

**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](https://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 study<sup>1</sup>. Students studying in Australia<sup>2</sup>, Cambodia<sup>3</sup>, Indonesia, Laos<sup>3</sup>, Myanmar<sup>3</sup>, New Zealand<sup>2</sup>, 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

<sup>1</sup> Participants must be at least a second year student as of 14 Jan 2024

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

<sup>3</sup> 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><b>Purposeful Design</b></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><b>Inviting Style</b></p> <p>The design aesthetics should be inviting and appealing to travelers, and reminds them of the comfort of home.</p>	30
<p><b>Originality</b></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><b>Feasibility</b></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. 1<sup>st</sup> 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<sup>st</sup> Prize USD 2000  
 2<sup>nd</sup> Prize USD 1500  
 3<sup>rd</sup> 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](http://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](https://asda.americanstandard-apac.com)

**LIXIL International Pte Ltd**

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