



Sub-Zero and Wolf 2008-09 Kitchen Design Contest

Sub-Zero and Wolf invite you to showcase your best. For 2008-09, we again honor the professionals who have helped make Sub-Zero and Wolf the quintessential components of the uncompromised kitchen. This contest is the most respected within the design industry and is judged by a panel of professional designers representing the various disciplines under kitchen design.

Entry is free, the rules are simple, the time frame ample and the prize money lavish—over \$115,000 in cash prizes for regional, national and international winners. Winners also receive a luxurious trip for two to The Breakers in Palm Beach, Florida for an exotic four-day celebration March 24–28, 2010.

In addition to cash prizes and the fabulous trip for two, national winners have the opportunity to be published in regional as well as national magazines and featured on websites. We will also send out a national press release announcing all the winners and provide press templates to assist in obtaining additional local and regional coverage. In addition, winners' images will be featured in the Kitchen Design Contest Gallery on our website at subzerowolfftrade.com, where we receive approximately 1,200 visitors per month.

New for the 2008–09 contest, two first place national winners will be selected—one for a traditional/transitional kitchen and one for a contemporary/minimalist kitchen. Also, for the second time since the inception of our contest in 1993, the Designers' Choice Award has been included to give regional (and for this contest, international) winners an opportunity to be judged by their peer group via online judging. The cash prize for the Designers' Choice Award has been increased to \$15,000 from \$5,000 awarded in the last contest. We have also added a Sustainable "Green" Category recognizing the use of sustainable, energy efficient and recyclable products and materials.

Official Entry Form. All contest entries must be accompanied by this form, filled in entirely with all requested information. Incomplete entry forms will be disqualified. See contest brochure for official rules and be sure to provide us with your profile information on the reverse side. Entries must be received by January 8, 2010 to be eligible.



Contest Categories. Check one.

- | | |
|---|--|
| <input type="checkbox"/> Best Use of Sub-Zero and Wolf in the Kitchen | <input type="checkbox"/> Sustainable "Green" Kitchen Using Sub-Zero and Wolf |
| <input type="checkbox"/> Best Use of Integrated, Wine Storage and/or Wolf Equipment Outside the Kitchen | <input type="checkbox"/> International Award |
| <input type="checkbox"/> Best Use of Sub-Zero and Wolf in an Outdoor Kitchen | <input type="checkbox"/> Student Award |

Entrant Information. Please print legibly and fill in entirely. Incomplete entry forms will be disqualified.

Name _____

Profession _____

Company/College _____

Address _____

City _____

State/Zip or Postal Code/Country _____

Phone _____

Fax _____

E-mail _____

Website _____

Project Name _____

Completion Date _____

New Construction Remodeling

Is this a group project? Yes No

Co-entrant (if applicable) _____

Company _____

E-mail _____

Phone _____

Sub-Zero and/or Wolf Products (include model numbers): _____

Entrant Profile. Please print legibly and fill in entirely. Incomplete entry forms will be disqualified.

Can we e-mail you?

- Yes No

What is your preferred method of communication? _____

What is your trade discipline (check one):

- Architect Builder Cabinet Dealer/Shop Contractor
 Educator Interior Designer Kitchen Designer Librarian (Designer/Architect)
 Remodeler Student Other

Indicate your professional associations:

- AIA ASID IIDA KCMA
 NAHB NARI NKBA Other
 N/A

Indicate your professional certifications:

- AKBD ASID CKD CR
 CMKBD NCIDQ Other N/A

Would you like to receive free Sub-Zero and Wolf brochures?

- Yes No

Are you interested in visiting or bringing clients to your regional showroom for a product consultation or cooking demonstration?

- Yes No

Signature _____ Date _____

By signing, contestant agrees to all rules and provisions as outlined in the official contest rules for Sub-Zero and Wolf 2008-09 KDC.



Design Narrative. A written narrative describing your kitchen design must accompany each entry. For the “Best Use” and International categories, the written narrative must be no more than 200 words. We want to hear about the design challenges you faced and how you overcame them. For the Sustainable “Green” category, a written narrative of no more than 500 words should describe how you were able to achieve a sustainable “green” space and unique situations or challenges you faced and how you overcame them. For student entries, include a 500-word essay describing your hypothetical family and any unique situations faced in completing the job. We want to hear about design challenges and how you overcame them. Include interesting stories about the family.

Design Narrative Suggestions. Clearly outline the objectives, challenges and circumstances you faced to achieve your design solution. The examples listed below are obvious fabrications, but we would strongly urge you to break down your narrative to an outline and bullet the points. It will make your job easier in trying to describe the situation and it will assist our judges in reviewing the entries.

Objectives

- Multiple work zones
- Client wanted cozy kitchen with a country feel
- Open the kitchen to the remainder of the house
- Clean lines with an arts and craft feel

Design Challenges

- Gas lines ran up through the middle of the kitchen space
- Need to use old cabinets from grandparents cabin
- Needed to stay within the historic feel of the home
- Windows could not be moved
- Client had artwork that was to be featured

Submit Entries To:

Sub-Zero and Wolf 2008-09 Kitchen Design Contest
4717 Hammersley Road Madison, WI 53711

Phone 608-271-2233 Fax 608-270-3339

Extenuating Circumstances

- Were NKBA Guidelines followed? If not, why weren't they followed?
- Clients were tall/short and products needed to be installed high/low
- Budgets were tight

Design Solutions

- Fashioned cabinet beam surrounding gas line
- Stainless steel trim, reveals and toe kicks were used to bring the room together
- Subway tiles united the entire room
- Added another window to complement one that couldn't be moved

Or Enter On-Line: (after 9/30/08)

subzero.com/contest

