

# Architecture in Perspective 25: Call for Entries

25th Anniversary, the Annual International Competition of Architectural Illustration

“Where the future meets the past.”

October 20-24, 2010

## Deadlines:

**Professional Entries - Friday, January 15, 2010.**

**Student Entries - Friday, January 29, 2010.**

**With this call for entries, ASAI announces Madison, Wisconsin as its conference venue October 20-24, 2010.**

*The American Society of Architectural Illustrators, ASAI, is a nonprofit professional organization whose principal purposes are to foster communication among architectural illustrators, to raise the standards of architectural rendering internationally, and to acquaint a broader public with the importance of such drawing as integral to the practice of architecture. ASAI's annual international competition and exhibition further the society's objectives by selecting its members' most outstanding work and presenting it in major venues worldwide over the course of the year. Selected artwork is also reproduced on the website at [www.asai.org](http://www.asai.org). ASAI membership is open to all illustrators, architects, designers, students, and others engaged in the serious pursuit of architectural drawing as a design or presentation tool.*

### ELIGIBILITY

The AIP competition is open only to existing ASAI members in good standing as well as to newly subscribed members (with membership accompanying entries). The Hugh Ferriss Memorial Prize may only be awarded to an entrant once every six years. No one participating in the jury process may submit work for the competition.

*\*Student members may enter the Student Award Competition.*

### WHAT CAN BE ENTERED

Entries must be submitted on the ASAI web site (preferred) or via CD or DVD. Entries must constitute original work in any 2D medium (including digital images) representing proposed buildings, interiors, or architectural environments. No renderings of wholly existing (at time of drawing execution) buildings, interiors or environments will be accepted.

The original art need not be in the possession of the artist at the time of submission. However, if selected, the original must be made available for the entire traveling exhibition schedule (approximately 1 year).

The original artwork must be no larger than 42”x 72” (107 cm. x 183 cm.).

Entries must consist of high quality RGB-mode JPG files, no larger than 2000 x 1300 pixels. Digital files must be identified by the first four letters of the artist's last name, followed by the artist's first initial, concluding with a two-digit number designating the image number. (Example: The file name for Andy Palladio's second image submission would be: PALL-A-02)



Edward Keegan is both an architect and an architectural critic. He is President of Edward Keegan, Architect as well as a contributing Editor for *Architecture* magazine. Edward has also written for *Metropolis*, *Interior Design*, *Architectural Record*, the *Chicago Tribune* and the *Chicago Sun-Times*. He has brought architecture to a larger audience, authoring the books *Chicago Architecture: 1885 to Today* and *The Chicago Board of Trade Building*. As a broadcast journalist, he has interviewed numerous architects, including well known figures Frank Gehry, Rafael Moneo, Renzo Piano and Robert Venturi. In 2009, Edward Curated a show at the Chicago Cultural Center: “Big. Bold. Visionary. Chicago Considers the Next Century” featured renderings and models of 40 Chicago Architects' visions for Chicago's future.

Edward received AIA Chicago's 1997 Young Architect Award. He was President of the Chicago Architectural Club for one year, and served on that organization's Board of Directors for six years.

Entries should be either:

1. Submitted to the ASAI web site at [www.asai.org](http://www.asai.org). Entrants must complete the online entry form and submit electronic payment, which will allow them to upload entered images. (This is especially preferred for international submissions.)

2. Mailed or couriered on a CD or DVD, with entry payment and appropriate entry forms for EACH submitted image, to:

ASAI  
3301 North Garden Lane  
Avondale, AZ 85392

Note: If submitting via mail or courier, overseas entrants should mark each package:

“Materials for Contest Only – No Commercial Value” No provision will be made by ASAI for US Customs or airport pickup. Therefore, international entries should *not* be sent by airfreight.

A maximum of 10 entries (IN DIGITAL FORMAT ONLY) from any artist will be allowed.

*\*Student members are allowed a maximum of 5 entries.*

At a later date, selected artists will be required to submit RGB-mode TIF files, close to but no larger than 3000 x 2400 pixels for inclusion in the printed and digital exhibition catalog.

### SUBMISSION FORM

Please photocopy and submit a separate entry form for each image (available at [www.asai.org](http://www.asai.org)) or submit electronically at [www.asai.org](http://www.asai.org). The information on your form should be written clearly or typed and will be used during the judging process, exhibition and catalog preparation, mailing, awards ceremonies, and publicity associated with the winning entries. Please be precise.

Take care to identify your entry correctly on the submission; this identification will appear in the catalog if the image is selected.

### ENTRY FEES

ASAI members' entry fee will be US\$65 for the 1st image, and US\$30 per image thereafter, with a maximum of 10 images. Non-ASAI members may join at the time of submission.

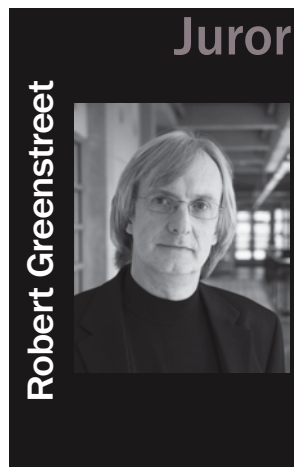
*\* Students' entry fee will be US\$15 for the first image and US\$5 per image thereafter, with a maximum of 5 images.*

#### MEMBERSHIP FEES:

Individuals: US\$170 in North America; US\$205 Elsewhere

Corporate: US\$300

*\*Student: US\$35*



Robert Greenstreet is Dean of the School of Architecture and Urban Planning at the University of Wisconsin-Milwaukee. A licensed architect in the United Kingdom, his professional memberships include the Royal Institute of British Architects, the American Institute of Architects and the American Planning Association.

Robert is the author or co-author of seven books, including *Architectural Representation*, *Graphic Sourcebook*, and *The Manual of Graphic Techniques*. In addition, he has published over 150 articles and papers.

Honors include being named a Fellow of the Royal Society of Arts as well as multiple citations from organizations that include the American Collegiate Schools of Architecture (ACSA) and the American Institute of Architects. Robert has served as the Interim Chancellor of the University of Wisconsin-Milwaukee, as well as the President, Secretary and Treasurer of the ACSA.



Eric Brightfield is the founder and President of ImageFiction, an architectural illustration firm in Chicago, Illinois. Since 1995, ImageFiction has excelled at creating illustrations that show buildings nestled in their surroundings, bringing over 5,000 images and animations to life. An accomplished photographer, Eric's expertise in cutting edge digital technology complements his experience in traditional architectural illustration.

ImageFiction has received a 2009 Urban Design Award for contributions to the Chicago 2016 Master Plan, as well as the 2009 Alfredo Sanchez Juror Award in AIP 24. They have also been honored with seven AIP Awards of Excellence as well as a Caddie Award.

Eric has worked in the architecture profession for 30 years, notably as the Director of Graphic Design for Holabird & Root Architects for 13 years before establishing ImageFiction. He served as ASAI President in 2006.

Overseas entrants may use a credit card or make a payment using an international bank draft, an international postal money order or a check in US funds drafted on a US bank. Entry fees are non-refundable. Each selected artist will be responsible for expenses related to publication and exhibition of their artwork.

### JUDGING CRITERIA

The Jury will select the finest work, representing a cross-section of architectural illustrations, encompassing a range of media, building types and rendering styles, including perspectives and orthographic views. Artwork may be either black and white or color, and in any 2D medium — hand-done or digital. Images may be client-commissioned, self-commissioned, competition entries or entirely imaginary (this information to be noted on the entry form). Approximately 60 entries will be selected for exhibition and inclusion in the catalog, with no more than one selection per artist or firm.

*\*Student entries will be judged by a separately convened jury which will include senior ASAI members. Jury details will be announced on the website.*

### ENTRY CATEGORIES

There are three categories for entry submissions and judging:

FORMAL CATEGORY—Formal presentation renderings, drawings, paintings and computer imagery.

SKETCH CATEGORY—Informal sketches, drawings, paintings and computer imagery. Artists must designate the category for each entry. However, the jury reserves the right to reassign categories.

*\*STUDENT MEMBER CATEGORY— Includes formal presentation renderings, informal sketches, study projects, drawings, paintings and computer imagery.*

### AWARDS AND PRIZES

The entry unanimously selected by the jury as most deserving of the honor of Best in Show will appear on the cover of the exhibition catalog and will be featured in publicity surrounding the show. The winning entrant will be awarded the Hugh Ferriss Memorial Prize, a framed, specially cast medallion.

Certificates will be awarded to the Formal Category, Sketch Category and Three Juror's Award winners.

The Members' Choice Award is selected by the votes of ASAI members. The winner will be announced at the ASAI conference in Madison and will also receive a certificate. The remaining selected entries will receive an Award of Excellence certificate at the ASAI conference in Madison..

*\* The Student Award of Excellence winner will receive a Certificate of Excellence. The jury, at their discretion, may also award Student Awards of Merit accompanied by a Certificate of Merit.*

The recipients and their awards will be announced and presented at ASAI's annual conference and awards ceremony October 2010 in Madison, Wisconsin.

### NOTIFICATION OF SELECTION

Jurying will take place early in February, 2010. Notification of results will be made to all entrants via the website approximately one month later. Winners will be notified of their selection for an award or inclusion in the exhibition, together with related costs for providing their artwork. Entrants whose work is selected by the jury will be expected to submit digital files in early Spring 2010 (exact date to be determined), to guarantee inclusion in the website and catalog. Original artwork will need to be available by Early Summer 2009 (exact date to be determined), for presentation at the opening gallery exhibition.

### SELECTED EXHIBITORS

At a later date, selected artists will be required to submit RGB-mode TIF files no larger than 3000 x 2400 pixels for the printed exhibition catalog.

Artists will be responsible for the costs of photographing, framing and shipping their artwork. These expenses will vary depending on the size and location of the artwork.

### PUBLICATION

Submission of an entry acknowledges the right of ASAI to use it for exhibition, publication.

### DEADLINE

Promptness and adherence to deadlines is critical for publishing schedules. All deadlines and other requirements must be met. All entries must be received at ASAI's office in Avondale, Arizona by Friday, January 15, 2010.

### FOR MORE INFORMATION

Please send all materials and direct all inquiries regarding the competition or ASAI membership to:

#### ARCHITECTURE IN PERSPECTIVE 24 COMPETITION

**ASAI**

**3301 North Garden Lane**

**Avondale, AZ 85392**

**USA**

**Tel: 623-433-8782 Fax: 623-444-7420**

**E-mail: [hq@asai.org](mailto:hq@asai.org) Website: [www.asai.org](http://www.asai.org)**

#### Poster Front Image:

George M. Neidecken, "Library Scheme, Secessionist/Prairie Style, 1910," Ferdinand A. W. Kieckhefer Residence, Milwaukee, Wisconsin. Ink, silver powder and watercolor on paper, 11 1/4" x 26 7/16". From the Milwaukee Art Museum Neidecken Archives.

The rendering is by George M. Neidecken, an important Wisconsin designer associated with the Prairie School who created major works in the period from 1897-1927. He designed furnishings, murals or interiors for several Frank Lloyd Wright houses, including the Dana House, the Coonley House, the Bogk House and the Henry J. Allen Residence. In addition to his own numerous design commissions with prominent midwestern families he worked with other notable architects that included George Elmslie and Frank Purcell. He was an artist as well, and studied in Europe, with the great art nouveau artist and illustrator Alphonse Mucha. Architectural illustration was central to his working methods, and in addition he produced a large portfolio of observational watercolors.

**Submit Online at [www.asai.org](http://www.asai.org)**

