



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

“Imagination is at the heart of all Innovation” Albert Lasio-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**

The Interpretative Design Category will reflect the overall Theme of the 2017 Texas Designer of the Year Competition Imagination | Innovation. In the words of Albert Lasio-Barabas “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 contestant 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**

The Holiday Design Category will reflect the overall theme of the 2017 Texas Designer of the Year Competition 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 and one hour to respond to the outlined situation in flowers. 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 design 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.