

HAIR EXPC AWARDS

BEST SALON DESIGN

2 0 1 9

DO YOU HAVE
THE GOLDEN TOUCH?

BEST SALON DESIGN

Category definition for the Awards period of March 2018 – March 2019.

The winner of this category is a salon in Australia or New Zealand that provides a functional and professional environment with great ambience and appeal to its target market. From the salon location, to the floor plan and finishes, all aspects of the salon will be considered to identify the winner. This award is open to a new salon or complete salon refurbishment that has occurred during the awards period of March 2017 – March 2018.

You must submit six mounted A4 size photographs, either ALL landscape or ALL portrait, showcasing your new/refurbished salon.

PLEASE NOTE

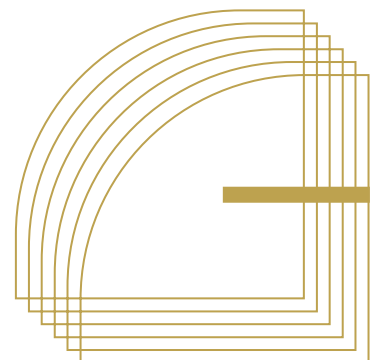
Judges will receive the following criteria on which to base their evaluation of your salon photographic collection:

Overall creative criteria for this category:

Providing a functional and professional environment with great ambience and appeal.

Judging will be marked out of 10 on each of the following 3 key criteria to create your overall score:

1. The ambience and total appeal of the salon delivers a wow-factor.
2. The salon design shows originality, vision and innovation.
3. The use of space and design in the salon results in a harmonious blend of functionality alongside beauty.



BEST SALON DESIGN CATEGORY RULES

Summary of what you need to submit in Round 1 (see below for further details):

- Photographic Collection of 6 x Printed and Mounted A4 Photos
- Declaration form completed and signed by entrant (included below)

Post your photographic collection and the above mentioned form to the address below by **Wednesday 6th March, 2019 (Office will close at 5pm)**

Upload your photographic collection and the above mentioned form to the online Awards portal by **11.59pm Wednesday 6th March, 2019**: hairexpo.awardsplatform.com

Ensure your collection photos are high resolution RGB JPEG format, keeping in mind the maximum accepted uploaded file size is 5MB. You may be asked to provide different formats if you are a Finalist. Please note that we cannot take responsibility for a variance in image colours depending on the medium used e.g print vs online. The images may be used for promotion of Hair Expo Australia/ Reed Exhibitions Australia, altered or in original form.

Post:

Hair Expo Awards 2019
Locked Bag 7777, Chatswood DC
NSW 2067, Australia

Courier:

Hair Expo Awards 2019
Tower 2, Level 1,
475 Victoria Ave Chatswood,
NSW 2067, Australia.

For entry enquiries please contact the Head Judge:

Julie Piantadosi: 0431 577 969 or julie@totalsalonsolutions.com

Finalists will be announced from Wednesday 10 April, 2019.

N.B You will only need to submit your written submission if you become a finalist. Finalist written submissions are uploaded via the Awards online platform and are due Wednesday 15 May, 11.59pm. It is mandatory for Creative Category finalists to submit this to retain their finalist placing

PHOTOGRAPHIC COLLECTION RULES

The photographs must be produced within the Awards period March 2018 to March 2019.

Your collection is made up of 6 x A4 photos. The collection should represent different aspects of your Salon. All photographs must be all landscape or all portrait. Professional photographers may be used.

ALL photos must be mounted on mount cardboard (approx. 3-4mm thick) with no borders, and clearly marked on the back with all artist and photography credits (e.g photographer used), as well as the order you prefer them to be displayed (they are displayed 8-10 June, 2019 at the Hair Expo Gallery and most likely in 3 rows of 2 photos).

Please DO NOT use foam core to mount your photos as this damages easily (See suggested supplier in the General Rules & Regulations if you need help with printing/mounting).

It is your responsibility to package your photographic collection properly so that it is not damaged in the courier or postage system. Hair Expo Australia accepts no responsibility for submissions which may become lost in the mail and will not be liable for any loss or damage to submissions. Photographic collections will not be returned, however you are welcome to pick them up from the Hair Expo Gallery at 4pm on the 10th June (ICC Darling Harbour).

Salon branding is permitted in these photos as it is understood this is unavoidable.

Entrants must strongly consider the category brief and judge's criteria above - they do vary per category and provide the key creative direction for entries

BEST SALON DESIGN DECLARATION

- I (as listed below)* agree upon, receipt of which is hereby acknowledged, consent that Hair Expo Australia/ Reed Exhibitions Australia and media authorised by Hair Expo Australia/Reed Exhibitions Australia, may use the photographs and/or digital files submitted for the Hair Expo Awards for the purpose of promotion and publication in whole or part thereof.
- I declare that this submission is a true and accurate description of the Salon design/re-design described which was completed during the Awards Period of March 2018 – March 2019.
- The Salon opened/or re-opened on (date): __ / __ / __
- I declare that I have read and understood the general Rules and Regulations in addition to those that apply specifically to my category.
- I declare that I have not, and will not, approach any current Hair Expo Judges in relation to the specifics of my entry, including showing them any visuals related to my Photographic Collection prior to either round of Judging. Nor will I approach them for post judging feedback at any time (the anonymous online feedback system replaces the need to approach judges, and represents all judges for a well rounded and fair source of feedback for each entrant).

Please tick all declarations above to ensure your entry is valid.

Name: _____

Salon: _____

Signature: _____

Date: _____

Name of Witness: _____

Signature: _____

Date: _____

In case you become a finalist, what would you most like us to share about you when we promote this achievement? Please share something we can use in our PR in 50 words or less (we will contact you if further information is required).

FINALIST WRITTEN SUBMISSION QUESTIONS

Please Note:

- Please ensure you read your category rules and the General Rules and Regulations document before commencing any part of your entry. Your answers must describe activities within the current awards period: March 2018 – March 2019 (not adhering to this will impact your scores).
- You are not required to submit the written submission below, unless you are announced as a Finalist
- The online Awards platform will provide final details on word count and attachment limits where relevant – please use the below as a guide to the questions you will be required to answer via the online portal should you become a Finalist.
- The online portal will re-open after the Finalist announcement and the below will be due 11.59pm Wednesday 15th May, 2019 via the online portal at: hairexpo.awardsplatform.com

Question 1 - Max 150 words (10 points)

Describe why your salon deserves to be awarded the title “Hair Expo Best Salon Design” for 2019.

Question 2 – PDF Upload only (20 points)

What was your inspiration behind the new salon design? Please provide a creative brief similar to one you would create for yourself and your designers/builders/suppliers that demonstrates the vision behind your new or redesigned salon. Photos/sketches/mood boards etc can be attached as visuals where appropriate.

Please include the following in your answer:

- Your key objectives
- The inspiration and thinking behind the look and feel
- Please include your photographic collection as part of this document, with all 6 photos on one page in order of preference

NB: Your upload can be up to a 5 page PDF (maximum file size of 4MB)

Question 3 - Max 500 words summary + PDF Upload (30 points)

First impressions and the salon atmosphere are critical. List up to 10 elements within your salon design that create an outstanding atmosphere.

NB: You may also support your answer with a maximum 5 page PDF attachment, expanding your answer with visuals or other relevant supporting information (maximum file size of 3MB)

Question 4 – Max 250 words (10 points)

Who is your target market and how does your design represent and attract this market?

Question 5 – Max 500 Words (20 points)

How does the design environment contribute to Salon and Team Performance?

Question 6 - Max 250 words (10 points)

How did the design take into consideration corporate social responsibility issues, e.g. eco friendly building/materials, energy saving, improved working conditions for staff etc.?