

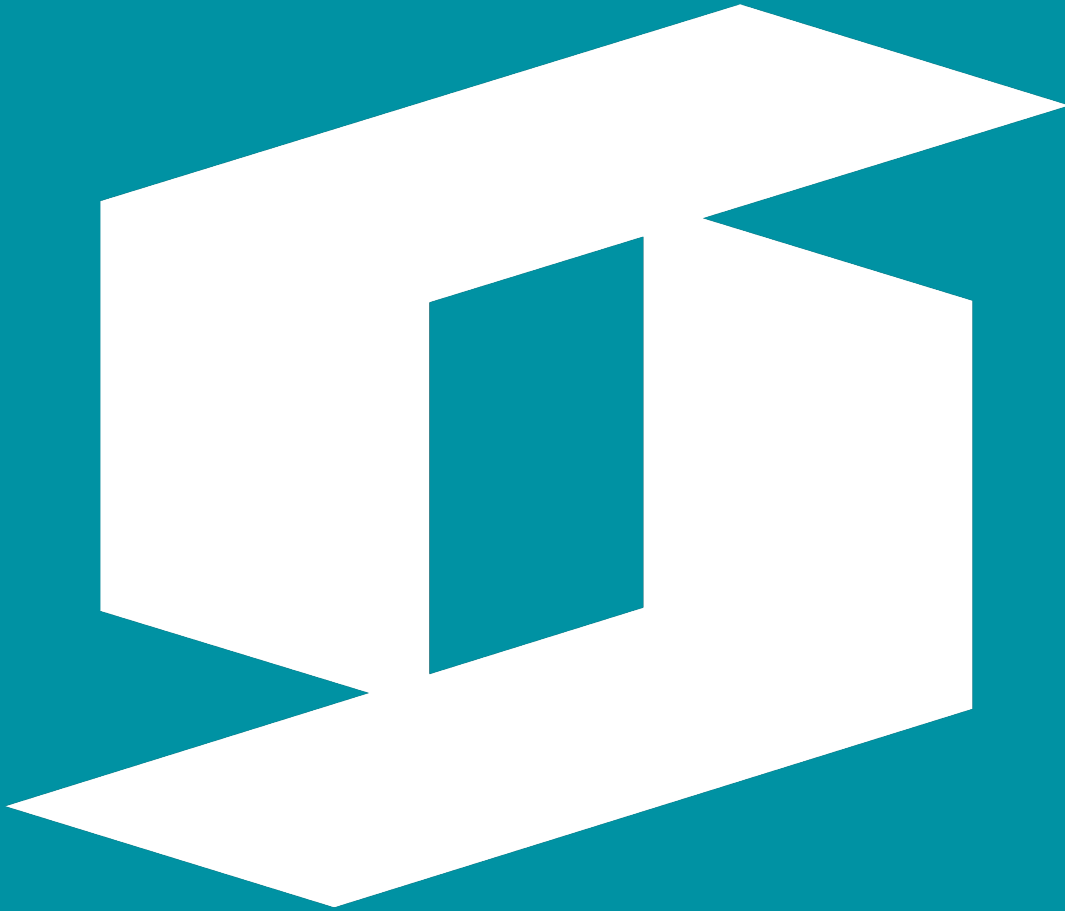
EMERGING
PROFESSIONALS
PROGRAM

2023 EMERGING PROFESSIONALS DESIGN COMPETITION

PROJECT BRIEF

SPONSORED BY





E M E R G I N G
P R O F E S S I O N A L S
P R O G R A M

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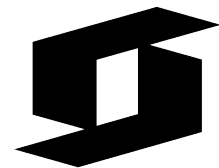
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OVERVIEW

Founded in 1925 in Los Angeles, CA, originally as a wallpaper manufacturer, Dunn-Edwards Corporation is now a leading regional paint provider. We are proud of our family history, environmental footprint, quality products and expansive color palette.

As part of this enduring legacy, Dunn-Edwards is paying it forward - to YOU! You are the emerging professional. The next generation of designers and architects. The upcoming industry thought leaders. We established the Emerging Professionals Program for this very reason and will continue to sponsor the Emerging Professionals Design Competition year after year. We have nearly 100 years of knowledge and resources to share. We are your partners on this journey.

The 2023 Emerging Professionals Design Competition is the ideal platform to test and enhance your interior design skills. Review the information and submit your digital entry. The competition officially closes on August 15, 2023 at 11:59 PM PDT.



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THEME

The theme of this year's competition is influenced by the Dunn-Edwards Paints Color of the Year, Terra Rosa (DE5096). As one of the key colors in our 2023 Color + Design Trends story, Life in Poetry, Terra Rosa (DE5096) highlights living a life filled with joy and finding the beauty in everyday small pleasures. The grounding quiet comfort of Terra Rosa (DE5096) provides a touch of prettiness with the influence of pink, yet still can create drama with its deep value. And this is why the color, Terra Rosa (DE5096), will anchor your design.

It is a deep, rosy pink hue with a touch of terracotta influence that exudes confidence, creativity and coziness. Reflecting just the right amount of introspection, this high chroma cinnamon rose hue is strong, yet approachable, and acts as a refreshing neutral update to browns and burgundies.

Use the specifics on the following pages to create a design concept for your client. The hypothetical budget is undefined and the client wants to see your creative design. The sky is the limit!





A celebrity has approached you to re-design the living room in their casita. A casita is a small guest house, commonly found in the Palm Spring, CA area. The living room is 10' x 20' and must have at least one couch, one chair, coffee table and tv. The client has requested that at least 6 people should sit comfortably in the living room. The client wants it to be a welcoming and comfortable space for friends and family when they visit. It is required that one wall be a “point of interest” that incorporates the Dunn-Edwards Color of the Year, Terra Rosa (DE5096).

You, as the designer, will determine what that creative “point of interest” is. Imagine what you would want to highlight in your portfolio. Ceiling height is at your discretion within the range of 9' minimum and 14' maximum. Don't forget to include lighting and at least two windows.

General Notes

- No floor plan is provided. Use the parameters set forth in the theme to freely design.
- True north must be indicated on all relevant submission documents. You decide where true north is.
- Scale must be indicated on all relevant submission documents. Scale: 1/4" = 1'
- ADA compliance and standard building codes are not applicable.
- A single door must be no less than 36" wide. You determine appropriate height.
- Windowsill height is exactly 36" and you determine appropriate window height and width dimensions.
- All dimensions are from above finished floor.
- All rooms and colors must be appropriately labeled.
- Exterior wall thickness is N/A.
- Unless a specific requirement or limitation is noted, the design competition encourages the use of artistic license.

REQUIREMENTS: MOOD BOARD

Present an original, vertical digital mood board (36" x 24") with no more than 15 images that visually communicate your design concept to your client based on the given theme. Select at least 6 colors from the Life in Poetry color palette found here, including Terra Rosa (DE5096), to be your core color palette. You can choose to expand the selected color palette to no more than 10 colors all from the Dunn-Edwards Perfect Palette®. Clearly label each color on the mood board using the following naming convention: Color Name (Record Locator ID), for example, Terra Rosa (DE5096). The color palette is not included in the 15 images maximum.

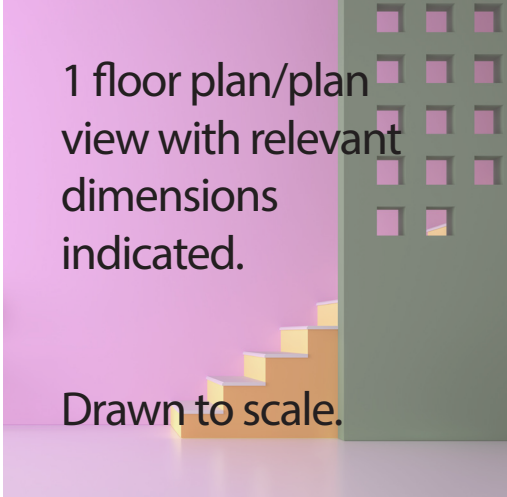
Accompany the mood board with a written concept statement between 750 and 2,000 words. Describe the 1) overall design concept and 2) how color, and Terra Rosa (DE5096) in particular, is an essential component of the design.

Your total word count must be noted at the bottom of the written concept statement. Failure to do so will result in immediate disqualification.

REQUIREMENTS: RENDERINGS

Using the computer rendering software(s) of your choosing, present an original design.

Include the following:



1 floor plan/plan view with relevant dimensions indicated.

Drawn to scale.

1 floor plan/plan view without dimensions.

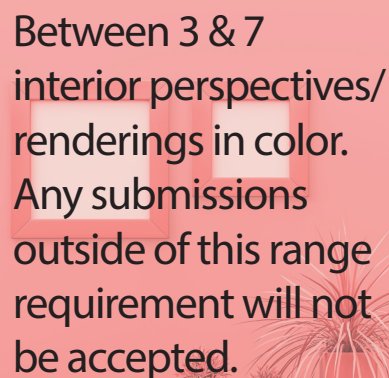
Drawn to scale.

Other plans, such as a reflected ceiling plan, are not required and will not be accepted.



1 interior elevation without dimensions.

Drawn to scale.



Between 3 & 7 interior perspectives/renderings in color. Any submissions outside of this range requirement will not be accepted.

Each interior perspective must include at least 2 Dunn-Edwards colors used specifically as surface coatings. Indicate the Dunn-Edwards colors and locations per rendering.

SUBMISSION

You may enter individually or jointly, in groups of no more than two people. Awarded prizes will be divided accordingly. Multiple submissions are prohibited. Submit here!

To be eligible to submit, you must be a current student, at least 18 years old and a legal resident of the U.S. or residing in the U.S. on a valid student visa. See the Official Rules on www.dunnedwards.com for more details.

Submission package consists of: competition cover page, mood board, written concept statement, floor plans and renderings. Only submissions in PDF will be accepted. The maximum file size is 10MB. A competition cover page must be included with each submission package. It can be found within this 2023 Emerging Professionals Design Competition Brief.



PRIZES

cash!

\$3,000

Grand Prize

cash!

\$800

Second Place Prize

cash!

\$250

Third Place Prize

JUDGING

There will be one round of judging. Using the evaluation criteria, judges will select a grand prize winner, second place winner and third place winner. Judging will be based on the evaluation of the following criteria:

- 25% originality
- 25% design aesthetic
- 20% color palette
- 30% concept statement



KEY DATES

MARCH

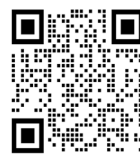
design
competition
opens 1

AUGUST

design
competition
closes 15

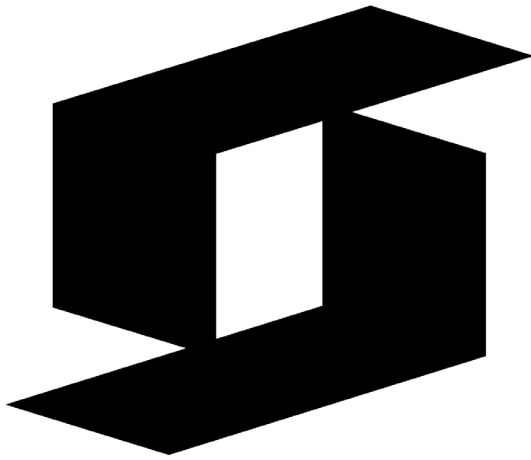


Emerging Professionals Design Competition Landing Page
www.dunnedwards.com/pro-resources/emerging-professionals/design-competition



Questions?

EmergingProfessionalsProgram@DunnEdwards.com

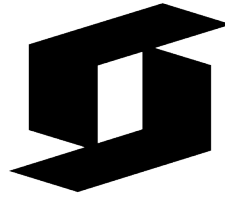


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SUBMIT HERE!



THE ESSENTIALS

Full Name: [Click or tap here to enter text.](#)

School Name: [Click or tap here to enter text.](#)

Submission Email: [Click or tap here to enter text.](#)

Birthday: [Click or tap to enter a date.](#)

Anticipated Graduation Date: [Click or tap to enter a date.](#)

Group Member 2- Full Name: [Click or tap here to enter text.](#)

Group Member 2- Email: [Click or tap here to enter text.](#)

Group Member 2- Birthday: [Click or tap to enter a date.](#)

Group Member 2- Anticipated Graduation Date: [Click or tap to enter a date.](#)

Group member information only necessary for joint submissions.

THE COLOR PALETTE

Color 1: Terra Rosa (DE5096)

Color 6: [Click or tap here to enter text.](#)

Color 2: [Click or tap here to enter text.](#)

Color 7: [Click or tap here to enter text.](#)

Color 3: [Click or tap here to enter text.](#)

Color 8: [Click or tap here to enter text.](#)

Color 4: [Click or tap here to enter text.](#)

Color 9: [Click or tap here to enter text.](#)

Color 5: [Click or tap here to enter text.](#)

Color 10: [Click or tap here to enter text.](#)

By participating in the Competition and submitting contact information, all Entrants agree to receive email communications from Dunn-Edwards. Entrants may unsubscribe from these email communications at any time but will become ineligible if they unsubscribe before prizes are awarded. See the Official Rules for more details.