

# FAVE

## go go retail design experience 2020

### Competition Criteria



Sponsored by:

**kingsmen**

*Asia's Leading Retail Fit-out Group...Delivering globally*

**euro a go go @ EuroShop Düsseldorf**  
February 15-20, 2020

retail road trip/Madrid  
February 20-23, 2020

## **Evaluation Criteria**

Submissions will be evaluated on their essay content and portfolio. The essay will be evaluated on a 1 – 10 scale and the portfolio on a 1 – 20 scale (1 being the lowest score and 10 or 20 being the highest)

Essay: Retail is undergoing an enormous transformation, leaving many asking, “What's the future of retail?” Tell us where you see the future of retail going.

**10 Points / 33% of total score**

1. Subject Matter/Relevance
2. Grammar, Spelling & Overall Writing
3. Conclusion (conclusion is clearly stated and is reasonable based on facts and or argument presented)

Portfolio: How does their work represent the student's ability

**20 Points / 66% of total score**

1. Includes projects with quality in execution
2. Shows technical proficiency
3. Professional representation (attention to detail, quality of composition, method of presentation)

## **Submission Requirements and Standards**

1. Essay (Min. 500 words and Max. 600 words): Retail is undergoing an enormous transformation, leaving many asking, “What's the future of retail?” Tell us where you see the future of retail going. Must be submitted as a pdf. Spelling and grammar counts.

2. Project Folio of 6 pages maximum. Describe a retail related project (student based or professional) that you've worked on and that you are proud of (include supporting visuals). Individual vs. team projects should be identified. For team projects, student should identify role. Projects may be hand drawn, computer generated, and or a combination of both. Must be submitted as one pdf. Project submissions exceeding 6 pages will not be considered.

3. One Letter of Recommendation. Recommendations can be from a professor, faculty member or an employer (including internship supervisors). Letters must be on school or company letterhead. Recommendations CANNOT be friends or family members.

4. Must include a copy of your transcript (official or un-official).

## **Judging Process**

- Submissions will be judged by a panel of recognized leaders in the retail design industry.
- Three finalists will be announced the week of November 11.