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# ARIDO AWARDS REBOOT

## PRESENTED BY: ARIDO AWARDS TASK FORCE



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**To engage our membership equally and celebrate  
our diverse community of Interior Designers and all  
that we do.**

**PURPOSE STATEMENT**

**1 Revamp Categories** The redesign of categories is one of the prominent topics that comes up during the survey. People are requesting for diversity, budget friendly, and selection beyond the "looks" of a project.

"ARIDO in general gives me the impression the organization is cliquy with only a select few people or firms that are able to play and recognize one another's achievements. There is not a lot of diversity in the projects selected."

"And ARIDO seems heavily focused on commercial design with an almost dislike of residential design."

"Trying to get some exposure for non - Toronto design firms."

**4 Exposure After Winning** One of the prominent reasons for people to submit is to gain exposure, they are seeking broader exposure beyond the design community prints.

"Better outreach to newspapers, publishing magazines that non-design people read!"

"Rather than large gala apply funds for more media attention for winners."

"Azure Awards - more exposure outside of the interior design industry."

**2 Clarity on Process** Communication around the judging process needs to be clarified and people believe only certain companies win based on who they are.

"While our company has won several int. awards, we feel winning an ARIDO Award is slim. It feels like the same few firms always win... The merit of the actual design in the projects should matter more. I don't know what the judging criteria is, but it seems off."

"It seem so to many ARIDO Members that the same people with the same looking projects are always the ones to get recognized."

"Candidates should have more clarity on how the process works."

**3 Small Firms Left Behind** Majority of the submissions from the survey are sole proprietors and firms under 12 people. Their projects have smaller budgets and not enough man power to submit for the awards.

"I feel that the projects that typically win these awards are large-scale interior design companies in Toronto that tend to have clients with healthy budgets. Coming from a community outside of Toronto ...feels like these awards are out of reach to designers who just can't compete with these Toronto firms."

"Smaller, hard working designers are at a big disadvantage even if they had the time to enter, who would see these awards so that they can increase their business?"

"Prior to last year based on previous winners it did not seem like small firms had much of an opportunity to win."

**5 Individual Celebration** The feedback here is focused on individual/team highlight; it brings deeper connection to the awards.

"Being recognized by my peers and the organization is a great way to promote our business and to celebrate our achievements."

"Validation of good design by the project team."

# TOP THREE GOALS FOR COMMITTEE

Broader Outreach and  
Increased Percentage of member  
engagement

Celebrate  
Equality, Diversity and Inclusion  
of ARIDO



To create an awards program that will be embraced by a much wider audience, to fully demonstrate the value of professional interior design to business and the public; using print/media/SEO etc.

# HOW AWARDS WILL BE PRESENTED



## The Rationale Behind Creating a Two-Year Awards Cycle

To better ensure [a good cross section of representation](#) of membership - firm size, project size and geographic location

To grant members who focus on sectors outside of Work place the [value of the recognition](#), and to get [media traction for these sectors](#). Workplace, tends to dominate and overshadow the other sectors.

Greater ability to [highlight all sectors](#) of our industry providing opportunity to attract:

- recognized sector specific jurors,
- a wider range of attendees, industry partners and sponsors to the gala.
- the ability to celebrate smaller firms and sole proprietors.

Three categories of awards are presented every year, as they cross over every sector of the industry – Preserve+Restore, Distinct, and Craft.

The Impact Award may also presented annually

# TWO-YEAR AWARDS CYCLE

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## Revised Awards Categories – 2024 & 2026

A more residential focus

SHOP

GATHER +  
PLAY

LIVE

LIVE  
TOGETHER

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## Revised Awards Categories – 2023 & 2025

A more commercial focus

WORK

EAT +  
STAY

LEARN

CARE



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## Revised Awards Categories – Presented Annually

PRESERVE  
+ RESTORE

DISTINCT

CRAFT

IMPACT

# A NEW ARIDO AWARD - IMPACT AWARD

## IMPACT AWARD

### Impact Award

- A new type of Award for ARIDO
- Replaces project of the year, therefore no pressure on looking for a project that is the “best” as this project would have it’s own criteria
- A project which has had a significant impact on project team, occupant, neighborhood, community, etc.
- It doesn’t necessarily have to be built space but could also be important research to a client/government/etc.
- A broad spectrum of considerations for qualification: Equality, Diversity and Inclusion; Advocacy; Intern Committee
- How did (or will) the project shape an outcome or show direct benefit to the client or community of stakeholders?

The goal is to have a far reach to our membership, to encourage them to submit, to feel engaged and to want to partake in the Awards program.

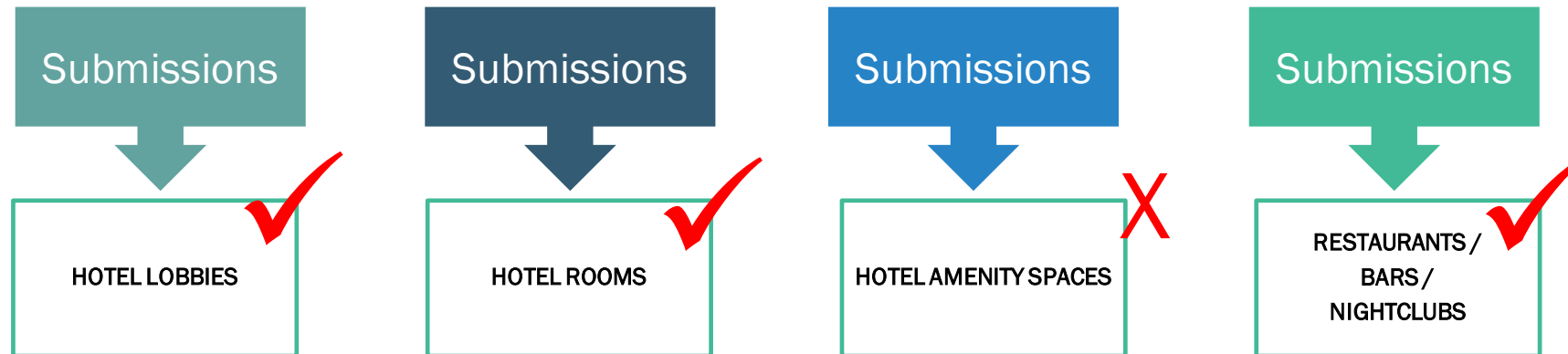
Should any a category not have a submission which fulfils the judging criteria, or not have any submissions all in a given year, then there may be some categories which do not have any awards in that year.

1. Maximum numbers of entries per firm:

- a. 3 entries per category;
- b. 4 entries per year total.

This approach allows for the recognition of multiple firms of various sizes being recognized.

1. The time interval for qualified projects to be submitted will be two fiscal years (dates will be stated when applying)



## SUBMISSION AND JUDGING CRITERIA

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## Judging Breakdown

- |  |     |
|--|-----|
| 1. Overall Design and Team Statement             | 15% |
| 2. Design Concept, Plans, and Budget Information | 30% |
| 3. Project Visuals (photos, renderings, etc.)    | 35% |
| 4. Equality, Diversity and Inclusion Statement   | 10% |
| 5. Sustainability and/or Wellness Approach       | 10% |

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Winner of Category to achieve 85% or higher 100%

### Bonus Points:

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|--|----|
| 1. Project Success Statement (Team/Client/Facility/Users/etc.) | 5% |
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**SUBMISSION AND JUDGING CRITERIA**

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## NEW Submission Parameters

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**2024 Awards Submissions open April 15.**

**New tools to support member submissions will be included.**

**ARIDO is exploring new promotion opportunities for all finalists.**

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