



a design competition where architecture+interiors+art+food collide for a unique dining experience

Participant Guidelines

The 1st ever **Design Appétit** will be an exciting multi-day event showcasing the unique, one-of-a-kind dining spaces created by the metro's most creative minds including architectural firms, interior designers, colleges and collaborative design teams. The spaces will be open for public viewing by day and will serve as a beautiful event space for private, by invitation only parties each evening.

- **Friday, April 1, 2016** – Cocktails by Design featuring delicious bites, cocktails and unique entertainment.
- **Saturday, April 2, 2016** – The highlight of the weekend will be the Divine Dining Gala featuring patron dining in each of the design vignettes, thoughtfully paired with notable area chefs and restaurants to create a memorable dining experience.

All proceeds from **Design Appétit** benefit **Focus on Home**, a not-for-profit, IRS recognized 501 (c) 3 organization. The purpose of **Focus on Home** is to help families integrate into a healthy family lifestyle. We work closely with partnering agencies to identify clients in need and on their personal path to improvement. Our clients are families who are currently living in sub-standard environments. Once a client has been referred to our program, we will work with them to create a personalized home environment based on their specific needs. We will work with the community to repurpose gently used furniture and housewares in the creation of the client's home. Enabled with the help of volunteers, **Focus on Home** will set up the new home environments for our clients; helping those families put their energy, time and resources into creating a positive future. Through our encouragement of volunteerism we are contributing to a stronger sense of community by helping and serving others. Visit www.FocusOnHome.org to learn more.

Design Appétit Participant Guidelines

The following guidelines must be observed by all participants and have been created in conjunction with the Fire Marshal's office to ensure the safety of all participants and guests. We encourage all participants to think beyond typical materials and ideas to create truly unique spaces that will support and raise the profile of **Focus on Home**. The more avant-garde the better!

All participants are required to submit an overview of their design concept, including a concept sketch and list of proposed materials by 01/15/2016 so that the executive committee can ensure that all ideas are in compliance with the competition guidelines and local ordinances. Sketches may be used for marketing purposes.

1. **Team Development:**

- There is no limit to the number of members on teams.
- Teams can consist of members from a number of industries, including but not limited to architecture & interior design firms, graphic design firms, landscapers, contractors, engineers, etc.
- Each team will pair up with a local chef, restaurant or caterer.

Participant Guidelines

2. Loading and Clean-Up Times:

- Due to a limited loading dock area at the Cox Convention Center, each team will be assigned a specific load-in and out time between **Tuesday, March 29th** through load-out on **Sunday, April 3, 2016**.

3. Food Prep Area Guidelines:

Food:

- We are currently in the process of attempting to secure donations of food items to help off-set costs for our chefs teams.
- Beyond any secured donations, chefs teams are asked to provide a beautifully prepared dinner for up to eight people during the Divine Dining Gala on **Saturday, April 2, 2016**.
- Each chefs team will be paired with one design team's room.
- Dinner is expected to compliment the theme of your paired room.

Drink:

- Wine will be provided for each team.
- If chefs would like to pair courses with specialty wine and/or cocktails, that is permitted.

Prepping and cooking:

- Refer to the floor plan for the location and dimension of the prep area.
- Prep tables will be provided for each team. If additional tables are needed, please coordinate with the **Design Appétit** event coordinators, Epic Events.
- Cooking capabilities will be limited to anything you can warm up via hot plate, heat lamp, crock pot, and/or disposable food warmer. **OPEN FLAMES ARE NOT PERMITTED UNLESS IT IS A DISPOSABLE FOOD WARMING CANDLE.**
- Electrical access will be provided with any electrical extension cords being the responsibility of the chefs team.
- Chef Curtis Bramlett, of Bolero, will be providing a mobile kitchen that will be available and parked on site. Further information about coordinating its use will be provided in the future.

Dining:

- Dinner & Glass ware should be coordinated with the design team to fit the concept.

4. Construction Materials & Exhibit Construction & Design:

Materials:

- Any materials used in the construction of dining spaces must be either flame retardant or be coated with flame retardant spray.
<http://www.amazon.com/No-Burn-1102A-Original-Retardant-32-Ounce/dp/B003M8G39E>
If flame retardant spray is used, it must be either applied under observation of the fire marshal or the participant must have the product receipt on hand at all times and the product has to have been purchased within one year of the date of the event. All contestants are subject to inspection by the fire marshal at any time without notice.
- Any thin plastic materials are prohibited. These include but are not limited to visqueen (plastic sheets) and plastic tarps.

Participant Guidelines

- Any products such as tents must include NFPA 701 documentation to serve as proof of flame spread rating. This is often found on the product tag.

Lighting:

- Only fluorescent or LED light fixtures are permitted. Incandescent lighting is not allowed due to fire safety issues.
- Damaged extension cords are not allowed.
- Any welding must be done off-site.

Ceiling Design:

- The ceilings of the exhibits must be a minimum of 50% open to allow activation of the Cox Center's sprinkler system in the event of a fire. The openings must be a minimum of 4'-0" x 4'-0".
- Exception: if the ceiling consists of cheese cloth, 100% cotton sheets or butcher block paper, the ceiling may be 100% covered.

5. **Egress:**

- Paths to exit corridors must be kept clear at all times. No signage or any other objects are allowed to intrude into the exit corridors.
- The 5 foot wide service corridors will not be accessible by the public. These corridors will either be roped off or will be attended by a volunteer.

6. **Important Contact Info:**

Design Team Questions:

Michael Cromaz, Rees Associates – mcromaz@rees.com

Libby Gober, Rees Associates – lgober@rees.com

Cody Pistulka, Elliott + Associates – cody.pistulka@e-a-a.com

Melody Stinson, Rees Associates – MStinson@rees.com

Chefs Team Questions:

Anh Weber, HSE Architects – anh@hsearchitects.com

Curtis Bramlett, Bolero – 405.209.0017

Sponsorship/Focus on Home Questions:

Joli Sanders, Focus on Home – joli@focusonhome.org

Vicki VanStavern, VanStavern Design Group – vs@vanstavern.com

Marketing Questions:

Michelle Morrow, Bentley Flooring – michelle@bentleyflooring.com

All Other Questions and Specific Event Info:

Nicole Thomas, Epic Events – 405.706.7484; Nicole@EpicEventsOK.com

Krystal Rodriguez, Epic Events – 469.688.3087; Krystal@EpicEventsOK.com

Design Appetit Sponsorship Opportunities

Benefits at a Glance	Pantone 423 (Platinum) Sponsor	Pantone 871 (Gold) Sponsor	Pantone 877 (Silver) Sponsor	Pantone 876 (Bronze) Sponsor
Contribution to Focus on Home	\$10,000	\$7,500	\$5,000	\$2,500
On-Site Presence				
On-Site Presence and space at all events	✓	✓	✓	✓
Logo on photo backdrop wall	✓	----	----	----
Name/Brand Integration				
Presenting Sponsor Title (on all marketing)	✓	----	----	----
Logo/Name Mention on all Printed Materials	Prominent Logo	Logo	Name Mention	----
Logo on all advertising	Prominent Logo	✓	----	----
Mention in Press Releases	✓ (Title Sponsor Mention)	✓	✓	----
Recognition at Event	✓	✓	✓	✓
Ad in Program	Full Page, Color	Half Page, Color	Quarter Page, Black and White	----
Invitations and Hospitality				
Divine Dining Gala Tickets	One Table of Eight (First Pick)	One Table of Eight (Second Pick)	One Table of Eight (Third Pick)	One Table of Eight (Fourth Pick)
Cocktails by Design Tickets	10	8	4	2
Public Viewing Tickets	20	12	8	6

Design Appetit Additional Underwriting Opportunities

Cocktails by Design	Printing - Program	Entertainment	Printing - Save the Date
\$5,000	\$4,000	\$2,500	\$1,000
Logo on all Bars during Cocktails by Design	Logo in Program	Logo in Program	Logo on Save the Date Cards
Logo/Name on Cocktail Napkins	Company Name Mention in Program	Company Name Mention in Program	Company Name Mention in Program
Logo/Name Mention on all Printed Materials	12 Cocktails by Design Tickets	4 Cocktails by Design Tickets	4 Cocktails by Design Tickets
Logo on all Advertising			
Mention in Press Releases			
Full Page, Color Ad in Program			
20 Cocktails by Design Tickets			

Gone are the rubber chicken dinners! We are bringing a fresh perspective to OKC with a charity event where architecture + interiors + art + food collide for a unique dining experience!

We are building a new brand and hope that you will be a part of it! We are looking at a few vehicles for marketing this new and innovative event:

- PR
- Paid advertising
 - o Local Publications
 - o Radio
- PSA's
- Social Media
- Leveraging Corporate and Media Partnerships

We hope you will join us on the ground floor of this exciting new endeavor!

Participant Guidelines

Similar dining vignettes from DIFFA's Dining by Design:





