



FASHION RUNWAY

A Competition Sponsored by AIA Richmond

Submission Deadline: June 16, 2008 @ 5:00pm

Open To: All interested parties

Entry Fee: None

Awards:

- 1st Place - admission for 4 to the VIP reception and fashion show (a \$500 value at \$125 per person)
- 2nd Place – admission for 2 to the VIP reception and fashion show
- 3rd Place – discounted admission for 2 to the VIP reception and fashion show (\$75 per person)

Jury: TBD

To Register: Contact Mike App @ appm@odell.com

The Event:

Cure by Design is an annual fund-raising event benefitting the American Cancer Society's Central Virginia Regional Office. The fashion show is unique because each model is an actual cancer survivors from the Richmond area. This year's event, presented by Bon Secours Cancer Institute and produced by Michael Taylor Couture, is entitled "The Fabric Of Life". The event will be held on **August 15, 2008**. Please see <http://southatlantic-cancer.org/galas/curebydesignva/index.htm> for more details.

The Design Program:

The Cancer Society intends to build a runway and style the interior of Toad's Place Restaurant/Club, Richmond Virginia, 140 Virginia St. Richmond, VA 23219, and hereby invites design submissions from all interested parties. Please refer to plans ToadsPlace1.pdf and ToadsPlace2.pdf below and the photographs below for views of the space. For cad plans of the space, refer to www.aiarichmond.org.

The runway should begin and end near the staging area indicated on the plan. Access to the platform should be in the form of a ramp and a staircase. The runway should be a **minimum** of 12'-0" long (30'-0" is optimum) and 4'-0" wide (6'-0" minimum for two-way traffic) in any configuration and shape the contestant sees fit as to provide adequate viewing. The runway should be 8-12" high, but higher is acceptable. Due to limited access to Toad's Place before the event, entrants should be aware that some construction of the runway may occur offsite and installed/assembled in the space on the day of the event, and the decoration of the space will not happen until the morning of the event.



The dressing areas and final touch-up areas to hair and accessories should occur back stage or in “green rooms”. These areas shall be separated from the runway as to not allow the viewing by the audience. Proximal to the runway, and in front of the audience, should be a stage with room for a podium and projection screen. As part of the event, a live auction as well as silent auction will take place - entries must incorporate a viewing area of the items offered in the live auction.

The space should be designed to hold 400 people. Seating will be provided by the caterer in the form of folding chairs. Seating on both sides of the runway is desired; chair arrangements should be indicated in the submission. There are exits indicated on the plan. The main level (floor plan B) can also be used for seating around the space that is open to below.

In addition to the runway, entrants should consider how to finish the rest of the space with temporary structures or treatments as to complete the experience. Also, lighting for the event should be considered but does not need to be detailed. All lighting and materials will be donated by in kind participants who may affect the final design.

The Competition:

Entries should keep in mind that all construction-services and materials are provided by donations, and should give some consideration to constructability, materials, and cost.

A tour of the space will be provided on Tuesday **May 27th, 2008 at 4:00pm**. RSVP is required.

All questions must be submitted by **June 09th, 2008**. Participants must be registered to receive a copy of the questions and answers.

Registration deadline is **June 09th, 2008**. To register for the event, please email Mike App @ appm@odell.com.

Submit (1) 30”x42” board mounted on ¼” foam core in addition to a .pdf or .jpg file of the submission. A one paragraph narrative should accompany the submission.

In a sealed envelope on the back of the board place the following: Team Name including Team Members, Contact information including phone, e-mail and mailing address.

Entries should be received no later than **Monday, June 16, at 5:00pm**. Send all entries to:

AIA Richmond Chapter
c/o Association Consulting Services, Inc.
2231 Oak Bay Lane Richmond, VA 23233
ATTN: Robin Morrison

Winners will be selected and announced on the AIA Richmond website (www.aiaric.org) by Friday **June 20th, 2008**. The winning entrant should be available to aid in the design development of their entry in the time between the notice of award and the event.





Figure A



Figure B



Figure C



Figure D



Figure E

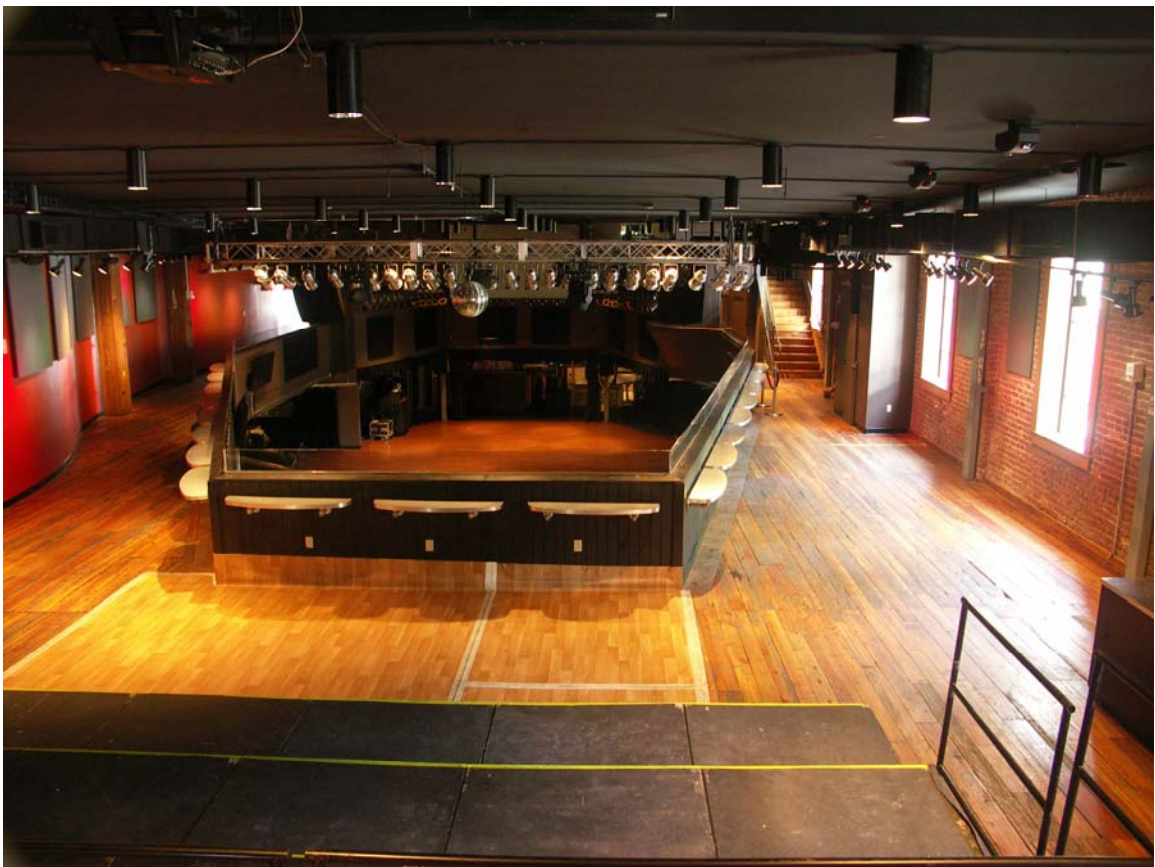


Figure F



Figure G



Figure H

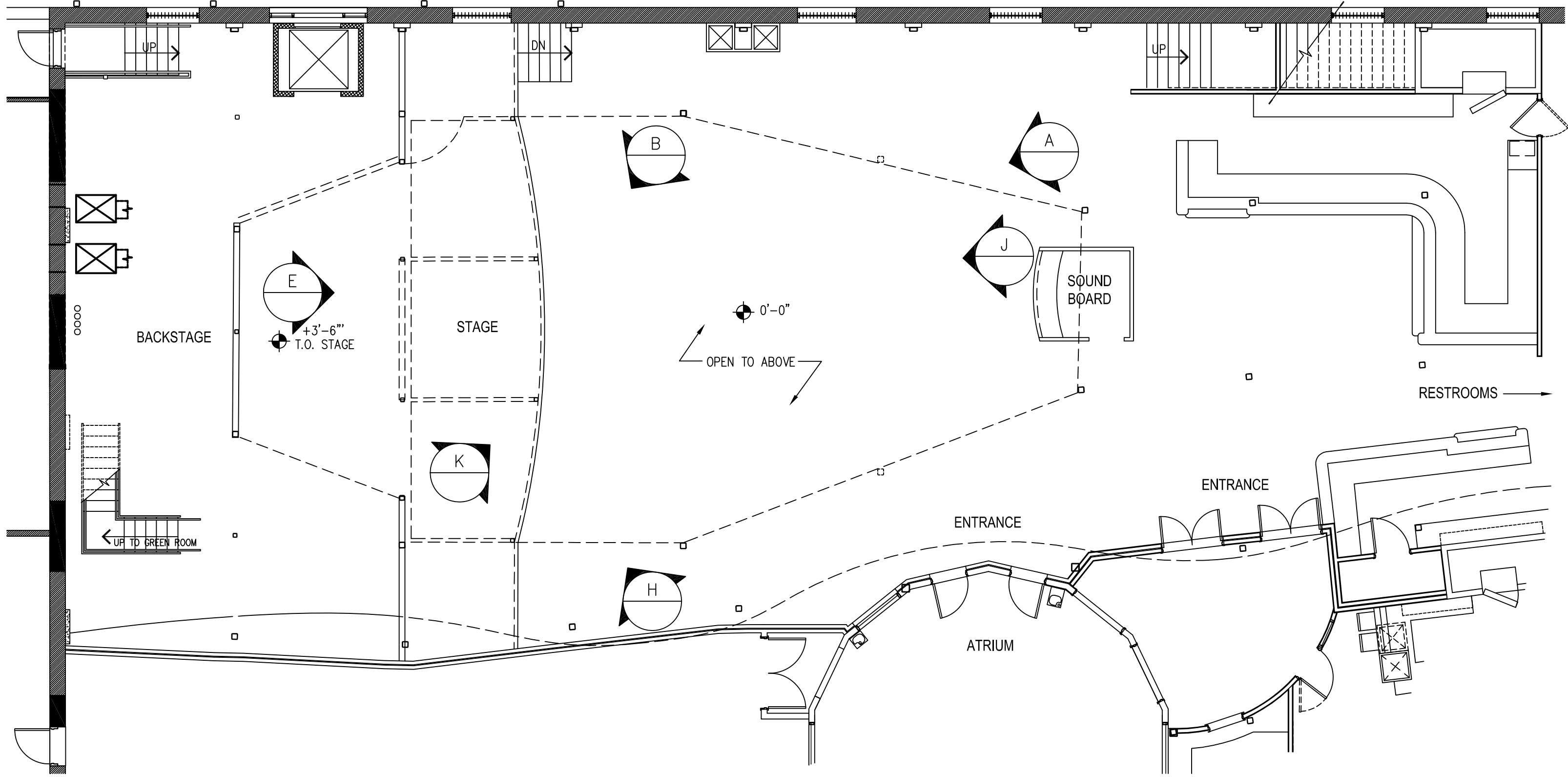


Figure J

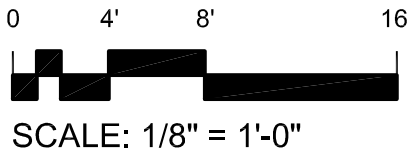


Figure K

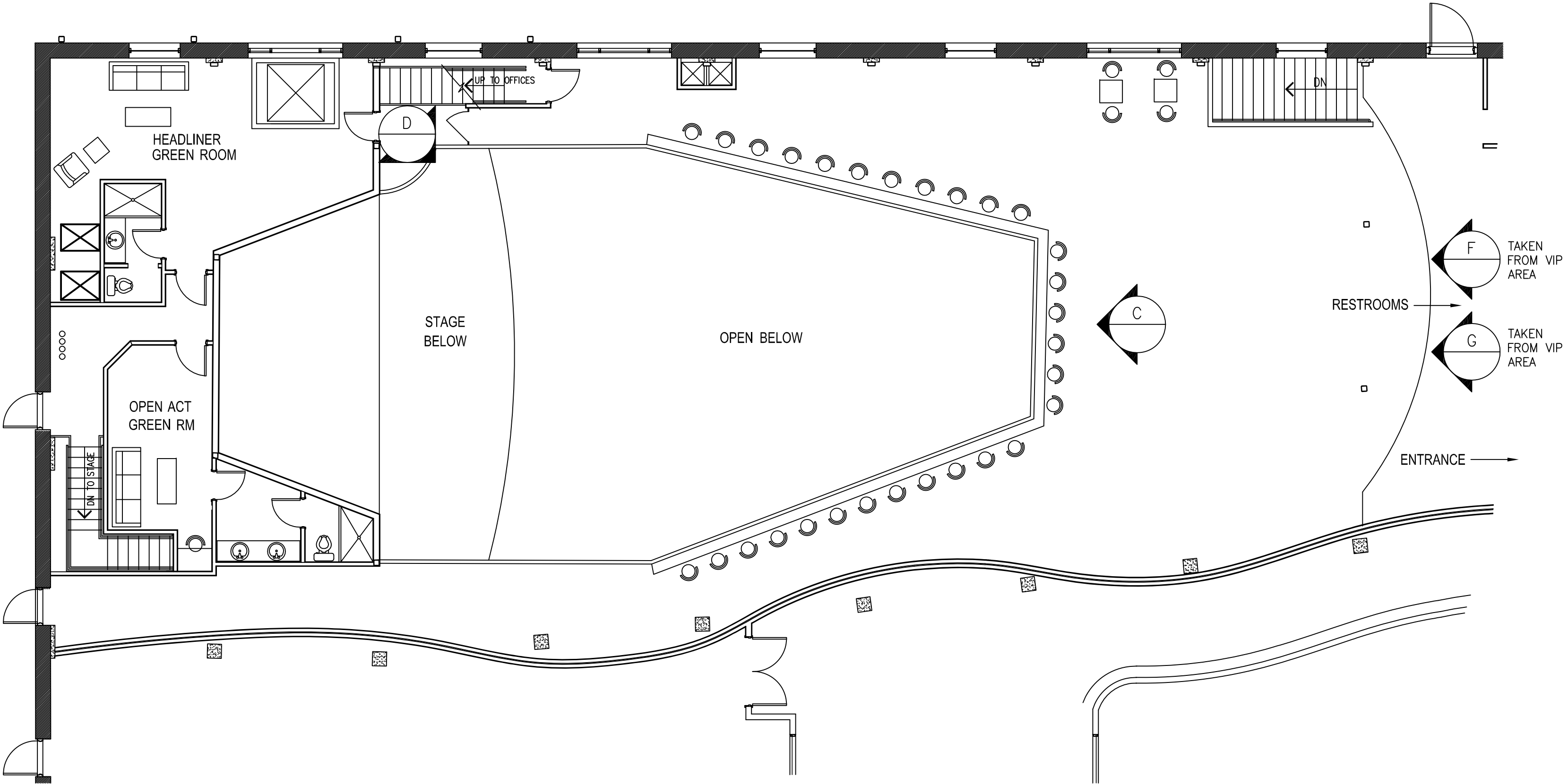
TOAD'S PLACE RESTAURANT AND CLUB



A LOWER LEVEL PLAN
SCALE: 1/8" = 1'-0"



TOAD'S PLACE RESTAURANT AND CLUB



B MAIN LEVEL PLAN- V.I.P. ENTRY
SCALE: 1/8" = 1'-0"

