



2021 DESIGN EXCELLENCE AWARDS

Now is the time to enter the 2021 Design Excellence Awards Competition. This prestigious, annual awards event is the only recognition program focused exclusively on casual furnishings products.

The competition is open to International Casual Furnishings Association members in good standing AS WELL AS NON-MEMBERS. The entry fee is \$100 for each product entered by an ICFA member, and \$500 for each product entered by a non-member, payable to the ICFA. There is no limitation on the number of entries submitted.

Amid ongoing business challenges stemming from the pandemic recovery, Design Excellence Award judging will be conducted virtually again this year.

Casual Living will print images of all the Design Excellence Award entries in their September/October issue. *Furniture Today* will include this issue of *Casual Living* in the mailing of its September 13 issue to 17,000+ subscribers. All participants will also enjoy added promotion of their Design Excellence product entries in an online portfolio created by the ICFA and showcased on the ICFA and *Casual Living* websites. The online portfolio will be promoted in a *Furniture Today* newsletter distributed to about 40,000 subscribers.

The 12 categories for 2021 are: Dining/Bar Tables, Dining/Bar Chairs, Chaise Lounges, Lounge Seating – Cushion, Lounge Seating – Non-Cushion, Shade Products, Outdoor Lighting Products, Heating/Firepits, Outdoor Carpeting, Rugs & Flooring, Fabric, Complementary Casual Products – Accents and Complementary Casual Products – Furnishings.

For each entry, please submit the “Entry Identification Form” and the “Product Description Form” (typed or neatly hand-written), as individually scanned documents, along with no more than four hi-res digital images of the product (300 dpi, sized 4” x 6”) and the entry fee no later than 5 p.m. on Friday, July 30, 2021. ABSOLUTELY NO ENTRIES WILL BE ACCEPTED AFTER THE POSTED DEADLINE.

2021 DESIGN EXCELLENCE AWARDS – Competition Rules

- A. The competition is open to all manufacturers of outdoor furnishings products.
- B. The entry fee is \$100 per product for ICFA members and \$500 per product for non-members. Please make checks payable to the International Casual Furnishings Association or pay by credit card (Mastercard, Visa, American Express or Discover).
- C. The 12 product categories in which manufacturers may submit product are as follows:
 - 1. **Dining/Bar Table**
A dining/bar table designed for outdoor use. It may be made of any material or combination thereof. Accessory tables are to be entered in the Complementary Casual Products-Furnishings category.
 - 2. **Dining/Bar Chair**
A dining/bar chair designed for outdoor use. It may be made of any material or combination thereof.

3. Chaise Lounge

A chaise lounge designed for outdoor use. It may be made of any material or combination thereof. The entry may contain a shade component, but the product must meet the other category requirements as specified.

4. Lounge Seating - Cushion

Lounge seating designed for outdoor use with cushions included. The seating may be made of any material or combination thereof. The entry may contain a shade component, but the product must meet the other category requirements as specified.

5. Lounge Seating – Non-Cushion

Lounge seating designed for outdoor use with no cushions included. The seating may be made of any material or combination thereof. The entry may contain a shade component, but the product must meet the other category requirements as specified.

6. Shade Products

Umbrellas, pavilions and other shade products designed for protection from the sun and natural elements. The shade products should be designed for outdoor use.

7. Outdoor Lighting

Portable lighting (such as table lamps, floor lamps, garden and accessory lighting) that are Underwriters Laboratory-listed for outdoor wet locations or using the twelve (12) volt system.

8. Heating/Firepits

Heating units and firepits designed for outdoor use.

9. Outdoor Carpeting, Rugs & Flooring

Carpeting, rugs and flooring designed specifically for outdoor use. Entries should not exceed 6' x 8'.

10. Fabric

Fabric designed and produced for use in outdoor furnishings products.

11. Complementary Casual Products – Accents

This category encompasses all other non-furniture products not covered in the preceding 10 categories. Examples of appropriate items are pillows, throws and decorative accessories.

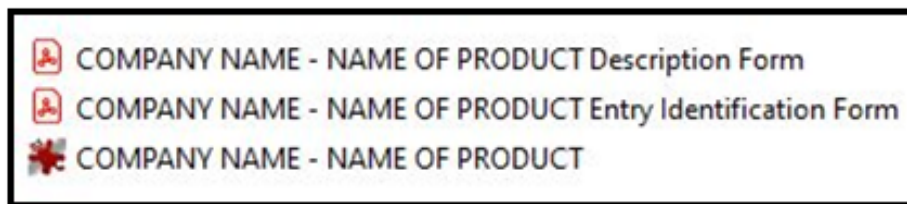
12. Complementary Casual Products – Furnishings

This category encompasses all other non-furniture products not covered in the preceding 11 categories. Examples of appropriate items are benches, swings, hammocks, plant stands, accessory tables, alternative tabletops (no bases) and etageres.

D. Manufacturers entering product in the competition may submit any number of entries per category and may enter multiple pieces from a collection. If the committee thinks a product is more valid in another category, ICFA reserves the right to move it to its proper category. NOTE: There must be a minimum of three entries within a category in order for the category to be judged.

E. Product must be a new introduction since September 2020. All entrants are requested to sign off on the entry registration form that the product meets this requirement.

- F. A distinguished panel of judges will evaluate all entries for category judging. Jackie Hirschhaut, Executive Director of the ICFA, will oversee the judging process.
- G. If a product entry has unique operational or functional features, it is the responsibility of the manufacturer to communicate those to the ICFA. If the manufacturer should elect to do so, they may submit a video describing the unique operational/functional features. Videos should be submitted with the entry materials. Unique operational/functional features of a product entry must also be explained on the Product Description Form.
- H. Judges will base their selections on digital photography of actual products. The criteria include imaginative use of materials; product innovation; color; construction; overall design and marketability. All decisions of judges are FINAL and shall be given in their sole discretion.
- I. The Lillian B. Winchester Award for “Best of Show” will be presented to one product selected from among the award-winning products in each of the 12 categories. Any entry from a category not judged due to the lack of entries will be considered and judged for this Award. The Lillian B. Winchester Award for the “Best of Show” will be announced at the ICFA Awards Gala on Wednesday, September 22, 2021.
- J. The Entry Identification Form must be filled in completely and submitted as a separate attachment. If more than one item is being entered, copy the forms and fill out each form separately. If you do not want the image published in *Casual Living* or on the ICFA or *Casual Living* online microsites, please note that on the entry form. Entry Identification Forms must be received by 5 p.m. on Friday, July 30, 2021.
- K. The Product Description Form must be filled in completely and submitted as a separate attachment. It is to include one or two descriptive paragraphs (50 words or less) highlighting the construction, materials used, operational/functional elements, content as well as suggested retail price. The Product Description Form accompanies your entry in the judging process and should be typed. Product Description Forms must be received by 5 p.m. on Friday, July 30, 2021.
- L. Each Entry Identification Form and Product Description Form must be accompanied by no more than four hi-res digital photographs (300 dpi, sized 4” x 6”) of the product.
- M. **Please submit three separate email attachments for each product entered in the following format beginning with your company name:**



- N. Deadline for receipt of all forms, images and payment is 5 p.m. on Friday, July 30, 2021. Please submit to mmorris@ICFAnet.org. Please call 336/881-1016 if you have any questions.

We look forward to receiving a record number of submissions in 2021 and wish all applicants the best of luck in the Design Excellence Awards Competition!