



## **2017 Texas Designer of the Year Competition Imagination | Innovation**

“Imagination is at the heart of all Innovation”

Albert-Laszlo Barabasi

Saturday, January 21, 2017  
International Trade Plaza | Dallas Market Center  
Dallas, Texas

### **2017 Texas Designer of the Year Competition Categories**

#### **Category One**

##### **Interpretative Design to reflect Imagination | Innovation**

Category One will reflect the overall theme of the 2017 Texas Designer of the Year Competition. The design will interpret the theme Imagination | Innovation and capture the essence of the words of Albert-Laszlo Barabasi “Imagination is at the heart of all Innovation”.

This category is not related to holiday design. Prior to the competition, the competitor will design a container or prop to reflect the noted theme. This container or prop designed by the competitor will provide the base of the design according to the rules of the competition. The flowers and supplies, as well as other creative elements, will be provided by Texas State Florists’ Association to complete the design for this category during the Competition.

#### **Category Two**

##### **Holiday Design to reflect Imagination | Innovation and the 2017 Dallas Market Center Inspiration Board**

Category Two will reflect the overall theme of the 2017 Texas Designer of the Year Competition. The Holiday design will capture the theme Imagination | Innovation with influence from the 2017 Dallas Market Center Inspiration Board. The container, flowers and supplies, as well as other creative elements and holiday décor elements inspired by the Dallas Market Center Inspiration Board will be provided by Texas State Florists’ Association to complete the design for this category.

#### **Category Three**

##### **Surprise Situation**

Each competitor will be presented an envelope outlining the Surprise situation. The situation will keep with the theme of the overall competition. The flowers and supplies as well as other creative elements will be provided by Texas State Florists’ Association to complete the designs for this category.

#### **To Enter this Prestigious Competition**

Visit [tsfa.org](http://tsfa.org) for the 2017 Texas Cup Competition Rules and Outlined Information  
To Enter by Mail

Download the Entry form and mail the completed form with the entry fee to:

Texas State Florists’ Association

PO Box 170760

Austin, TX 78717

To Enter by Email

Email the form [txsfa@sbcglobal.net](mailto:txsfa@sbcglobal.net) and contact the office to pay the entry fee.

