

# DESIGN 'N GATHER

AN INNOVATIVE MOSAIC DESIGN COMPETITION



## CALL FOR SPACE

you provide the location

we provide a mosaic

## THE COMPETITION

We give designers the tools to design original mosaics.

The designers submit their work.

A winner is selected.

We produce the winning mosaic.

The mosaic is installed in your location.

We all party.

## DNG OVERVIEW

At the intersections of digital and physical, art and technology, Artaic continually stretches the bounds of what can be designed in tile, and we are welcoming designers of all backgrounds to do the same.

Now in its third year, the DNG Competition invites designers or collaborative groups from all disciplines to come together, pick up new tools, and create a one-of-a-kind piece that has lasting impact on the space and the individuals who experience it.

Each year Artaic searches for the ideal space in which to host the annual competition. We are currently searching for a location for 2016 but will also consider spaces for 2017 and beyond.

## YOU WILL RECEIVE

### FREE MOSAIC

A design that you will help choose will be produced by Artaic and installed in your location completely free of charge.

### FREE PUBLICITY

Your firm's name and logo will be displayed prominently in all marketing collateral, including regular email campaigns distributed to over 40,000 subscribers. Additionally, you will be mentioned in multiple PR outlets as the competition is marketed.

### VIP TICKETS TO AWARDS PARTY

The competition will culminate with a party honoring the finalists at HD Expo in Las Vegas, one of the largest hospitality trade shows of the year.

# THE TIMELINE

1  
CHOOSE  
LOCATION **DECEMBER**

**JANUARY** 2  
FINALIZE  
GUIDELINES

3  
HOST  
COMPETITION **JANUARY-MARCH**

**MARCH** 4  
SELECT  
WINNER

5  
PRODUCE  
MOSAIC **APRIL**

**MAY** 6  
CELEBRATE  
FINALISTS

## THE LOCATION

HIGHLY VISIBLE

INNOVATIVE

CREATIVE

EXCITING

Our goal for a successful competition is to produce an exciting work of art that is both unique and fitting with the character of the location.

We are looking for a highly visible area with a flat focal surface that can act as a blank canvas. The location can be interior or exterior, floor or wall, remodel or new-build. The space and surrounding environment should inspire and foster innovative and creative submissions.

The winning submission will pull inspiration from the location while contributing a unique component that elevates the overall design.

## THE GUIDELINES

COORDINATION

DESIGN INTENT

COLOR PALETTE

TILE TYPE

Once a location is selected, we collaborate on the guidelines for successful submissions. To ensure relevant effective submissions, we collaborate on design guidelines.

Guidelines will take into consideration the overall design of the space including other finishings and design intent. We will work with you to pick the exact color palette and tile type that work best with the application.

## THE COMPETITION

We provide designers with our Tessera design software and an instructional information packet on how to produce a successful mosaic. Additionally, our Creative Director Paul Reiss will host training sessions to ensure viable submissions.

The training sessions and will be accompanied by a series of email blasts, advertisements, and additional events. Artaic markets the competition through many different channels and partners.

**MARKETING**  
**SOFTWARE DISTRIBUTION**  
**TRAINING SESSIONS**  
**JUDGING PANEL**  
**WINNER SELECTION**



## DESIGN WORKSHOPS

COMPANY PRESENTATION

COMPETITION OVERVIEW

SOFTWARE TRAINING

DESIGN CHARRETTE

NETWORKING

Artaic will host Apple Store educational software workshops in key markets to teach designers how to use Tessera software to design effective submissions. Artaic staff will circulate amongst the designers to help them with the software and show physical samples of mosaic and grout.

After a brief company introduction and competition overview, Artaic will lead the software tutorial, walking the participants through the design process. Each participant will have an Apple work station preloaded with Tessera. At the end of the workshop, each designer will have the opportunity to present their work.

Following the workshop, there will be a networking event at a nearby restaurant where complementary food and drink will be served.

## THE SELECTION PROCESS

Leading up to the submission deadline, a prestigious judging panel is assembled.

After the submission deadline, we collaborate with invested parties, which could include architecture firm, design firm, developer, etc. to select the winning design. The selection process is collaborative to select the ideal submission for the space.

The top ten finalists will be picked based on the creativity, execution, and successful interpretation of thematic elements. From those finalists, one will be selected as the winning submission.

Finalists will be announced well in advance of HD Expo - providing time for travel plans. The finalists are encouraged to attend the HD Expo party and are provided with free travel to the event.

## THE PARTY

WINNERS' GALLERY  
INDUSTRY NETWORKING  
PUBLICITY  
CELEBRATION

The competition will culminate with HD Expo in Las Vegas from May 4-6. In addition to a gallery of the top ten design submissions displayed during the tradeshow, there will also be a closing party where the winning mosaic is revealed.

The party, which will be marketed by Artaic and partners, will be both a celebration of DNG and an opportunity for industry networking and publicity at one of the largest hospitality design trade shows of the year.

## THE PRIZES

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### FIRST PLACE

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The winning submission will be produced by Artaic and installed as a permanent fixture in the designated location.

Prominent display at Bostik's booth at HD Expo in Las Vegas - one of the largest hospitality design trade shows of the year.

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### ALL FINALISTS

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All finalists will be featured at Bostik's booth at HD Expo.

Flight voucher to attend the DNG awards party at HD Expo.

One year membership at Design Museum Foundation (Boston/Portland).

## THE PRODUCTION

DESIGN FINALIZATION  
ROBOTIC PRODUCTION  
SHIPPING  
INSTALLATION

Once a winning mosaic concept is selected, we make any final adjustments to the mosaic that may be needed. We produce the mosaic with our robotic assembly system in square foot sections.

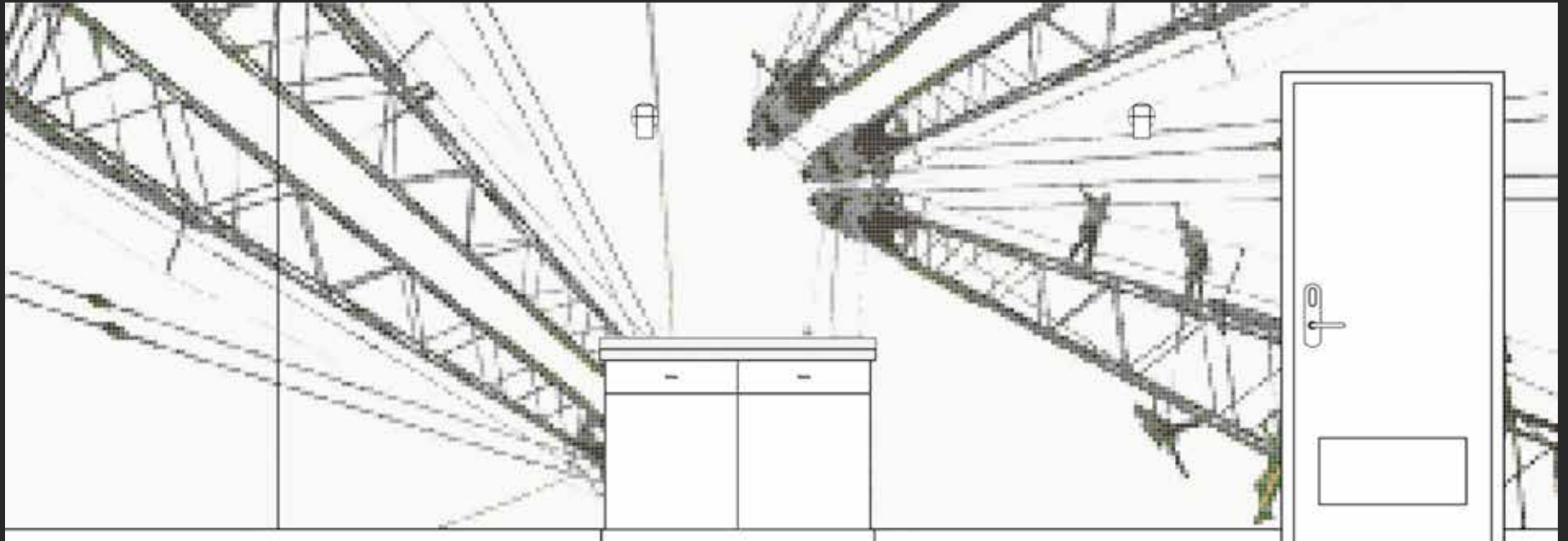
The tile sheets are packaged and shipped to your location with an installation diagram, making the final installation quick and painless.



# DESIGN 'N GATHER 2013

GATHER RESTAURANT in Boston, Massachusetts

# DESIGN 'N GATHER 2013



## 1st Place: "Building Dreams" by Joseph Lyman

"Inspirational and interruptive this mosaic hints to a pattern, a process of creation, a dream. The subject matter is industrial, embracing the ethos of the restaurant as well as the surrounding district."

# DESIGN 'N GATHER 2013

“The competition was incredibly successful. The amount of creativity and artistic merit displayed by the submissions was truly impressive. We would have been delighted to have any number of them produced for the space. The winning submission really complemented the architecture and design of the space. In fact, I don’t think we could’ve come up with a better concept ourselves.”

- David Hacin, President & Founder of Hacin & Associates



Hacin + Associates [architecture + design]





# DESIGN 'N GATHER 2013





# DESIGN 'N GATHER 2014

GATHER RESTAURANT in Boston, Massachusetts

# DESIGN 'N GATHER 2014



## 1st Place: "Anatomy of an Idea" by Jillian Welenc

"A snapshot of the complexities of developing an idea"

“Anatomy of an Idea brought together the bold graphic elements of the architectural design with a great narrative that fit perfectly with our vision for the space.”

- Vince Pan, Principal of Analogue Studios

ANALOGUE  
STUDIO

# DESIGN 'N' GATHER 2014



# ARTAIC INSTALLATIONS



# ARTAIC INSTALLATIONS



# ARTAIC INSTALLATIONS





# ARTAIC INSTALLATIONS

