



JUDGING CRITERIA & SCORING GUIDE

This guide explains what the judges will be looking for in each submission. It builds on the evaluation criteria and weightings outlined in the brief and provides a clear, consistent framework for judges to assess and score every entry.

01 CREATIVITY & INNOVATION

25%

- Originality of the overall design concept and point of view
- Inventive use of materials, forms, or fabrication methods within the kit-of-parts constraint
- Fresh thinking that goes beyond conventional fixture solutions

02 BRAND EXPRESSION

20%

- How clearly the fixture system communicates the brand's identity, personality, and story
- Consistency of the design language across all six required fixtures
- Thoughtful integration of brand elements — color, material, finish, and signage

03 FUNCTIONALITY & MERCHANDISING

20%

- Effective product presentation and visual merchandising strategy
- Ease of use for both customers and retail staff
- Practical accommodation of changing product assortments and seasonal displays

04 CUSTOMER EXPERIENCE

15%

- Quality of customer flow, browsing, and discovery within the space
- Comfort, accessibility, and ease of interaction with the fixtures
- The overall shopping experience the system creates

05 SUSTAINABILITY

10%

- **Responsible material selection and sourcing**
- Efficient manufacturing with minimal waste
- Durability, repairability, and end-of-life considerations

06 MANUFACTURABILITY

10%

- Feasibility of fabrication using standard commercial manufacturing methods
- Practicality of assembly, disassembly, shipping, and installation
- Awareness of real-world production costs and constraints

BONUS CONSIDERATION: exploring circular design, integrated technology, or interactive experiences is encouraged, but not mandatory, and may be weighed favorably at the jury's discretion.