

## Student-Designer Cheat Sheet

### Key Dates

- December 23, 2009: Website open for submissions
- March 5, 2010: Deadline for submissions
- March 12, 2010: Top 5 Designs Announced

### Basic Rules

- The design application must be suitable for placement in an Aloft Hotel location while focusing on emerging opportunities in solid surface methods of design
- Capture this year's theme: "Where Life Happens" in the hospitality environment
- No cost to enter
- One entry per person (no teams)

### Submission Guidelines

- Submit your concept online at [www.lgsurfaceschallenge.com](http://www.lgsurfaceschallenge.com)
- Submissions include up to five JPEG renderings (2MB maximum size), and a project statement describing the concept, its use and how it will fit in and enhance the guest experience at Aloft Hotels (maximum 250 words). Specify material and color from LG Surfaces' solid surface product lines: go bold and modern with the colorful Spectrum solid surface, go Eco friendly with Eden surface, or light it up with Lucent solid surface.

### Judging Criteria

- Originality and creativity of the design concept
- Functionality of design and feasibility of fabrication
- Relevance to competition theme, guidelines and Aloft Hotels image
- Evidence of understanding of materials and process
- Overall presentation of concept

### Potential Exposure Opportunities

- Opportunity to build your professional portfolio
  - Will you create the next design trend for hotel settings? The top three designs of the 2010 Student Design Challenge will be displayed in an Aloft Hotel location
  - Enjoy recognition in top North American design and architecture publications
- Invitation to press conference in Boston, includes the opportunity to:
  - Meet and receive feedback from top North American commercial designers and architects
  - Gain exposure to top North American journalists that regularly cover design and architecture
  - Meet & greet with the Aloft Hotels designers and tour the Sterling Surfaces fabrication facility
- Chance to win a trip to New York in May 2010 where you would...
  - Exhibit your finished concept at the International Contemporary Furniture Fair
  - Participate in a professional photo shoot with your finished design piece
  - Be the center of attention as you mingle with design and architecture professionals at the ICFF hospitality party hosted by LG Surfaces and Aloft Hotels