



2010 ASFD Pinnacle™ Design Achievement Awards

The purpose of the ASFD Pinnacle™ Design Achievement Awards is to promote better design quality and to encourage the recognition of furniture designers within the retail home furnishings industry. The Awards are intended to celebrate designs that are produced in large numbers for sale to consumers through retail stores. The awards are not intended for craft products or products produced in limited quantities.

Pinnacle™ Awards Categories

Designs for practically anything may be entered. If your entry doesn't fit into the category you have selected it will be recategorized.

ACCESSORIES

Includes functional and decorative accessories intended for home use. Entry may be by piece or by group.

BEDROOM

Includes headboards, mirrors, nightstands, chests, dressers and other storage units intended primarily for bedroom use. Entry may be by piece or by group.

CASUAL DINING

Includes table and chairs of various sizes intended for casual use. Entry may be by piece or group.

ENTERTAINMENT CENTERS

Entries in this category include individual or multiple units (groupings) that accommodate audio/video components.

FORMAL DINING

Includes table, chairs, buffets, china cabinets, etc. intended for formal dining room use. Entry must be by a group consisting of armchairs, side chairs, at least one size table, and at least one form of tableware storage.

HOME OFFICE

Includes desks, seating, and storage intended for home office. The intent is to combine office functionality with style and sizing suitable for home use. Entry may be made by piece or by group.

YOUTH FURNITURE

Includes furniture for infants and juvenile bedrooms including beds, children's room accessories, and storage. Entry may be made by individual piece or group.

LEATHER FURNITURE

Includes upholstered furniture, either motion or stationary, where the predominant covering is leather. Judging will be based in part on how well the design accommodates the unique problems and opportunities created by leather-upholstered furniture.

MAJOR COLLECTIONS

Entries in this category will include dining and bedroom collections of at least 30 pieces. Upholstery, lighting or accessories can be included if part of the collection. Pieces or groups that are a part of the collection may not be entered in other categories.

LIGHTING

Includes portable lighting intended for indoor home use, and including chandeliers. Entry may be by piece or by group.

MOTION UPHOLSTERY

Includes pieces whose motion changes the posture and comfort of the person seated. Entry may be made by piece or by group.

SUMMER/CASUAL FURNITURE

Includes tables, chairs and other furniture designed primarily for outdoor or leisure-time settings such as sun rooms, porches or atriums.

OCCASIONAL TABLES

Includes occasional furniture whose primary function is storage, including wall units, etageres, curio cabinets or movable storage. It does not include entertainment or home theatre furniture. Entry may be by piece or group.

STATIONARY UPHOLSTERY

Includes upholstered pieces with moving trays, shelves, etc., as long as the movement does not affect the posture of the person seated. Entry may be by individual pieces or by group.

OCCASIONAL STORAGE

Includes occasional furniture whose primary function is storage. Included are wall units, etageres, curio cabinets, or movable storage intended for home use. Entry may be by piece or group, etc. It does not include entertainment or home theater furniture.



Criteria for Green Leaf Award:

Products that meet the most discerning design standards while also meeting a legitimately eco-friendly profile.

- 🌿 **CARB Compliance:** Eligible entries must contain at least 20% CARB Compliant materials, be it Wood, Finish, Cushioning, Textiles, Leather, Metal, Glass, or Plastic.
- 🌿 Entry contains 25-50% FSC-certified wood.
- 🌿 Entry has a high percentage of recycled or reclaimed content.
- 🌿 50% of entry's source of manufacturing is local, or within a 250 mile radius of the manufacturing facility.
- 🌿 Entry addresses conservation or economy of materials, by construction or by volume, versus industry standards.

The Green Leaf Award "subcategory" can be entered in any or all of the 15 Pinnacle categories. You must first enter your product in the traditional category. **For the Green Leaf subcategory, you must provide supporting evidence on a separate sheet of paper (limit to one full page) by referring to the Sustainable Design Criteria listed on Page 3.** Please clearly state and be as thorough as possible when listing the criteria your product meets in regards to being eco-friendly. If this product is not selected as a finalist in any of the 15 Pinnacle categories, it is still eligible for the Green Leaf Award. Three finalists from amongst the 15 main categories will be selected for the Green Leaf Award.



Sustainable Design Criteria

BENCHMARKS

All designs must be CARB compliant on formaldehyde emissions and each of the following standards must be met for designs using at least 20% of the following materials by volume:

Wood:

Either sourced from a Low Risk zone as defined by Forest Stewardship Council's Global Forest Risk Registry OR if from a High Risk zone, supported by chains of custody verified by credible third party OR a rapidly renewable species (e.g. bamboo, rattan, wicker) OR minimum 50% reclaimed.

Finish:

Low VOC paints and sealants (e.g. bee's wax, tung oil, water-based)

Cushioning:

Either latex OR bio-hybrid foam OR minimum 50% post-consumer recycled content

Textiles:

Non-cotton natural fiber OR certified organic (incl. cotton)

Leather:

Vegetable-tanned OR water-based dye

Metal:

Minimum 50% post-consumer recycled content

Glass:

Minimum 50% post-consumer recycled content

Plastic:

Minimum 50% post-consumer recycled content

Extra consideration will be given to those designs that also meet the following:

Wood:

Solid wood construction using no composite board OR minimum 50% FSC-certified

Recycled Content:

100% reclaimed or recycled content

Local Sourcing:

All materials procured within 250 miles of manufacturing

Economy:

At least 50% less use of materials by volume vs. standard equivalent



Judging Criteria

The Pinnacle™ Awards Judging is based on the following criteria of design excellence and are evaluated by the judges as they deem appropriate for the category. All judging is done through an anonymous process.

FORM AND FUNCTION

A harmonious combination of visual appeal (style, finishes, materials) with function which helps achieve the item's designated objective(s).

INNOVATION

Integration of emerging technology; awareness of trends for how consumers live and use their furnishings.

RETAILER + MANUFACTURER BENEFIT

Profitability, increased sales, brand recognition.

CONSUMER BENEFIT

Value, performance, comfort, safety, ease of use, affordability.

Eligibility & Product Criteria

The ASFD Pinnacle™ Awards are open to all furniture designers and manufacturers. The product entered must be in current production and must have been shown at one of the following major retail furniture markets during or after October 2007; or be available in at least 20 retail stores in the U.S. (Each location of a retail operation can count as one of the stores.)

- o Atlanta International Gift & Home Furnishings Market
- o ABC Kids Expo
- o Chicago Gift & Home Market
- o Chicago International Housewares Show
- o Chicago National Casual Furniture Market
- o Dallas Furniture Market
- o Dallas International Gift & Home Accessories Market
- o High Point Furniture Market
- o Las Vegas Furniture Market
- o Tupelo Furniture Market
- o ICF New York
- o Shanghai International Furniture Fair
- o Canton International Furniture Fair
- o CEBU International Furnishings Exhibition
- o IFF, Singapore
- o IMM, Cologne
- o Maison & Objects, Paris
- o Salone Internazionale del Mobile Milano

ASFD is the sole judge of the qualifications and eligibility of each entry and reserves the right to make whatever inquiries are appropriate to validate the information submitted in the Entry Form. An entry which fails to meet the eligibility criteria will be disqualified. Any entry that ASFD deems to be a copy or derivative of an existing piece or group will be immediately disqualified. Previous admissible entries may be resubmitted if they were not selected as finalists before.



Pinnacle Entry Requirements

DEADLINE

June 1, 2010. Late submissions will be accepted until June 15, 2010 with a \$25.00 late fee per entry.

SUBMISSION FOLDER

Each Pinnacle™ entry must be enclosed in a report cover. A separate report cover is required for each entry.

SUBMITTAL FOLDER CONTENTS

1. Entry Form

2010 Pinnacle™ Entry Form included as the cover sheet for each entry. If a manufacturer submits the entry, the names of the designer(s) must be given, rather than using generic credits such as "design staff". Up to three designers may be credited.

2. Descriptive Data & Information

A brief typed description of the Product entry including noteworthy features, materials and manufacturing processes. Small samples of fabric, leather or wood may be submitted (not larger than 8-1/2 x 11 inches). Sample materials will not be returned.

3. Photographs

Glossy photographs, printed catalog sheets, or color photocopies of each product entry.

4. Digital File

CD containing high resolution digital images of the products being entered. Digital photos of the designer/s are desired, but not required.

NOTIFICATION

Pinnacle™ finalists will be notified the week of June 28, 2010. An ASFD press release will be sent to the Trade media and also posted to the ASFD Website announcing the three finalists in each of the sixteen categories. Pinnacle™ winners will be announced at the 2010 Pinnacle™ Awards banquet on Monday, October 18 during the High Point Market at the IHFC ballroom.

OWNERSHIP AND PUBLICATION OF ENTRIES

All entries shall become sole property of ASFD. No materials will be returned. ASFD reserves the right to use or publish all entries and accompanying materials in ASFD advertising, publications or for any and all editorial purposes. By entering, entrant grants a royalty-free license to ASFD to use any copyrighted materials. Such right includes publication of photographs and names of award winners without compensation to entrants.



Submission Information Form

SUBMITTED BY

Name Date

Title

Company

Telephone E-mail

DESIGNER *(Maximum of 3 Designers; must be attributed to individuals not "design staff")* ASFD MEMBER?

Designer Name (1)	Y	N
Designer Name (2)	Y	N
Designer Name (3)	Y	N
Designer Company	Y	N

Address

City State Zip

Phone: E-mail:

MANUFACTURER / RETAILER ASFD MEMBER?

Company	Y	N
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Contact Title

Address

City State Zip

Phone: E-mail:



Pinnacle Entry Form - Product Information

Collection Name

Product Name

Model Number

Retail Price US\$

Attach Price List for multiple items or collections.

ENTRY CATEGORIES *(Check one)*

- | | | |
|---------------|-------------------|-----------------------|
| Accessories | Home Office | Motion Upholstery |
| Bedroom | Juvenile | Occasional Tables |
| Casual Dining | Lighting | Occasional Storage |
| Entertainment | Leather Furniture | Summer Casual |
| Formal Dining | Major Collection | Stationary Upholstery |

ENTRY SUBCATEGORY *(Product must first be entered in one of the 15 Categories listed above)*

Green Leaf Award Entry

PRODUCT INTRODUCTION REQUIREMENTS

Date of product introduction: Month _____ Year _____ *(Must be during or after October 2007.)*

Product must be in current production and sold at either a Trade Show or be available in at least twenty (20) retail stores. *(Please indicate below.)*

TRADE SHOW INTRODUCTION *(Please check each applicable market)*

- | | |
|-------------------------------------|---|
| ABC Kids Expo | High Point Furniture Market |
| Atlanta International Gift & Home | ICFF New York |
| Canton International Furniture Fair | IFF Singapore |
| Cebu International Furniture Fair | IMM Cologne |
| Chicago Gift & Home Market | Las Vegas Furniture Market |
| Chicago International Housewares | Maison & Objects Paris |
| Chicago Casual Furniture Market | Salone Internationale Del Mobile Milano |
| Dallas Furniture Market | Shanghai International Furniture Fair |
| Dallas International Gift & Home | Tupelo Furniture Market |

20 RETAIL STORES *(Please include the City)*



Payment Form

Entry Deadline is June 1, 2010

Late entries will be accepted until June 15 with an additional fee of \$25.00 per entry.

**Note: 10% Discount on ASFD Membership Application Fees with 2010 Pinnacle Award Submissions.
Download Membership Application at www.asfd.com.**

ENTRY FEES	
Total Number of Entries at \$75 Member Rate	
Total Number of Entries at \$100 Non-Member Rate	
Total Number of Late Entries (\$25 Late Fee per Entry)	
<i>Total Number of Entries for Green Leaf Award (No added Fee)</i>	\$0.00
Subtotal Entry Fees	
Multiple Entry Discount (All entries must be submitted together to be eligible for the discount)	
5% Discount on 5-9 Entries <u>OR</u> 10% Discount on 10 or more Entries	
TOTAL ENTRY FEES DUE	

Please make Check Payable to ASFD. Please include only one Check and one "Payment Form" for multiple entries. Note: ASFD Federal Tax I.D. number is 56-1334257. Credit Cards are not accepted by ASFD.

AGREEMENT

I hereby affirm that I have read the Submission Folder Requirements, including the section on Ownership and Publication of Entries.

Signature *(required)*

Date

Print Name *(required)*

Title

Please send your completed entry folder + payment by June 1, 2010 to:

**American Society of Furniture Designers (ASFD)
144 Wood Land Drive, New London, NC 28127**

SUBMISSION FOLDER CHECKLIST

One (1) 2010 ASFD Pinnacle™ Awards Entry Form
Descriptive Data and Price Information
Photographs and Catalog Sheets
Digital File (CD) Clearly Labeled (Product & Designer photos)

One (1) *Payment Form* for All Pinnacle Entries
One (1) Separate Check payable to ASFD for all entries
One (1) Separate Check with Membership Applications
Credit Cards are not accepted.

Questions? Please contact Christine Evans, ASFD Executive Director (910) 576-1273 info@asfd.com