

Gillette Landmark Design Competition

P&G/Gillette is undertaking the most significant renovation of its World Shaving Headquarters in its 100-year history. When complete, the 33-acre site, located in South Boston, will house P&G/Gillette's Research and Development, Engineering, Manufacturing, Marketing and business support.

To mark the significance of this endeavor, the Company is launching a single-phased design competition for a signature sculpture or landmark icon to mark the entry to the World Shaving Headquarters complex.

Design professionals and students are encouraged to submit designs that reflect the essence of the Gillette brand and draws inspiration from the Company's shaving product innovation and manufacturing technology. All designs should reinforce the P&G/Gillette corporate identity, enhance the newly designed campus, and contribute positively to the South Boston community.

The chosen art piece will serve as a welcome to employees and visitors, as well as a beacon for the South Boston neighborhood.

Registration:

Registration for entry is required by October 6, 2008. There is no fee. Please register at www.gilletedesigncompetition.com

Schedule

Registration Deadline	October 6, 2008
Deadline for Questions	October 13, 2008
Deadline for Question Responses	October 21, 2008
Submission Deadline	November 17, 2008 - 5:00 p.m. EST
Juried Review	December, 2008
Announcement of Winners	December, 2008

Awards:

First Prize:	\$5,000
Second Prize:	\$1,500
Third Prize:	\$ 500

Eligibility:

Entrants may be individuals or teams. One member of a team should be designated the contact person for communication purposes. Professional designers, artists, architects, students and others are all encouraged to enter. Exclusions: Members of the Advisory Committee and Jury are enjoined from participating and/or advising or assisting a competitor in any way in the competition. Employees of the architectural /engineering firms executing the renovation project are not eligible to participate.

Anonymity:

This competition requires individuals and teams to pre-register prior to submission. Upon receipt of entrant's registration form, entries will be confirmed with the assignment of a unique Identification Number. This Identification Number must be marked only on the back of each presentation board. A closed envelope with a copy of the completed registration form should be firmly affixed to the back of each presentation board. The envelopes will not be opened until the completion of the anonymous Juried Review. Submissions are to bear no marks of logo, insignia, or writing that identify their authorship. Failure to comply with this requirement will result in disqualification.

Design Criteria:

The design of art piece must comply with the size requirements as detailed. Violation of the design criteria will result in disqualification.

Design Objectives:

The Gillette Brand Essence

Gillette products are used every day by men and women around the world. Gillette leads with products that are consistently high performing, innovative and technologically advanced. No brand plays a more powerful role in helping men and women look, feel and be their best every day.

The P&G Gillette Corporate Brand Philosophy

Improving the lives of the words consumers now and for future generations.

Successful entries will reflect the essence of the Gillette brand and reference the company's continuous product innovation and manufacturing excellence. Solutions should also reinforce the P&G-Gillette Corporate Brand, enhance the newly designed campus, and contribute positively to the South Boston community.

Entries will be judged on the following design criteria:

Meeting Project Intent: Development of a site identifier that resonates as a campus and neighborhood landmark.

Interpretative approach: Creative interpretation of the Gillette Brand essence

Fit with P&G Gillette Corporate Brand philosophy

Creativity and Quality of Design: Strong aesthetic appeal, design elegance, and overall contribution to the campus and community

Constructability and Longevity: Ability to be cleanly executed and withstand permanent installation outdoors in a public area

Submission Requirements:

Entrants may submit up to (2) 24" x 36" boards. The boards are to be of light-weight foam core and to have a maximum thickness of 0.5". While presentation materials are at the discretion of the entrant, competitors are encouraged to include on the submission boards: a conceptual statement describing the design concept, renderings, diagrams, drawings that illustrate the intent of the submission. Please note, physical models will not be accepted. Presentation layouts must not include any identification of the entrant. A closed envelope with a copy of the completed registration form should be firmly affixed to the back of each presentation board. The entrants Identification Number should be clearly marked on the upper right hand side on the back of each board.

Presentation boards must be accompanied by a compact disc that contains electronic PDF's and JPGs of both presentation boards. PDF's are to be 24" x 36" at 150 dpi resolution. JPG files should be 6" x 9" at 100 dpi resolution. Compact discs are only to include the digital files of the submitted boards, and are to comply with the anonymity requirements. Please check disks prior to submission to insure all files are readable.

Questions & Answers:

Entrants may seek further clarification of the information presented on this site by submitting questions to the competition advisors by email before October 6, 2008. Answers to questions will be compiled into a question/answer document that will be made available on this website on October 13, 2008. Any changes to this document resulting from answers to the questions will become a part of the revised competition brief document.

Deadline:

All submissions must be received in Boston, Massachusetts no later than 5:00 p.m. (EST) on November 17, 2008. Submissions postmarked before November 17, but received after 5:00 pm on November 14 will be disqualified.

Entrants are solely responsible for ensuring their entry arrives on time. The competition sponsors and its advisors assume no responsibility for the condition in which materials arrive.

Selection Process:

Competition submissions will be judged by a jury comprised of design professionals that complement the competition's objectives and challenges. Members of the jury will judge submissions based solely upon material submitted.

Jury:

Helen Stringer, Competition Chair, Design Director, Gillette Global Grooming

Holly Mullenix, Corporate Equity

Bret Davis Roberts, North America Environmental Design

Tony Wagner, Program Manager

David Carlson, Senior Architect Boston Redevelopment Authority

Thank you for your interest in this competition, we look forward to seeing your entry.

Helen Stringer, Competition Chair