



# Festival of the Trees 2011

A Tribute to the Enduring Spirit of Design

## DESIGN CRITERIA

### JOIN US FOR OUR SILVER ANNIVERSARY CELEBRATION!

In honor of our 25 year anniversary celebration, we are holding the event and auction at the newly opened **Coral Gables Museum** in downtown Coral Gables.

#### CRITERIA

In keeping with the spirit of the Festival of the Trees, the point of departure for the design must be representative of the holiday spirit, but does not have to be a tree. This year, we ask that designers address our theme of "A Tribute to the Enduring Spirit of Design". For the past twenty five years South Florida has been home to many creative and exceptional designers, many of which have contributed their many talents to the continued success of this event. This year we are celebrating you!

The categories for judging are: **Most Elegant, Most Creative, Most Illuminating, Most Progressive** and **People's Choice**. In honor of this year's celebration, one special award will also be given for the tree that epitomizes the **Best Tribute** to the Enduring Spirit of Design.

#### SIGNAGE / LOCATION:

The Festival of the Trees Committee will provide a sign with the Designer/Sponsor credits. No advertising will be permitted as part of the display. The Festival Committee will place all the submittals on pedestals strategically placed in the gallery setting.

#### SIZE:

The design should not exceed 24" x24". The height should be determined by stability and practicality. Your design must be able to stand atop an 18x18x42 inch pedestal. The weight should not exceed 80lbs and should be able to be moved easily by two people. **All trees must be displayed on the pedestal provided. If you choose to have your own, your design will be ineligible for judging and prizes.**

#### Key Dates:

October 4	Tickets go on sale.
October 24	Design Credits due: designer or firm name, sponsor name and concept statement.
November 16	Trees brought to space between 12:00pm -6:00 pm
November 17	Gala Opening Event: 5:00 pm- 5:30 pm photos and press 6:00 pm - 9:30 pm party and silent auction.
December 5	Last day for winning bidders to remove trees.

#### SIGNATURE:

We will be auctioning your piece. Please provide a small label, or signature on, or under the object.

#### EXHIBITION:

In addition to the Gala Opening, the trees will be left on display in the museum to coincide with Coral Gables "First Friday Gallery Night," Friday 2nd December 2011. This will afford the community the opportunity to experience the creativity of our design community. All designers are invited to participate in Gallery Night.

#### Questions?

Janine King, FIU Interior Design Department.  
t. 305-348-6914  
e. jking@fiu.edu  
or  
Lisette Boosooboy  
e. lboosooboy@mcharry.com  
www.festivalofthetrees.net

*Net proceeds to benefit the Florida International University Interior Design Department.*

Coral Gables Museum . 285 Aragon Avenue . Coral Gables FL 33134