) you have sufficient rights to the material you are submitting, (iii) it has been legally obtained and created, and (iv) publication of the material via various media will not infringe on any third party rights, including, without limitation, contractual rights, intellectual property rights, publicity and privacy rights and the rights against libel, defamation and slander. By entering this contest and accepting the prize, you grant *Metropolis* the right to edit, publish, promote, and otherwise use your entry without further permission, notice or compensation, including, but not limited to, in *Metropolis* Magazine, on the World-Wide Web, either as submitted or in edited form, on the contest website, and on various *Metropolis* websites.

## WHAT CAN I SUBMIT?

Your Big Idea may be presented as drawings, renderings, comps, mock-ups, slides, 8 1/2 x 11 inch photos, videos, or CD's. Any of the aforementioned materials must be accompanied by a written text, 200 words or less, that explains how the materials you are submitting illustrate the concept and viability of the project; and a 200-word or less business plan.



**ABOUT YOU**

Submitted by \_\_\_\_\_

Contact Name \_\_\_\_\_

Is this your Big Idea?  YES  NO

Firm Name \_\_\_\_\_

Principle Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State, ZIP/postal code \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax, E-mail \_\_\_\_\_

**MY COLLABORATORS ARE: (PLEASE ATTACH ADDITIONAL SHEETS AS NEEDED)**

Firm Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Principal Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State, ZIP/postal code \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax, E-mail \_\_\_\_\_

**WHAT MATERIALS ARE ENCLOSED AND HOW MANY OF EACH?\***

Slides \_\_\_\_\_ Drawings \_\_\_\_\_

Prints \_\_\_\_\_ CDs \_\_\_\_\_

Videos \_\_\_\_\_ Other \_\_\_\_\_

Mock-ups \_\_\_\_\_

\*You must explain in 200 words or less how the materials you are submitting illustrate the concept and viability of the project. And as the next generation Design Entrepreneur, you must provide a business plan, 200 words or less.

**WOULD YOU LIKE US TO RETURN THE MATERIALS YOU ARE SUBMITTING?**

Yes, and I have submitted an additional fee of \$20.  
Please send my work to:  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State, ZIP/postal code \_\_\_\_\_

No, you can keep the materials.

**PHOTO/VIDEO CREDITS**

Who shot the photos you are submitting?

I did  Someone else did  
 Not submitting photos

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Who filmed the video you are submitting?

I did  Someone else did  
 Not submitting a video

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

**ENTRY FEES**

(If submitting multiple entries, please use a separate entry form for each.)

Number of entries \_\_\_\_\_ @ \$50 each = \_\_\_\_\_

Late fees per entry\* \_\_\_\_\_ @ \$25 each = \_\_\_\_\_

Total Amount Enclosed \_\_\_\_\_

\*A late fee of \$25 is required with all entries not postmarked by December 15. No entries will be accepted after December 31, 2003.

**PAYMENT****Method of Payment**

Check enclosed (U.S. only)  
 International money order enclosed

Visa  
 MasterCard  
 American Express

Credit card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

**Signature:** \_\_\_\_\_

**APPLICANT'S SIGNATURE**

I have read the entry rules and my full payment is enclosed. I hereby warrant that I have sufficient rights to the material I am submitting, that it has been legally obtained and created, that I have all necessary third party releases and can make them available upon request, and that publication of the material via various media will not infringe on any third party rights. My entry constitutes permission to print my entry in *Metropolis* Magazine and on [www.metropolismag.com](http://www.metropolismag.com).

Name: \_\_\_\_\_

**Signature:** \_\_\_\_\_

**DEADLINE: 12.15.2003**

**SEND ENTRIES TO:**

Attn: Laurie Manfra/Next Generation Design Prize  
*Metropolis* Magazine  
61 West 23rd Street, 4th Floor  
New York, NY 10010