

Your Excellency,

It is with great honor that I reach out to you on behalf of the A' Design Award & Competition, a prestigious international accolade that celebrates and recognizes exceptional design work across various industries. As an inclusive global platform, we are committed to showcasing the best in design from every nation, every academic institution and university, thereby fostering a richer, more diverse international design landscape.

Our competition, distinguished for its wide-reaching impact, and academic background garners approximately 2.5 billion impressions annually through extensive media coverage. This exposure not only elevates the profiles of our winning designers but also significantly contributes to the promotion of their respective countries, universities and academic institutions on a global stage.

At this juncture, we extend a special invitation to your esteemed institution to participate in **World University Rankings**, in the fields of design, architecture, innovation and engineering. The World University Rankings aims to rank universities worldwide based on their capacity for innovation and creativity, as reflected in the number of A' Design Awards won by their representatives. This presents a unique opportunity for your academic institution to be recognized on an international scale for its contributions to the design world.

In addition to the World University Rankings, at the heart of our mission is the World Design Rankings (WDR), a robust measure of design excellence worldwide. The WDR not only highlights individual and academic achievements but also plays a vital role in cultural, economic, and educational advancement within participating countries.

Understanding the pivotal role of representation in World University Rankings and the WDR, it is our earnest desire to see increased participation from your country and academic institution. We believe that by showcasing your institution's unique design talents, we can better represent your rich cultural heritage, academic excellence and contribute to the global dialogue on design.

While we offer extensive scholarship programs and subsidies to support emerging designers and academics, we recognize that economic barriers still exist for students and upcoming scholars. To address this, we are committed to fully sponsoring the participation of up to three professors, students, scholars or alumni from your institution. This initiative aims to ensure comprehensive representation of your institution in the World University Rankings and to share your institution's unique design perspective and academic excellence with our extensive audience.

In light of this, we respectfully request your assistance in nominating candidates who exemplify the best of your institution's design capabilities. We would be deeply grateful if you could extend our invitation to your design, architecture and engineering departments, important alumni and students.

Enclosed are the participation instructions for the sponsored nomination. Your support in forwarding these to deserving nominees would be invaluable.

We eagerly anticipate the opportunity to collaborate with your esteemed office in this endeavor, ultimately contributing to the global advancement of design and the enrichment of cultural exchanges, and we are looking forward to promote your institution and its academic prowess.

We are delighted to extend an opportunity for alumni, professors, scholars and students from your esteemed institution to participate in the A' Design Award & Competition through a sponsored nomination. In the next page, are the streamlined instructions which we kindly request you to share with the nominated entities:

Sponsored Nomination for Academic Representatives

Participation Instructions for Prominent Alumni, Professors and Academics from Your Institution.

- (1) **Registration:**
To participate, nominees are required to create an individual account with A' Design Award. Accounts can be registered free at: <https://competition.adesignaward.com/registration.php>
- (2) **Design Submission:**
Following registration, nominees can upload their artworks, projects, and designs online at the A' Design Award Submission Portal: <https://competition.adesignaward.com/uploaddesigns.php>
- (3) **Identification of Nominees:**
Each nominee will receive a unique Profile ID Number upon registration. This ID is crucial for us to facilitate the sponsored nomination process. Nominees can find their ID Numbers at Profile ID Number Retrieval page: <https://competition.adesignaward.com/what-is-my-id-number.php>
- (4) **Nomination.**
Once nominees have their Designer ID Numbers, we request that they communicate these IDs to Your Excellency's office. Subsequently, please forward these IDs to us for activation of the sponsored digital nomination tickets, which will allow nominees to bypass the usual nomination fee.
- (5) **Deadline for Sponsorship and Nomination:**
We encourage all entries to complete their nomination by **February 18, 2024**, to ensure timely processing. The final deadline is **February 28, 2024**. Please note that activation of nominations may take up to two weeks.

In addition to the World University Rankings, the A' Design Award & Competition oversees a diverse array of media channels, available in over 108 languages. This includes platforms like **designer.org**, where past laureates and their works are showcased. Such extensive global reach offers unparalleled exposure and recognition for the designers of your country, furthering our commitment to elevate the standards of design awards and champion fairness and inclusivity in the celebration of outstanding design worldwide.

Central to the ethos of the A' Design Award & Competition is our rigorous and fair blind peer review process. This system ensures that every entry is evaluated solely on its merit, without biases or preconceptions. Our esteemed jury panel, composed of over 200 influential and experienced academics, industry professionals, and press members, anonymously reviews each submission.

A' Design Awards fair and meritocratic evaluation process not only aligns with academic standards of impartiality and rigor but also guarantees that the winning designs truly represent the pinnacle of creativity and innovation. By participating, your institution's representatives are assured of a competition platform that values integrity and excellence, reflecting the highest standards of the academic and design communities.

To assist in spreading the word about this unique opportunity, we have prepared a visually appealing and informative poster. We kindly request that these posters be displayed in prominent areas within your design, architecture, engineering, or arts departments. This will ensure maximum visibility among your talented pool of potential nominees.

We suggest placing the posters in high-traffic areas such as departmental notice boards, faculty lounges, and student common rooms. If you require more posters for different departments or locations, please feel free to contact us. You can also download and print additional copies from this link: <https://competition.adesignaward.com/document-download.php?ID=205>

While we are excited to sponsor three representatives from your institution, we also welcome additional participants. If more alumni, students, or professors are interested in competing, we offer academic institutions multiple nomination packages to support their entry. This further enhances your university's presence in the competition and contributes to your standing in the World University Rankings. Furthermore, we stand ready to sponsor further entries from your institution in exchange for high profile Jury Members, preferably professors and faculty heads.

We urge you to take swift action in selecting your nominees and incorporating the A' Design Award & Competition into your institutional calendar. Remember, the deadline for entry submission is **February 28, 2024.**

Your proactive participation in this prestigious competition will not only highlight the talents within your university but also significantly contribute to the global design community. By showcasing your institution's innovative designs, you play a vital role in advancing design as a discipline and influencing positive change, meanwhile promoting your academic institution as a leader.

Enclosed with this letter, you will find a "Call for Entries" paper. This document is designed for easy posting on notice boards or distribution within your departments. It contains all the essential information about the A' Design Award & Competition, including how to participate, the benefits of joining, and key dates. We encourage you to use this as a tool to inform and inspire your community about this unique opportunity. For additional copies, the paper can be easily downloaded and printed from our website, also available in other languages, ensuring that you can reach as wide an audience as possible within your institution.

Should you require any additional information or assistance regarding the A' Design Award & Competition, our dedicated team is here to support you.

Laura Sfiligoi, our Public Relations Manager and representative of our Office of International Affairs, is available to provide any additional information you may require. You may contact Ms. Sfiligoi via email at laura.sfiligoi@designawardmail.com. Alternatively, she can be reached by phone at +39 031 4972900 or +39 392 9055025, available from 10:00 to 16:00, Italian hours, Monday through Friday.

For further details about the A' Design Awards, including our formal Call for Entries, we invite you to visit our website at competition.adesignaward.com, and for specific information regarding the Call for Entries, please see <https://competition.adesignaward.com/call-for-entries.html>

We deeply appreciate your interest and attention. Our team eagerly anticipates the opportunity to promote the outstanding work of your institution's alumni, professors, scholars, academics and students, contributing to a rich and diverse global design community.

Yours sincerely,



Dr. Onur Mustak Cobanli,
CEO and Chairman
A' Design Award & Competition

Call for Entries

Join the Prestigious A' Design Award & Competition and represent your institution in World University Rankings and your country in World Design Rankings.

Invitation to Academic Excellence

We cordially invite your esteemed institution to participate in the A' Design Award & Competition, a globally recognized platform celebrating innovation, creativity, and academic prowess in design. Important opportunity for your faculty, alumni, and students to showcase their talents on the international stage.

Blind Peer Review Process

Our commitment to academic rigor is reflected in our blind peer review process, ensuring that each entry is evaluated solely on its merit, without biases. Our methodology upholds the highest standards of fairness and integrity, aligning perfectly with the values of the academic community.

Global Recognition and Opportunities

Participation in the A' Design Award & Competition offers a pathway to global recognition. Winners are featured in our prestigious annual yearbook, gain exposure through online and physical exhibitions, and receive extensive international media coverage. This exposure not only celebrates the winners but also enhances the global profile of their affiliated institutions.

Encouraging a Culture of Excellence

We champion a culture of innovation and excellence. The A' Design Awards serve as a catalyst for creative minds to push the boundaries of design, fostering a vibrant community of forward-thinking designers and academics.

A' Design Prize: A Celebration of Academic Achievement

The A' Design Prize is specifically tailored to resonate with the academic sector. Winners receive a comprehensive kit, including a 3D printed metal award trophy, inclusion in the annual yearbook (both digital and hardcopy), and the opportunity to participate in international exhibitions. These accolades not only celebrate success but also contribute significantly to the academic and professional development of participants.

How to Participate

Registration: Create an account at A' Design Award Registration Portal.

Submission: Upload your designs at A' Design Award Submission Portal.

Nomination: Follow the simple nomination process outlined on our website.

Deadline

The final deadline is **February 28, 2024**.

If you have any questions or require assistance, our dedicated team is ready to support you in every step of your journey towards excellence in design. Please feel free to reach out to us:

Email: support@adesignaward.com

Phone: +39 031 497 29 00

Submission Portal: <https://competition.adesignaward.com>

A' Design Award & Competition presentation: <https://designaward.com>

Join us in celebrating and promoting outstanding design. We eagerly await the participation of your university's brightest minds, ready to make their mark on the global design stage.