



## **RETAIL DESIGN INSTITUTE, NY CHAPTER: “IRON DESIGN” STUDENT DESIGN COMPETITION!**

**Date: April 5th, 2017, 6PM-9PM**

**Location: BOLON, 27 West 24<sup>th</sup> st, suite 601, New York, NY 10010**

**RDI, Who are We?** The Retail Design Institute promotes the advancement and collaborative practice of creating selling environments. Our institute promotes Career Building, Networking & Education in respect to Retail Design and its supporting industries. Basically- we are a collective of architects, interior designers, design students and educators, store planners, lighting designers, graphic designers, visual merchandisers, brand strategists and trade suppliers to the retail industry.

**The Student Event & Competition Description:** The Retail Design Institute of NYC is holding its' annual Student Design Event! We invite students from NYC based design schools to a Design competition alongside Design Firms, Brands & Retailers on their teams as mentors. Each team will be made up of a Team Captain (generally VP of a Brand or Retailer), 2-3 students and Design Firm members. This year we are keeping the Design Challenge a secret and students will be briefed at the event. The competition will be under 2 hours of work, and there will be judges on hand to Award the “Best Design”. We are procuring donations from vendors & manufacturers for store fixtures, furniture, decoratives, paint etc. that will go into the final Design. We expect a sold-out group of about 100-150 RDI members and spectators to cheer the teams on, support the students, and of course, mingle and talk business of the day. RDI will manage the competition, oversee the final design's execution. All proceeds will go to Breast Cancer Awareness!