

as:da
american
standard
design
award

asia
pacific
2024

Home away from home

Call for Entries



A stay that always feels like home

Calling all aspiring design talents in the Asia-Pacific region! Here's your chance to showcase your distinctive bathroom space designs and make your mark in the creative industry.

What truly defines a home is the delicate balance of design, space, and practicality. When traveling away from home, we desire a space that relaxes, inspires, and rejuvenates. No matter the style, color, or decor choice, it is the sense of comfort that greets us every time we step into the room.

The American Standard Design Award (ASDA) seeks to challenge creative minds across the region to let their imagination flow in designing an inviting and cozy hospitality bathroom space. ASDA serves as a platform for design students across the Asia-Pacific to go above and beyond their creative boundaries to design innovative solutions for practical, real-life challenges. This year, we look forward to pioneering designs and feasible ideas in creating a stay that recreates that warm and inviting feeling of home.

So put on your thinking cap now and your ideas might change the way we perceive hospitality bathroom spaces.

Scan here to learn more:



asda.americanstandard-apac.com





Asia-Pacific Judging Panel

Your work will be evaluated and recognized by the creative minds and thought leaders in this region.



Satoshi Konagai
Leader
LWT APAC,
LIXIL



**Antoine Besseyre
des Horts**
Leader
LIXIL Global Design
Asia, LIXIL



Jihae Kim
Leader
Category Management
LWT APAC,
LIXIL



Melissa Leung
Associate Director
Elenberg Fraser,
Australia



Cathy Saldaña
Managing Director PDP
Architects,
Philippines



Arch. Richard Garcia
Vice President
Visionary Architecture
Inc., Philippines



Aldwin Ong
Senior Design Director
LTW Designworks,
Singapore



**Pruittsatorn
Sakulthai**
Partner
PIA Interior Co., Ltd,
Thailand



Hun Chansan
Principal Architect
& Founder
Re: Edge Architecture,
Cambodia



Martin Aerne
Founding Director
Aerne Architects &
Associates Co., Ltd,
Cambodia



Lea Aziz
Principal
Elenbee Design,
Indonesia



Cynthia Almario
Creative Director
& Co-Founder
Atelier Almario,
Philippines



**Phaithaya
Banchakitikun**
Managing Director
ATOM Design,
Thailand



**Rattawut
Chansritrakul**
Managing Director
Architects 49
Chaing Mai, Thailand



Arch. Le Truong
Founder & CEO
TT-Associates,
Vietnam



Giang Le
Founder &
Deputy Director
GK Archi Co., LTD,
Vietnam

The Brief

ASDA is a bathroom design competition that embraces purposeful and thoughtful design to enhance hygiene standards while providing solutions to the ever-changing needs of the consumers.

Participation Criteria:

Participants must be an Architecture or Interior Design student in at least their second year of study¹. Students studying in Australia², Cambodia³, Indonesia, Laos³, Myanmar³, New Zealand², Philippines, Thailand and Vietnam are eligible to participate.

Design challenge:

Hospitality Bathroom

Target users:

Leisure and business travelers – Families, couples, individuals

What the judges will be looking for:

- The design approach should balance aesthetics, ergonomics, hygiene, safety, and convenience, considering the wide range of user groups – from young children to the elderly, and that the bathroom space is as a welcoming space for guests to return to
- The bathroom space design should be easy to maintain for the hospitality owners to always provide a hygienic space for guests.
- Selection of American Standard products and how they address the needs and considerations of guests for utmost comfort and homelike environment and those of the hospitality owners for water saving, ease of operation and maintenance.
- Feasibility of the design space to be implemented

Specification:

9-10 sqm

Hospitality Bathroom

¹ Participants must be at least a second year student as of 14 Jan 2024

² Participants from Australia and New Zealand will be judged in a combined National round with only one set of National Winners from this group.

³ Participants from Cambodia, Laos and Myanmar will be judged in a combined National round with only one set of National Winners from this group.

Steps for Entry Submission

Step One Register



Register your account. Upon registration, you will receive a unique Participant ID.

Step Two Download

- Design Entry Template (PPT file)
- Product List

Step Three Select

Select products for your design from the Product List and download the technical files.

Step Four Upload

- Design Entry (PDF, max size: 10MB)
- Full Bathroom Rendering (JPG, max size: 10MB)



Judging Criteria

Criteria	Weightage
<p>Purposeful Design</p> <p>Concept should consider the needs of both staying guests and hospitality owners, participant should showcase how the bathroom space design and the choice of American Standard product addresses these needs.</p>	40
<p>Inviting Style</p> <p>The design aesthetics should be inviting and appealing to travelers, and reminds them of the comfort of home.</p>	30
<p>Originality</p> <p>The entry should showcase the participant's imagination while aiming for a unique solution. Participant should demonstrate the ability to look at the problems with a fresh perspective and an approach that is not influenced by what is already available.</p>	20
<p>Feasibility</p> <p>The concept should be feasible and realistic enabling implementation in the real-life scenario.</p>	10

Note: Bonus points will be awarded for the use of recommended products (maximum of 5 points).

Judging Process

Qualified entries will be judged at 2 levels: National Level and Asia-Pacific Level. At the National Level, the judging panel will evaluate the entries received from local participants. 1st Prize Winners from each country will advance to the Regional Level competition where their entries will be evaluated by the Asia-Pacific Judging Panel to determine the Grand Prize Winner.



Awards

National Awards

1 st Prize	USD 2000
2 nd Prize	USD 1500
3 rd Prize	USD 1000

Asia-Pacific Award

Grand Prize (Regional)	USD 3000 and a visit to the LIXIL Global Design Studio Singapore
------------------------	--

- * All Participants to receive Certificates of Participation
- ** Each Winner will receive an Award plaque



About American Standard

For almost 150 years, we've made it our mission to enable you to create a home you will love every day. We've designed better bathrooms and kitchens around the world, delivering what you didn't even know you needed, innovating in a way that's inviting and intuitive. With a relentless focus on making life simpler, we design products that fit seamlessly into your routine.

We want you to love where you live, no matter who or where you are.

American Standard. **Life. Love. Home.**

The terms and conditions of the American Standard Design Award are set out on www.americanstandard-apac.com/asda. Please note that in creating your log in credentials, it will be deemed that you have accepted the said terms and conditions.



American Standard

Register Now!



asda.americanstandard-apac.com

LIXIL International Pte Ltd

180 Clemenceau Avenue, Haw Par Centre #06-02, Singapore 239922