

petutopia

4th annual

where local designers, architects + contractors create your pet's utopia

An IIDA Southwest Chapter Sponsored Event
Saturday, November 13, 2010 Franciscan Renewal Center 10am-2pm
Benefiting Poverty's Pets



programming booklet

Pet (pet)

1. An animal kept for companionship
2. An object of affection
3. A person especially cherished or indulged

Utopia (yoo-toh-pee-uh)

1. An imaginary island of ideal perfection described in Sir Thomas More's *Utopia* (1516)
2. An ideal place or state
3. Any visionary system of political or social perfection

Pet Utopia (pet-yoo-toh-pee-uh)

1. An event where Interior Designers, Architects and Contractors plan and execute the layout, design and ideal furnishings for a pet
2. A representation of perfect items for a pet, including pet houses, beds, leashes, collars, food and water dishes, clothing, and other objects worthy of a pet's desires
3. An **IIDA SW Chapter** fundraiser event benefiting **Poverty's Pets**

introduction

- ❑ Completed registration form
- ❑ Entry fee: \$25 per team (**all entry fees are non-refundable**)
- ❑ Registration form and check payable to **IIDA SW** are due by **September 17, 2010** and delivered to:

Lori Santoro

Tela Art Resource

6100 S Maple Avenue – Suite 101

Tempe, AZ 85283

- ❑ For questions, contact **Lori Santoro** by phone at 480.444.8300 or email at: Lsantoro@TelaArt.com

registration checklist

Team Storyboard:

- * images/sketches of design inspiration and process
- * team name, member names, firm associations
- * contractor information
- * **photos of the building process**
- * text explaining item (materials, intended use and inspiration)

Designed Items:

- * all necessary parts/pieces
- * completed entry submission form
- * photo of item
- * teams must deliver and set up items no later than 9:00am on November 13th at the Franciscan Renewal Center - 5802 E. Lincoln Drive , Scottsdale, AZ 85253 (between Tatum & Scottsdale Road on the North Side of Lincoln Dr).
- * **teams must have a person available to deliver the structure to the buyer if need be.**

submission checklist

Team Name: _____

Team Member

Firm Represented

Phone

E-mail

1. _____
2. _____
3. _____
4. _____
5. _____



Complete registration form



Entry fee: \$25 per team



Checks made payable to IIDA SW are due by Sept 17, 2010 to:

Tela Art . 6100 S Maple Avenue-Suite 101 . Tempe . AZ 85283



Questions? - please contact Lori Santoro at 480.444.8300 or email at Lsantoro@TelaArt.com

registration form

Detailed description of designed pet item:

Estimated value of item: \$_____

****Submission forms due October 15th, 2010 to Lori Santoro at Tela Art Resource****

submission form

Your client is a pet that wants to be adopted from the Poverty's Pets (www.povertypets.org). To make sure that this pet is happy in its newly adopted environment, Poverty's Pets needs your help to create items that would improve its quality of life. Please keep in mind that all of the supplies must be the "used" materials supplied by your contractor. For a little more guidance, see the pet profiles on the following pages.

We will be presenting awards for: Best Of Show, as well as 2nd and 3rd Place. The judging criteria is listed under Design Guidelines in this programming booklet.

GOOD LUCK AND HAVE FUN!

project description

Pet Profile Option One:

The pet you have decided to design for is an extra small to small sized pet whose maximum size is: 1' tall, 1.5' long from nose to tail and weighs up to 25 pounds. Some examples include: cats, toy dog breeds, ferrets, hamsters, fish, birds, guinea pigs, small lizards, rabbits, etc.

Ideal Pet Furnishings:

Habitats/Structures

Toys

Collars/Leashes/Accessories

Food Dishes

Pet Carriers

Beds/Kennels

Design Considerations:

This pet would like to be adopted by someone who lives in a condo or loft. This pet is trendy and would like to be seen at the hottest spots in town such as Kierland Commons, Scottsdale Waterfront, La Grande Orange, or Postino. Designing a unique yet functional item is the goal!

pet size XS-S

Pet Profile Option Two:

The pet you have decided to design for is a medium sized pet whose maximum size is: 2' tall, 3' long from nose to tail and weighs up to 50 pounds. Some examples include: medium sized dogs such as Terriers and Beagles, pot-bellied pigs, lizards, parrots, etc.

Ideal Pet Furnishings:

Habitats/Structures

Toys

Collars/Leashes/Accessories

Food Dishes

Pet Carriers

Beds/Kennels

Design Considerations:

This pet would like to be adopted by someone who lives in the metropolitan area. This pet likes traveling and leisurely activities. Designing a unique yet functional item is the goal!

pet size M-L

Pet Profile Option Three:

The pet you have decided to design for is large to extra large size whose maximum size is: 3' tall, 5' long from nose to tail and weighs up to 150 pounds. Some examples include: large breed dogs such as St. Bernards, Labradors, Golden Retrievers, etc.

Ideal Pet Furnishings:

Collars/Leashes/Accessories
Toys
Beds/Kennels

Food Dishes
Pet Carriers
Habitats/Structures

Design Considerations:

This pet would like to be adopted by someone with a large fenced-in yard and plenty of room to roam. This pet enjoys sports and outdoor activities like running in area parks. Designing a unique yet functional item is the goal!






pet size L-XL

Your pet items will be displayed for the general public and auctioned to fellow designers, architects, manufacturer's reps, contractors, students and animal lovers alike.

We ask that you restrict the size of entries to no larger than a 4' X 4' area. Entries will need to be dropped off at The Franciscan Renewal Center by 9:00 am on the day of the event (November 13th). Entries should be designed to be easily moved and lifted by no more than two people and be structurally sound!

These pets have a variety of needs and the design possibilities are endless, so feel free to think outside the box!

The entries will be judged by the following criteria:

-  creativity / originality
-  practicality
-  craftsmanship
-  use of reclaimed materials
-  overall design

design guidelines

If you are interested in participating, donating or sponsoring,
please contact:

Lori Santoro @ 480.444.8300 (for Participating)

Lsantoro@TelaArt.com

Amy Dooley @ 480.638.1338 (for Donations & Sponsorship)

adooley@thedavisexperience.com

contact information

Thank You For Your Support!



www.iidasw.org

www.povertypets.org

www.petutopiaaz.com