



International Design Guild 2014 Design Contest

DESIGN FOR A DIFFERENCE

WHAT

Design for a Difference is an interior design contest that will give the winning designer(s) the unique opportunity to makeover a space for a local charity and make a positive impact on their community.

Designers will nominate a local charity of their choice for a room redesign. The winning designer will receive \$25,000 in retail goods and services from IDG and collaborate with their local IDG showroom and celebrity designer **Mark Brunetz** to revitalize their nominated charity's space.

WHO

...can enter: Any interior designer, architect, design student registered at IDGdesigner.com.

...will benefit: The local charity, the nominating interior designer and the IDG showroom will all benefit from the experience and publicity generated during the makeover contest. The entire process will be documented in a "makeover video" that will be made available to all parties to help them promote their businesses.

WHEN

Entry Dates	Entries Reviewed	Winners Announced	Prizes Delivered
February 1- June 1, 2014	June-July, 2014	August 1, 2014	September- December, 2014

WHY

- To provide an opportunity for designers to be recognized in their communities for their talent and charitable contributions.
- To engage designers with their local IDG showrooms.
- To strengthen the relationship between designers and IDG showrooms through charitable partnership.
- To extend goodwill to local charities.

HOW

Design professionals can enter online at idgcontest.com or complete the entry form on the reverse side and **email to:** designer@design-guild.com; **fax to:** 603-628-2381; or **mail to:** International Design Guild, 670 North Commercial St., Manchester, NH 03101 Attn: Design for a Difference.

SPONSORS



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PRIZES

ONE GRAND PRIZE:

- \$25,000 (in retail goods & service) for a charity's space makeover.
- Opportunity to collaborate and cohost with celebrity designer, **Mark Brunetz**.
- A professionally produced video will be provided to winner and winning charity for use to promote their work.
- Winners and winning charity will be included in IDG marketing materials such as newsletters, websites, social media sites, brochures, signs, and promotional videos.

FOUR REGIONAL PRIZES:

(one per region, see below)

- Round trip transportation, hotel accommodations and meals to the Grand Prize city while participating in the project.
- Opportunity to be a part of the makeover team along with the winner and celebrity designer, **Mark Brunetz**.
- The charity nominated by the regional winner will receive \$2,000 in retail goods & services to support their makeover from the local IDG Showroom.
- Winners and winning charity will be included in the IDG makeover video and marketing materials.

REGIONS:

West: AK, HI, CA, WA, OR, UT, ID, NV, AZ, MT, WY, All Canadian Provinces

Midwest: CO, NM, WI, IL, TX, OK, KS, NE, ND, SD, MN, IA, MO, AR

South Central: DE, MD, WV, KY, VA, TN, MS, MI, IN, OH, AL, LA, GA, FL, NC, SC

North East: ME, NH, VT, RI, MA, CT, NY, NJ, PA

REGISTRATION:

For complete rules and to register, go to idgcontest.com. Questions?