

**FOR IMMEDIATE RELEASE: 09.03.2015**

**Washington DC’s Emerging Architects develop Nationwide Product Design Competition**  
*AIA|DC Emerging Architects Committee and Price Modern team up*

**Washington, DC:** The AIA|DC Emerging Architects Committee (AIA|DC EAC) has partnered with Price Modern, a national furniture solutions dealer, to announce its inaugural *RE-Form Competition*. *RE-Form* aims to bridge the boundaries of the design industry and promote a multidisciplinary dialogue towards design solutions. Through an industry-wide design competition, *RE-Form* helps widen the definition of design work creative professionals do throughout the country. The design competition launches nationally through AIA|DC EAC’s online platforms on August 31<sup>st</sup> 2015, with entries due on October 19<sup>th</sup> 2015. Award winners will be announced at a gala reception at Washington, D.C.’s District Architecture Center (DAC) on November 12, 2015. Winning entries will be showcased at DAC’s gallery space and online via *Architect Magazine*.

*RE-Form* particularly focuses on emerging design professionals by encouraging them to express themselves in a competition that offers opportunities to engage with other professionals, network within the community, and gain design exposure through the showcase of their unique work and points of view. The competition’s Creative Manager, Zahira Crespo Suárez, noted that, “*Traditional competitions are falling short in their need to catch up with evolving behaviors bred by new technologies, modern dynamics and ever-changing methods of design engagement. In an effort to satiate these needs, contemporary society is increasingly finding creative ways to interact to their environment*”.

The Committee’s Chair and AIA|DC Emerging Architect of the Year – 2015, Ricardo J. Rodríguez believes that “*as emerging professionals we need to challenge the boundaries that traditionally exist between creative professions. A designer’s relevance in the contemporary marketplace is increasingly a pursuit focused on disrupting business-as-usual practices, in favor of innovation, entrepreneurship and adaptability*”.

In order to address these new technology-driven paradigms and provide a space for them to be showcased, AIA|DC EAC & Price Modern aim to disrupt established notions of verb and object, to allow for new modes of interaction. The competition is open to any designer within the United States and its territories (as long as they be available to attended the Awards reception in Washington, D.C.)

• **Award Categories & Submission Cost:**

- Students & Assoc. AIA members, Assoc./Junior members of professional organizations (IIDA, ASID, etc.) : **\$25**
- Young Professionals (non-members): **\$40**
- Professionals (over 10 years of experience): **\$100**

*AIA|DC|EAC thanks SmithGroupJJR for its generous and yearly support.*



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- **Award Prizes Include:** Trip to ICFF Show in NYC next May with Price Modern; tours of Poltrona Frau, Cappellini and others; Haworth Collection / Poltrona Frau Group gift certificate for \$3,000.00; Haworth Collection furniture pieces, amongst others.
- **Award Jury:** Giulio Cappellini (Architect & Art Director, Cappellini), Bryan Legette (Entrepreneur & Founder of Big Bang Products), Ehren Gaag (Architect & Designer, Gensler), Melissa Moore (Designer, Nikkuu Design), Nicole Runder (Designer, Emeco & David Edward) and Hiro Isogai (Managing Principal, WDG Interior Architecture)
- **Details & Registration:**  
<http://aiadc.com/calendar/event/re-form-design-competition-2015-submission-deadline>
- **For Competition & Event Updates Visit (coming soon):**  
<https://emergingarchitectsdc.wordpress.com/competitions-2/>

### About AIA|DC Emerging Architects Committee:

The Emerging Architects Committee (EAC) has four major objectives: PROVOKE current practices and discuss the future of the profession; ADVOCATE for emerging architects; OUTREACH to other AIA members, associated disciplines and the public community; MENTOR the next generation of architectural leaders. The Committee promotes these objectives through various educational, leadership development, and community involvement events.

### About Price Modern:

For over a century, Price Modern has had a reputation for creative solutions and distinctive products. Our employees are highly motivated, seasoned professionals with vast national and international experience. We provide fiscally sound, market responsible solutions for just about every type of facility imaginable. Our business model is built around creating, implementing and managing furniture and interior solutions. We'll stay focused on your facility so you can stay focused on your business.

### For General Competition Questions:

Email us at:

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### Media Contacts:

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