

4th ANNUAL



radical
innovation
in hospitality
award

WWW.RADICALINNOVATIONINHOSPITALITY.COM

CALL FOR ENTRIES

BROUGHT TO YOU BY:

THE JOHN HARDY GROUP

hospitalitydesign

GRAND PRIZE

\$10,000

RUNNER UP

\$1,500

STUDENT PRIZE

\$1,500

DEADLINE

APRIL 1, 2010

CALL FOR ENTRIES

The John Hardy Group and Hospitality Design Magazine announce the Search for Innovation in Hospitality.

OBJECTIVE

To discover, identify, and explore radically innovative hospitality concepts: open, in development, and/or in conceptual form.

OVERVIEW

The Radical Innovation in Hospitality Award is a remarkable opportunity to showcase the best hospitality strategies in architecture and interior design that incorporate new concepts and enhance the guest experience. The John Hardy Group and Hospitality Design Magazine sponsor this annual competition to help drive creativity for the future of hospitality. The competition provides a platform for professional practitioners and students around the world to present their approach to radical innovation in the hospitality field.

AWARDS

Cash awards are presented for first prize, second prize, and judges' special award for students. Four juried finalists and one student winner will have their project entries showcased on display boards at 2010 Hospitality Design Exposition & Conference in Las Vegas. The top two finalists will receive round-trip air travel and hotel accommodation in Las Vegas to present their projects to the HD Conference audience on Wednesday, May 19, 2010. The HD Conference audience votes to determine the grand prize award winner. In addition, winners and finalists will be featured in Hospitality Design magazine, on www.hospitalitydesign.com, and in 2010 HD Expo Show Daily. Results will also appear online at www.jhgi.com and complete information on the winners and finalists will appear on www.radicalinnovationinhospitality.com

PROJECT QUALIFICATIONS

Any hospitality experience and/or project, built or unbuilt, qualifies for entry. Built entries must have been completed after January 2009. Concepts must include guestrooms/suites and lobby/public areas. Including food and beverage facilities and other amenities is optional, but recommended.

CRITERIA FOR ENTRY

1. Concept (built or unbuilt) must be truly innovative and offer the market something that is not currently available widely, or does not yet exist.
2. Concept must include guestrooms/suites and lobby/public areas. Including food and beverage facilities and other amenities is optional, but recommended.
3. Concept may be branded or unbranded.
4. All hospitality project types are eligible, but must provide an experience not yet available in its category.
5. Entries must follow submission requirements, using entry form provided.
6. A \$100 entry fee is required for each entry; no entry fee for students.
7. Multiple entries by a single entrant (or company) are permitted.

APPLICATION REQUIREMENTS

1. Completed and signed entry form. (available for download at www.radicalinnovationinhospitality.com)
2. \$100 entry fee (per entry) payable by check or money order to: The John Hardy Group. (Credit cards are not accepted.)
3. Project narrative (two pages).
4. Images and supporting materials including, but not limited to: sketches, floor plans, photography, elevations, and renderings. (10 images, maximum.)
5. Five high-resolution digital renderings or photos for publishing.
6. Students must submit a copy of student I.D. (Entry fee is waived.)

CONTACT INFORMATION

All materials may be submitted by mail on CD Rom or DVD with entry form.

Mail To: Attn: Melinda Hall
RIHA
The John Hardy Group
5180 Roswell Road NW
Atlanta, GA 30342

Questions may be emailed to Melinda at Mail@jhgi.com.

GUIDELINES AND SPECIFICATIONS FOR ENTRY

OVERVIEW

The Radical Innovation in Hospitality Award is a singular opportunity to showcase to the industry and to the consumer the potential for a changing, dynamic, revolutionary hospitality experience. While the overall experience should appeal to the business or the leisure traveler, project design should include a focus on new ideas for hospitality—that which is truly radical.

PROJECT NARRATIVE

The project narrative is the over-arching vision for the project or concept and must explain the project profile, its key attributes, the guest experience, and architectural, engineering, and interior design breakthroughs that make it radical, yet possible to achieve.

DESIGN CRITERIA

Projects may be built or un-built, and must show originality and innovation, offering the market something that is not currently available widely, or does not yet exist. Concept must include guestrooms/suites and lobby/public areas. Including food and beverage facilities and other amenities is optional, but recommended. Concept may be branded or unbranded. All hospitality project types are eligible, but must provide an experience not yet available in its category.

SIZE GUIDELINES

There are no restrictions on project size.

TIME LINE

Entries are due by April 1, 2010, and judging will be completed by April 15, 2010. The four semi-finalists must be available for interviews between April 1 and April 20, 2010, and the two finalists must commit to appearing at 2010 Hospitality Design Exposition & Conference on May 19, 2010. The winner will be determined by real-time vote on May 19, 2010, by the 2010 HD Conference audience.

JURORS AND JUDGING CRITERIA

Claude Amar | president | The John Hardy Group International

John Hardy | president and CEO | The John Hardy Group

Michael Medzigan | chairman and managing partner | Watermark Capital Partners

Jena Thornton, LEED AP | vice president hotels | Kennedy Associates Real Estate Counsel, LP

Simon Turner | president, global development | Starwood Hotels & Resorts

James Woods | managing partner | Keen Partners

All entries will be judged anonymously by our panel of distinguished representatives and scored on concept, design creativity, potential impact on industry, narrative, graphics, and viability.

AWARD NOTIFICATION

All entries submitted will receive acknowledgement of receipt. Jurors will decide the final four professional and final two students entries. Notification will be via email to finalists on or before April 15, 2010. A phone interview will follow with each semi-finalist. They will be notified by May 1, 2010, regarding the finalists. (Travel to 2010 Hospitality Design Conference will be arranged for the two professional finalists at that time.) All entries become the property of Hospitality Design Magazine and are subject to display and publication.

radical innovation in hospitality award 2010

ENTRY FORM

For a description of the search requirements, go to:
www.jhgi.com or www.radicalinnovationinhospitality.com

DEADLINE
APRIL 1, 2010

SUBMISSION DETAILS

SUBMISSION FEE:

\$100 (no fee for students) Students need to submit a copy of a student ID with application. Payment to be by check or money order payable to:

The John Hardy Group, Inc.

Please print legibly or type and return this completed application form, the submission fee and the submission materials via email or CD. If you are mailing CD, please be sure to include your completed application.

EMAIL:

mail@jhgi.com

SUBJECT HEADING:

"Radical Innovation in Hospitality"

MAIL TO:

Attn: Melinda Hall
The John Hardy Group
5180 Roswell Road NW
The Centre Building
Atlanta, GA 30342

INFORMATION

MAIN CONTACT PERSON: _____

PERSON(S) SUBMITTING: _____

COMPANY (IF ONE): _____

COUNTRY: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

DAYTIME PHONE: _____

EVENING PHONE: _____

FAX: _____

E-MAIL: _____

CATEGORY OF SUBMISSION

Check one - if unsure, check all that may be applicable:

PROFESSIONAL: _____ STUDENT: _____ (If student, please submit copy of student ID)

FOR STUDENTS ONLY

Are you currently enrolled in school? _____

NO: _____ YES: _____ TERM AND YEAR OF PROJECT: _____

NAME OF SCHOOL: _____

NAME OF PROGRAM/DISCIPLINE: _____

RELEASE

Submission of this entry form implies acceptance of rules and regulations and does not guarantee inclusion in the 2010 HD Expo show. The signature below may be hand written or typed to show agreement.

PRINT NAME: _____

SIGNATURE: _____

DATE: _____

BROUGHT TO YOU BY:



hospitalitydesign

