



REWARDING CONCRETE DESIGN

A NEW COMPETITION RECOGNIZES EXCELLENCE IN CONCRETE HOMES, RENOVATIONS AND DECOR

A NEW AMERICAN RESIDENTIAL DESIGN AWARDS (ARDA) FOR CONCRETE DÉCOR DESIGN COMPETITION LAUNCHES IN 2012. THE ARDA WILL SERVE TO INCREASE AWARENESS OF THE TECHNIQUES, TECHNOLOGIES AND GREEN BENEFITS OF USING ARCHITECTURAL AND DECORATIVE CONCRETE IN THE BUILT ENVIRONMENT, BOTH AT HOME AND IN THE COMMUNITY. AS A PART OF THE PRESTIGIOUS ARDA MANAGED BY THE AMERICAN INSTITUTE OF BUILDING DESIGN (AIBD) IN WASHINGTON, D.C., IT WILL ENJOY NATIONAL PROMINENCE FROM THE OUTSET.

Americans are as passionate as ever about home ownership. During challenging economic times, homeowners have maintained an interest in personalizing their home, décor, amenities and even landscapes. The broad range of home improvement programming on television expresses the magnitude of this phenomenon.

Americans demonstrate an incomparable desire to express individuality in their homes, whether delving into the myriad of details it takes when designing and building a new home from the ground up, repurposing a barn or a loft as a dwelling place,

text by SHERRY A. BOYD • photography by Phil Kean, Phil Kean Designs, Winter Park, Florida. Courtesy of AIBD.



A category of the new ARDA will be Sustainable Concrete Home Design, which features whole house design and building.



The outdoor living category includes outdoor kitchens, patios, pools, spas and landscapes.

restoring an historic home, or embarking on continual home improvement. Over the decades, styles have changed and evolved dramatically.

RIGHT TIME FOR CONCRETE

Homeowners are at home with concrete, and it is the right time to recognize these changes.

The quest for using more sustainable and green materials at home has affected the choices homeowners make. The result is much greater interest and readiness to seek concrete home building and use of exposed concrete and cementitious finishes for floors and walls — even molding sinks or countertops for custom baths and kitchens.

Other factors have changed our attitudes and preferences. As the home office has gained popularity, working at home required a fresh look at the use of space. New electronic media have been incorporated throughout the home for both work and entertainment. Active indoor/outdoor lifestyles and the attention on exterior amenities for dining and relaxing also have changed materials selection with priority placed on durability, reducing maintenance, and building green.

THE NEW ARDA COMPETITION

The ARDA-*Concrete Decor* Design Competition will be announced officially at a special event Feb. 21 in San Antonio, Texas, during the opening of the 2012 *Concrete Decor* Show. Entries must be submitted online at www.AIBD.org by May 31 for judging during June. In this first year, there is not a limitation to the date in which the project was designed or constructed. The winners of the 2012 ARDA-*Concrete Decor* Awards will be recognized at the AIBD National Convention Aug. 8 in

Wilmington, N.C. A tribute to award winners will appear in the August/September issue of *Concrete Decor*, *Concrete Homes* and other building industry publications.

The categories include:

- **Sustainable Concrete Home Design** – whole house design and building, including single family homes to vacation homes and other new construction projects, as well as multifamily
- **Home Office/Studio and Workshop Design** – using architectural and decorative concrete
- **Home Renovation and Improvements** – Remodeling existing spaces or building additions using decorative concrete materials
- **Outdoor Living** – outdoor kitchens, patios, pools, spas, walkways and landscapes
- **Kitchen Design and Fabrication** – precast or cast-in-place fabrication in conjunction with other decorative concrete
- **Bath and Spa Design and Fabrication** – precast or cast-in-place fabrication in conjunction with other decorative concrete
- **Interior Floor Design and Artistry** – staining, polished concrete and resurfacing, including terrazzo, cementitious toppings and coatings
- **Community and Retail Renovations** – public areas and community projects using decorative concrete, as well as light commercial projects like retail, restaurant or hospitality

A Best of 2012 Award may also be selected where a clear winner is evident. An award may be given in each category for single family, multifamily and community development projects. If warranted by the quality and quantity of entries, three top awards may be given in each of the categories.



Award-winning, exterior decorative concrete patio and pool deck design and construction by Gregory Mata, owner of Cutting Edge Decorative Concrete, Richfield, Ohio.

A panel of expert judges will rate the submissions on these five criteria.

1. Aesthetic value and use of color
2. Superior design and craftsmanship
3. Innovative use of materials and methods
4. Green building, including recycled materials, durability and sustainability
5. Overall creativity

The AIBD, a nonprofit professional organization established to protect and enhance the ability of its members to practice building design in 1950, has been managing the prestigious awards program now known as ARDA for 60 years. The AIBD brings the methodology, structure and respect in the industry to add greater credibility and visibility to this initiative. The judging of the awards competition will be managed by AIBD and will involve independent judges selected to add relevant expertise to each of the categories.

Detailed submission requirements will be on the ARDA awards site. Professional quality, high-resolution photography is required. A fee to cover the administrative costs for each submission will be required.


Those who enter will be encouraged to provide credits for the entire building project team. Submissions may be entered by anyone in the team, including specialty subcontractors, as well as design-build firms, builders, architects, and professional building designers. A release giving ARDA and *Concrete Decor* publication rights for the project profiles and photos is required.

COMPETITION SUPPORT

Sponsorship opportunities are available through Bent Mikkelsen, CEO of Professional Trade Publications. "This exciting

new partnership between *Concrete Decor* and AIBD in developing a design competition that focuses on concrete applications is very exciting for us," Mikkelsen said. "While decorative concrete is used extensively in a variety of building environments, including residential, this awards program will help the public and our industry to better understand and appreciate the many ways concrete can be used as a durable and highly aesthetic architectural building material.

"We are looking forward to seeing this partnership develop over the next several years to become a mainstay in the industry. This is a big opportunity for contractors, builders and designers because it presents a valuable opportunity to be recognized for quality workmanship throughout the building industry. We also are looking forward to seeing the winners of this design competition get industry-wide recognition."

The third annual Concrete Decor Show, sponsored in part by *Concrete Homes* magazine, will be Feb. 20-24 in San Antonio. The event will provide training, continuing education, networking opportunities and demonstration projects showcasing general excellence in the decorative concrete industry. During the show, officials will announce next year's inductees into the Decorative Concrete Hall of Fame, founded by Professional Trade Publications to cultivate creativity, promote awareness of decorative concrete and stimulate demand. Owned and operated by Professional Trade Publications, the Concrete Decor Show (www.ConcreteDecorShow.com) is the industry's only annual trade event dedicated to advancing the decorative concrete industry. 

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