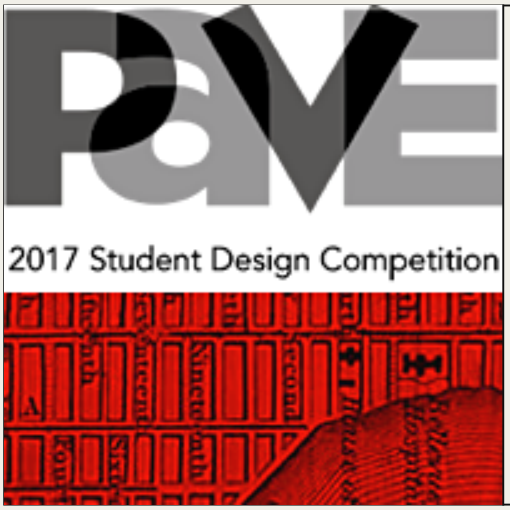


STUDENTS ONLY

PAVE 2017 STUDENT DESIGN COMPETITION

DEADLINE

31 OCT 2017

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
26 Apr 2017	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

The annual Planning and Visual Education Partnership (PAVE) Student Design Competition, now in its 23rd year, is geared toward college-level students involved in retail planning, visual merchandising, and branding programs.

PAVE 2017 invites participants to develop concepts that expand the platforms and expressions in which Chick-fil-A serves a college campus. Explore new ways of creating an experience that is more than just a transaction of food.

Design expectations for this year's PAVE competition include:

• Pushing the envelope of what the current experience is today • Shaping the future and capturing possibilities • Expanding the way Chick-fil-A engages their guests with a new portfolio of experiences • Providing powerful thought and design that is a collaboration or combination of design fields-architecture, interior design, visual merchandising and graphic design.

Traditionally, the PAVE competition is divided into two groups; Store Design and Visual Merchandising. This year, they are integrating the disciplines into a single challenge and inviting students to consider the full spatial context and leverage their primary area of design interest and/or collaborate with other design disciplines.

Entry teams of two students will be accepted as well as individual student entries. If a team of two is selected as a winner, both students will be recognised.

There is no entry fee.

ELIGIBILITY

Open worldwide to undergraduate students only.

PRIZE

Prizes include grants to students and schools and winning students may see their designs come to life. Prizes for 2017 are:

• 1st place: 7,500 USD • 2nd place: 5,000 USD • 3rd place: 2,500 USD

Winners will also receive a travel stipend to be honoured at the 2017 PAVE Gala on December 6, 2017 in New York City.