

# Create a Great Design Entry!



## How did these Winners take home a PIA Award?

### They did the following:

1. Adhered to good Design Standards: Form/Shape/Texture/Color Patterns/Scale.
2. Spoke of the originality of the design & unique selections of materials.
3. Spoke of the Client's Vision & the challenges to create this vision.
4. Spoke of environmental considerations: available light, temperature, cultural or area requirements.
5. Spoke of maintenance considerations, service issues, life span of plant material & the use or non-use of sub-irrigation.
6. Took high quality photos . . . distance to show the overall design concept and how it relates to the rest of the environment . . . close up to show the detail of the design.
7. Started working on their Entry Form early so they would not forget the details!

### Remember:

1. The Judges don't want to see standard Plantscaping . . . they want to be "Wowed"!
2. Hire a professional if necessary & direct the types of photos you need for marketing purposes.



**Plantscape  
Industry Expo**

Where the industry grows  
Aug. 30 - Sept. 1, 2011  
Las Vegas, NV

**Note: NEW Earlier Deadlines this year!** The Early Bird deadline for postmarked entries is PM on **Monday, April 11, 2011**. The Regular deadline is **Wednesday, May 11, 2011** for entries with a postmark of up to 5 p.m. Plan ahead! **Save \$50** per entry by making the Early Bird deadline. If you have any questions please call 707-462-2276 or email [pia@piagrows.org](mailto:pia@piagrows.org).



**Thank you!**

*Cheri Ratay*  
PIA Awards Chair

**This year become a national  
award winning company!**