

# VM-RD

Retail Design  
Awards  
2012

17th February, 2012  
Hall 12 A, Pragati Maidan,  
New Delhi



## VM&RD Awards 2012

“Every breathtaking store adorning the Indian marketplace has behind it the commitment and effort of Store Designers, Visual Merchandisers, Suppliers and Service Providers who had the vision to delivery excellence that stands head and shoulder above the crowd and delivers pure delight to the customer and the brand. Celebrating this art of creating superlative retail spaces and experience would be incomplete without recognizing the distinguished people behind these creations.

VM&RD Retail Design Awards has been committed to the mission of celebrating excellence in retail design from its inception in 2007 and continues this tradition into 2012 with a bouquet of awards on a prestigious platform endorsed by a group of accomplished judges from across the globe. The promise we keep every year is to make this event bigger, better and more exciting culminating into a stage filled with glittering stars from the industry.

We welcome you to participate in the VM& RD Retail Design Award 2012 and celebrate with the retail design fraternity. Good luck and we hope you enjoy being a part of this unique event.”

### **Entries Open Now**

**The last date is December 15th, 2011  
log on to: [instoreasia.org](http://instoreasia.org)**

**For more details: call / mail  
Metilda Asha call +91-80-4052 2709  
99163 59566  
[asha@vjmediaworks.com](mailto:asha@vjmediaworks.com)**

### **INDEX**

- A) Awards
- B) Eligibility
- C) Entry Guidelines
- D) Entry Information
- E) Entry Fees
- F) Checklist for Entry Submissions

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## A. AWARDS

- Entries in categories C-01 to C-12 will automatically qualify for competing in the non-entry category of Best Store Design.
- There will be one Gold and two merits awarded in each category.
- The entries will be judged online by a panel comprising of design, retailing and brand marketing professionals from India and abroad.

## B. ELIGIBILITY

- Entries can be submitted by individual designers, design firms or in-house design team of any brand / retailer.
- All entries must have been executed between 1st December 2010 and 30th November 2011.
- Only store interior projects executed in India are eligible for entry.
- Entries cannot be entered / repeated in more than one category partly or fully from C-01 to C-12
- Only original design concepts by design agencies can be entered.

Design adaptations cannot be entered by design firm but in-house design team of brand or retailers that have done executed the adaptation can be entered.

## C. ENTRY GUIDELINES

- Please use separate forms for each individual project that is being entered.
- Entry forms can be downloaded from [www.instoreasia.org](http://www.instoreasia.org)

## D. ENTRY INFORMATION

- A word document containing information on 'Project Description', not exceeding 1000 words.
- A word document with information of all key suppliers, and their contact details, associated with the project.
- A maximum of fifteen 300 dpi jpeg images of 6x9 inch dimensions, including a layout plan.
- Separate CDs to be used for different entries.

## E. ENTRY FEES

- The entry fee is Rs. 5000 per entry.
- Cheques / DDs must be payable to "Thoughtshows & Events Private Ltd".
- Payments for multiple entries from one source can be consolidated into one cheque / DD supported by a break-up of the amounts on a separate sheet.

## F. CHECKLIST FOR ENTRY SUBMISSIONS

- Entry form with complete information on category, category code, sub-head, project details and contacts.
- Project Description, supplier list and 300 dpi jpeg images on a CD.
- Payment instruments and details
- A printout of the filled entry form is required to be enclosed else the entry form will not be accepted.

**VM-3D**

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**ALL ENTRIES MUST BE SENT TO -**

THOUGHTSHOWS & EVENTS PRIVATE LTD.

#1019/2, 1ST MAIN, 1ST CROSS,

GEETANJALI LAYOUT, NEW THIPPASANDRA

BANGALORE - 560075

TEL: 080 - 25262918, 40522701-720

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**ALL ENTRIES MUST REACH US LATEST BY 15TH DECEMBER 2011**

**FOR MORE INFO CONTACT**

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