SERC
SOUTHEAST REGIONAL CONFERENCE

Call for Entries!

SCAN ME

Submissions due: Friday March 10th, 2023 at 6pm
Awards Lunch: Monday, April 24th 2023

Westside Reservoir Park
Atlanta, GA
Designed by HGOR

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Submission Categories

General Design

Project Types: Site-specific works of landscape architecture or urban design. Professional entries must be built.

Typical Entries Include: Public, institutional or private landscapes of all kinds (except residential), historic preservation, green roofs, green infrastructure, design for mobility, landscape art installation and more

Criteria: The jury will consider the quality of design execution, design context, environmental sensitivity/ sustainability, and design value to both the client and larger profession. Student projects may be entered in this category. Student entries are not required to be built.

Residential Design

Project Types: Site specific works of landscape architecture for residential use. Professional entries in the category must be built.

Typical Entries Include: Single or multi-family residential projects, amenity areas for entertainment or recreation, sustainable landscape applications, new construction or renovation projects, private gardens and more.

Criteria: The jury will consider the quality of design and execution, design context, environmental sensitivity and design value to both the client and larger profession. Student projects may be entered in this category. Student entries are not required to be built.

Analysis & Planning

Project Types: The wide variety of professional activities that lead to, guide, and evaluate landscape architectural design. Entries in this category are not required to be built or implemented.

Typical Entries Include: Urban and/or regional planning efforts, development guidelines, corridor studies, town or campus planning efforts, brownfield site reclamation plans; environmental planning related to regulatory controls, cultural or natural resource protection, historic landscape planning and more.

Criteria: The jury will consider the quality of the analysis and planning effort, context, environmental sensitivity, applicability to practice, potential for implementation and value to the client, the public and the larger profession. Student projects may be entered in this category.

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SOUTHEAST REGIONAL CONFERENCE

Submission Categories

Research

Project Types: Research that identifies and investigates challenges posed in landscape architecture, providing results that advance the body of knowledge for the profession.

Typical Entries Include: Research projects related to the practice of landscape architecture such as studies on methods, techniques, or materials; design process investigations; technological innovations; occupational threats; relationship to law, education, public health and safety, or public policy.

Criteria: The jury will consider the research methodology, the applicability of place and context, the methods of investigation, analysis recommendations, and the value to the larger profession. Student projects may be entered in this category.

Note: entrants into the Research category are not required to be landscape architecture firms, agencies or professionals.

Communications

Project Types: Achievements in communicating landscape architecture works, techniques, technologies, history or theory and the lesson value to an intended audience.

Typical Entries Include: Print Media, videos, social media campaigns; smart phone application design; interpretive design; exhibition design; and more.

Criteria: The jury will consider the effectiveness of the message presentation, the innovation in approach or delivery, and the value to the intended audience. Student projects, including project presentations, may be entered in this category.

Note: entrants into the Communications category are not required to be landscape architecture firms, agencies or professionals.

Landmark Award

Project Types: A distinguished landscape architecture project located in the Southeast Region, completed at least 15 years ago that retains its original design integrity and contributes significantly to the public realm.

Typical Entries Include: Parks, plazas, public gardens, botanical gardens, playgrounds, and more. Public agencies, nonprofit organizations, educational institutions and any other interested individuals are encouraged to submit projects in this category.

Criteria: The jury will consider the project's sustained value to the community it serves and its continued relevance to the practice of landscape architecture. Student projects are not eligible for this category.

Note: entrants into the Landmark Award category are not required to be a affiliated with a member of ASLA, nor join ASLA in order to enter.

Submission Categories

Innovation In Design

Project Types: Innovation in design honors the details and businesses solving the problems of today and tomorrow. The focus is on user-friendly, innovative design details and site components that benefit people in unprecedented ways.

Typical Entries Include: Specific project details, design sketches, whimsical or 'outside of the box' ideas to benefit a user, or space.

Criteria: The jury will consider the originality, functionality, and innovativeness, but also for the degree to which the detail or design benefit a user, society, and the environment at large. Student projects may be entered in this category.

Note: entrants into the Innovation In Design category are not required to be landscape architecture firms, agencies or professionals.

Social Impact

Project Types: Projects designed to directly benefit social, humanitarian, community or environments.

Typical Entries Include: Landscape architecture projects that community or environmental impact initiatives, products for underrepresented communities, distribution systems, disaster relief, etc. Especially projects that coincide with events of 2020 where impact was needed, including the COVID-19 pandemic, the fight for racial justice, humanitarian efforts related to climate change or forest fires, and more.

Criteria: The jury will evaluate each project's value to the community it serves and impact to the profession. Student projects may be entered in this category.

Student Work

Project Types: The work of landscape architecture students and/or students from allied professions including planning, urban design, architecture, interior design, engineering and natural sciences. Submissions may be either individual projects or collaborative team projects. Student entries are not required to be built.

Typical Entries Include: Landscape architecture projects that meet the criteria within the categories of General Design, Residential Design, Analysis and Planning, Research, Innovation In Design, Social Impact, and Communications.

Criteria: The jury will evaluate each project within submission categories outlined herein. Projects exhibiting collaboration between landscape architecture and non-landscape architecture students may be given special consideration.

Eligibility Requirements

Professional & Student Entries

The goal of the Southeast Chapters of ASLA is to strengthen the profession by promoting the works of landscape architects in the region. In order to promote and recognize the value of landscape architecture, the ASLA Southeast Regional Conference (SERC) design awards are being held to recognize excellence in the design profession. The program is administered by the SERC Awards Committee.

Award submissions are open to projects or to ASLA Members, Associates, and Fellows in the Southeast Region (Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia). This includes Faculty members, and Students currently teaching or enrolled in landscape architecture programs within the region. Applicants for student awards must be the student who performed the work or students from a team that performed the work. Student projects must have been performed while enrolled at an accredited university, and may be submitted up to one year post graduation. Professional entries are accepted from private practice, public agencies, non-profit, local, state and federal government entities. Entries from other professions are accepted pending pre-approval by the Awards Chair. Professional entry applicants must be the owner of the firm, the person responsible for stamping/sealing the plans, and/or the project manager responsible for performing the work.

The jury process is "blind." In other words, the identities of the entrant and creative team are not revealed to the jury. All jury proceedings are strictly confidential. Members of the awards jury are a committee of out-of-state professionals. Jury members and their respective firms, organizations, agencies, or employers are not eligible to submit projects within this awards program. The SERC Awards Committee retains the right to disqualify any entry that does not meet the program requirements or that presents a conflict of interest. In such cases, refunds will not be issued.

Award Levels

Awards will be given based on the merits of the project for the Category submitted. The decisions of the jury are final and solely based on the submission.

Possible Award Categories include:

• Award of Excellence: Awarded for innovative solution that goes beyond project purpose. One Award per Category may be given if merited.

• Honor Award: Awarded for outstanding, imaginative, and well resolved solution. Up to 20% of the total entries may receive award, if merited.

• Merit Award: Given for creative and functional solution that achieves its purpose. Any number may be given per category, if merited.

• Recognition Award: Recognizes projects that exhibit high standard of achievement. Any number may be given per category, if merited.

Entries will be judged on quality of design or presentation, functionalism, context and surrounding relationships, technological advancements, pioneering efforts, and overall significance to the profession.

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Entry Submission Requirements

> **Submissions: Project submission materials must not reveal the names of the entrant and/or landscape architects, firms, agencies, or organizations affiliated.**

Project Name: A submission must include a concise presentation title that indicates the nature of the project/submission.

Submission Category: Each submission should clearly state the category with which it is being submitted within.

Project Summary: In 350 words or less, describe the project and why it is award-worthy, the role of the landscape architect, and local significance and or special features. This statement may be used in promotional materials if the project is selected for an award. NOTE: failure to submit this statement will lead to disqualification of entry.

Project Narrative: Addressing the criteria for the specific submission category, describe in 1000 words, or less, the project location, size, site context, scope of work, design approach, materials and installation methods, environmental responsiveness, client dynamics, interdisciplinary collaboration and any other major considerations. The project name, statement and narrative must be formatted together within a 8.5"x11" size document using 12 pt Times New Roman font and submitted as a PDF file.

Project Documents & Images: Submission packages must include at least five (5) but no more than fifteen (15) project documents or images. Typical entry images include site plans, illustrations, 3-D renderings, and/or photographs. Project images shall be formatted within an 8.5"x11" size document. Brief captions of no more than 40 words each are to be placed at the bottom of each image. Project images should be submitted as a single PDF file (10mb max size) with the filename labeled with the project entry (do not label using your name). NOTE: failure to submit images will lead to disqualification of entry. Winners will be required to submit high resolution images.

Project Documentation for each Category:
• General Design: Project plans, project description and photos
• Residential Design: Project plans, project description and photos
• Analysis & Planning: Project analysis, planning, design plans, reports
• Communications: Communications document.
• Research: Research documents
• Landmark Award: Project plans, project description and photos
• Innovation In Design: Project analysis, planning, design plans, reports
• Social Impact: Project analysis, planning, design plans, reports

Entry Form: A submission must include one completed entry form. Submission is via an on-line submission process by accessing the SERC Conference web page located at: **www.pheedloop/SERC2023/site/home/** Also, you can the QR code on the entry form below to be directed to the SERC Conference web page.

Multiple projects must be submitted individually.

Please direct any awards questions to the SERC Awards Committee at president@gaasla.org

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Entry Form

Project Name: _____

Submission Category: _____

Applicant Name: _____

Firm/Organization/School: _____

Address: _____

_____

Phone: _____ Email: _____

ASLA Membership Status (check one):
- ☐ ASLA Full Member
- ☐ FASLA
- ☐ Associate ASLA
- ☐ Student ASLA - Graduate Level
- ☐ Student ASLA - Undergraduate Level
- ☐ Non-Member Professional LA or Student
- ☐ Non-Member

Award Entry Fee (check one):
- ☐ Professional ASLA Member $250
- ☐ Professional Non-Member $400
- ☐ Affiliate ASLA Member $400
- ☐ Public Agency, Non-Profit, Universities $125
- ☐ Student ASLA Member $50
- ☐ Student ASLA Non-Member $50

See the SERC web site at **www.pheedloop/SERC2023/site/home/** for payment information. Click the QR codes to visit the SERC website. Awards payments can be located under 'REGISTER' tab. All awards fees are in addition to any general conference attendance ticket costs. Firms, agencies or organizations unable to make payments via the conference website should reach out to treasurer@gaasla.org to arrange alternate payment methods.

Click the QR code below to be directed to the SERC Conference Web Page:

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