



INTERIOR PLANTSCAPE AWARDS PROGRAM 2010

Thank you for your interest in the PIA Interior Plantscape Awards program! Below you will find a handy checklist for entry materials to streamline your entry building process, and some notes on how to create a great entry. Please call the PIA office if you have any questions regarding the entry process.

Remember, your project is judged on a point system, not in competition with other projects in the category. ***The quality of entry materials is very important.*** Be sure to ask yourself the following question before you submit your entry: "Did I complete the official entry form properly, submit quality photos, write a descriptive narrative, and follow the rules?"

We hope this helps you create an award winning entry! We look forward to viewing your project and are here to help with the process.

Sincerely,

Cheri Ratay

Chair, PIA Interior Plantscape Awards Program

AWARDS ENTRY CHECKLIST

- Download the official entry form in writable PDF or Word format.
- Select your entry category. (*Note: You may enter the same project in multiple categories.*)
- Review the criteria for the category.
- Review your photographs.
- Choose up to 10 photographs and place them in an order that best supports your story.
- Tell your story (write your script).
- Review your script with other team members.
- Save your entry form with script and photos to a CD.
- Print 2 copies of the photo you want to see on your award plaque (size: 4 in x 6 in).
- Provide a check or credit card with the entry form to pay the entrance fee.
- Mail the packet of entry materials to the PIA office, postmarked by the advertised deadline.

Remember - entries are due June 9th!

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AWARDS ENTRY QUICK NOTES

HOW TO CREATE A GREAT ENTRY!

A. Determine the best category for your entry. (*Note: You may enter the same project in multiple categories.*)

- 1) **Design:** *Projects that are judged for overall plantscape design characteristics and enhancements to the environment.*
 - a. Good design details – scale, proportion, texture, color, creativity, container selections.
 - b. Horticultural aspects – light, temperature, service requirements.
 - c. Eligibility – Designed within the past 2 years (June '08 to June '10).

- 2) **Installation:** *Projects that are judged for quality and complexity of a plantscape installation.*
 - a. Staging materials, use of sub-irrigation, safety precautions, problem solving, special handling requirements, necessary equipment, service needs.
 - b. Design of projects by entrant not required.
 - c. Eligibility – Installed within the past 2 years (June '08 to June '10).

- 3) **Major Renovation:** *Projects that are judged primarily on the improvement of the plantscape being renovated.*
 - a. Enhancements: use of sub-irrigation, planters, groundcover, topdressings, art.
 - b. Two to three “Before” and seven to eight “After” photos are required.
 - c. Eligibility – At least half of the project must have undergone renovation during the past two years (June '08 to June '10).

- 4) **Green Roof:** *Projects that consist of engineered, light-weight roofing systems covered with vegetation and 6” or less growing media planted over a waterproof membrane on a man-made structure.*
 - a. Quality and complexity of project.
 - b. Use of irrigation, plant material not requiring irrigation, safety precautions, problem solving, special handling or equipment required, and ongoing care and maintenance.
 - c. Eligibility – Installed within the past 2 years (June '08 to June '10).

- 5) **Special Event & Holiday:** *Projects that are short term installations for a holiday or special event.*
 - a. Impact of project on an event – enhancement of the event’s theme.
 - b. Special use of props, degree of difficulty, time restraints, client requirements and good design details.
 - c. Includes short term plantscapes such as seasonal displays, exhibits, and event rentals.
 - d. Eligibility – Must have occurred within the past year (June '09 to June '10).

- 6) **Silk, Replica & Preserved:** *Projects that are composed of at least 80% silk, preserved, or replica materials.*
 - a. Visual enhancement of environment and installation requirements.
 - b. Attention to design details, safety issues, special needs, installation difficulty, and client requirements.
 - c. Eligibility – Must have occurred within the past year (June '09 to June '10).

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- 7) **Atrium:** *Projects installed in a glass enclosed space designed to specifically mimic an outdoor environment under glass.*
- Quality and complexity of the installation.
 - Consideration of the use of sub-irrigation, staging materials, safety precautions, problem solving, special handling, equipment requirements and ongoing care and maintenance.
 - Eligibility – Must have occurred within the past year (June '09 to June '10).
- 8) **Exterior Garden:** *Projects include patioscape installations, containerized exterior plantings, and rooftop gardens (excluding green roof).*
- Attention to design details which enhance the environment.
 - Creativity, container selection, special features, adherence to construction standards, and irrigation efficiency.
 - Horticultural aspects such as light, temperature, and maintenance requirements.
 - Eligibility – Must have occurred within the past year (June '09 to June '10).
- 9) **Living Wall:** *Projects that are self sufficient vertical gardens attached to the exterior or interior of a building.*
- Quality and complexity of project.
 - Use of irrigation, plant material, drainage, safety precautions, problem solving, special handling or equipment required, and ongoing care and maintenance.
 - Eligibility – Installed within the past 2 years (June '08 to June '10).
- 10) **Horticultural Service:** *Projects judged for overall maintenance standards that promote good plant health and enhance the environment.*
- Overall appearance including clean foliage, care of topdressing on containers, appropriate pruning and pest control.
 - Unique maintenance requirements.
 - Maintenance of special features (replica, water features, rocks, etc.).
 - Eligibility – Must have occurred within the past year (June '09 to June '10).
- 11) **Technician:** *Technicians are judged for their contribution to their company and the horticultural community.*
- Consideration for pesticide licensing (if applicable), technician certification, job safety, timely replacements, client satisfaction, and community involvement.
 - Includes a project that has been maintained by the technician for at least one year (June '09 to June '10).
 - Technician must be at least 75% responsible for the project.
 - One photo of technician.
 - Photos of the project that the technician maintains.

B. Creating and Preparing Your Entry

1) **Project Script**

- Download the entry form as a writable PDF or Word document. 10 pt font is preferred.
- Choose a staff member who can tell your story well. ***Your story, with the support of your photos, will be your only voice to the judges.***

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- c. Review the category description and criteria. Make sure you address each criterion, if applicable. Judges give points on each of the criteria. Failure to address criteria results in low points which can prevent your entry from cumulatively gaining enough points for an award.
- d. Stick to the facts of a project and type in the space provided only. Entries will not be accepted hand-written. Describe your project, not the photo. The photo will be understood when you tell your story well.
- e. Be creative! Tell us why this project was unique. How did you solve their need and resolve their issues? A good story starts with a good beginning, a great middle and a “wow” ending! Judges love to be captured by the enthusiasm of your story.
- f. Read your script to someone who does not know the project. Get feedback on how they felt about your story.

2) Project Photography

- a. Take “Before”, “During”, and “After” project photos at various angles.
- b. If there are bright backlights, dark shadows, etc., take photos at different times of the day.
- a. Final project pictures are your future marketing photos. If possible, hire a professional photographer who can make adjustments for the lighting and capture the ambiance of the area at different angles. **Photos are crucial support for the story you will tell the judges.**
- b. Select your final 10 photos. These photos should best tell your story. As in your script, choose a beginning photo to show a “Before” picture and work your way through your story to the ending “After” picture – your “wow” picture.
- c. Your “wow” picture is most likely the one you would want on a plaque should you win an award. Submit 2 printed copies (size: 4 in x 6 in) to the PIA office.
- d. Check to make sure you have no photos that identify your company via uniforms, vehicles, etc. Entries are anonymous to prevent judging bias.
- e. Digital images must be numbered in the order you wish to have them viewed by the Judges.
- f. Title the CD with the project name only on the case, as well as when you name the CD during the save process.

C. Materials to Submit to PIA Office

1. Entry Fee
2. Entry Form and Descriptions (on CD)
3. Digital Photos of project (tiff or jpeg format on CD)
4. Two printed copies of photo for plaque

D. Reasons for Disqualification

1. Entry received with postmark after late registration date.
2. Company identified in entry photos or script.
3. Incomplete materials or improperly formatted entry.
4. Lack of payment.

Remember - entries are due June 9th!

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