

# PAVE 2017 Student Design Competition

Category: [Students Only](#)

Deadline: October 31, 2017

Website: [graphiccompetitions.com](http://graphiccompetitions.com)



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:

â€¢ Pushing the envelope of what the current experience is today

â€¢ Shaping the future and capturing possibilities

â€¢ Expanding the way *Chick-fil-A* engages their guests with a new portfolio of experiences

â€¢ 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:

â€¢ 1st place: 7,500 USD

â€¢ 2nd place: 5,000 USD

â€¢ 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.

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