



THE ENTRY FORM

PRINTING CATEGORY Web printing 4 color sheetfed 1-3 color sheetfed
 Dimensional (please include process used) _____
 Digital Press (please include press used) _____

SUBMITTED BY Client Designer Printer Merchant

SUSTAINABLE DESIGN AWARD Check here if you'd like to enter your project in the Sustainable Design Award category. Pieces in this category will be judged for their contribution to sustainable design, including techniques, processes, and materials chosen to reduce the environmental, social, and economic costs of print communication. The winner of this award will receive a \$5,000 cash award.

NAME OF SPEC REP _____
 Merchant _____ Tel _____
 Address _____ Email* _____
 City/State/Zip _____

TITLE OF WORK _____
 Name of Client _____ Tel _____
 Address _____ Email* _____
 City/State/Zip _____

MOHAWK PAPER(S) Cover (Grade, Finish, Shade, Weight) _____
 Text 1 (Grade, Finish, Shade, Weight) _____
 Text 2 (Grade, Finish, Shade, Weight) _____

NON-MOHAWK PAPERS _____
 (The submitted piece must primarily employ Mohawk paper, but please list other papers used.) _____

ADDITIONAL PRODUCTION NOTES _____
 (Varnish, aqueous, UV, special inks or screens) _____

NAME OF DESIGN FIRM _____
 Designer(s) _____ Tel _____
 Address _____ Email* _____
 City/State/Zip _____

NAME OF PRINTER _____
 Contact _____ Tel _____
 Address _____ Email* _____
 City/State/Zip _____

*Please make sure to include email addresses in order to receive confirmation of submission.

ATTENTION!

To be eligible, entries must be printed primarily on one or more Mohawk papers (see below). All commercial work produced between June 2009 and May 2010 is eligible, including, but not limited to, corporate brochures, annual reports, direct mail, books, letterheads, posters, etc. All entries must be originals (no slides, transparencies or photographic prints will be accepted). Mohawk will not be able to return submitted items.

JUDGING

A distinguished jury, including Marty Neumeier (chairperson), Diti Katona, Philippe Apeloig, and Gaby Brink, will review the entries. They'll look for projects that exhibit intelligence, wit, virtuosity, and production excellence.

WINNING ENTRIES

Four Best-of-Show winners will be selected from all the entries, regardless of format or print category. A Special Best-of-Show winner will be selected to represent our Sustainable Design Award category, recognizing techniques, processes, or materials that helped reduce environmental impact. To be considered for this special award, please identify your entry as "Sustainable Design Award" on the entry form. In addition to the five best-of-show winners, the judges will select a number of Honorable Mentions.

RECOGNITION AND REWARDS

Mohawk will recognize the Best-of-Show winners and the Honorable Mentions by showcasing them on the Mohawk website. Mohawk will also award \$5,000 to the designers for each of the five Best-of-Show winners, and \$500 to the designers for each of the Honorable Mentions.

COMPETITION RULES

There is no fee to enter Mohawk Show 11. The competition is open to any project primarily printed on any of our brands and any of our grades. Work designed to promote Mohawk Fine Papers is not eligible. There is no limit to the number of entries per individual or organization. Entry constitutes permission to feature winners in a traveling exhibit, on Mohawk's website, in trade journal ads and in a printed Mohawk Show 11 catalog or book.

For questions or additional information, contact your local merchant specification representative, or visit www.mohawkpaper.com.

DEADLINE: May 31, 2010

THE JUDGES

MARTY NEUMEIER (chair) is a designer, author, and brand consultant. His three books, *The Brand Gap*, *Zag*, and *The Designful Company* have been published in more than 20 languages, and are widely considered marketing classics. In 2002, he launched Neutron, a firm focused on helping companies build their brands "from the inside out." Today he serves as Director of Transformation for Liquid Agency, a full-service brand firm in San Jose, California. www.martyneumeier.com

DITI KATONA is a founding partner of Concrete Design Communications in Toronto. As a creative director, she is best known for producing elegant and evocative work for the firm's clients in fashion, retail and luxury goods. Her creative work has received numerous awards from organizations such as the American Center for Design, AIGA, Graphis, and British D&AD. She frequently lectures on design, serves as a faculty advisor, and judges design competitions. www.concrete.ca

PHILIPPE APELOIG is an acclaimed poster artist and graphic designer living in Paris. A member of the prestigious Alliance Graphique Internationale since 1997, he takes on a variety of design projects for cultural events, publishers, and institutions. His early training included transformative experiences at Total Design in Amsterdam and the Musee D'Orsay in Paris. He has taught design at the Ecole Nationale Supérieure des Arts Decoratifs and the Cooper Union School. www.apeloig.com

GABY BRINK is founder and executive creative director of Tomorrow Partners in San Francisco. She leads a team of diverse talents to create brand-centric communication programs for a wide spectrum of top global marketers and emerging companies. Gaby is also Sustainability Chair on the board of AIGA SF, and an Advisor to the Center for Sustainable Design, where she promotes the integration of sustainable strategies to design and business communities. www.tomorrowpartners.com

MAIL ENTRIES TO:

The Mohawk Show
Mohawk Fine Papers Inc.
465 Saratoga Street
Cohoes, NY 12047

Download additional entry forms at
www.mohawkpaper.com/entryform

Our papers:

Mohawk 50/10	Mohawk Carnival	Strathmore Elements
Mohawk BriteHue	Mohawk Feltweave	Strathmore Grandee
Mohawk Color Copy	Mohawk Genesis	Strathmore Pastelle
Mohawk Navajo	Mohawk Magna Carta	Strathmore Writing
Mohawk Opaque	Mohawk Nekoosa	Strathmore Script
Mohawk Options	Mohawk Outback	Strathmore Pure Cotton
Mohawk Superfine	Mohawk Passport	Beckett Cambric
Mohawk Ultrafelt	Mohawk Pegasus	Beckett Concept
Mohawk Via	Mohawk Proterra	Beckett Enhance
	Mohawk Skytone	Beckett Expression
	Mohawk Solutions	Beckett Ridge
	Mohawk Synergy	