



PLANNING AND VISUAL EDUCATION

STUDENT DESIGN COMPETITION

PAVE'S HISTORY

The Planning and Visual Education Partnership (PAVE), founded in 1992, has grown into the retail design, planning and visual merchandising industry's premier educational foundation, and a recognized advocate for design students. To further our mission of helping students showcase their talent, the foundation created the PAVE Student Design Competition in 1994.

ABOUT THE COMPETITION

The PAVE Student Design Competition promotes "real world" design experience for students interested in pursuing careers in the retail design industry. Students involved in retail planning, visual merchandising, interior design and branding programs are challenged to create a dynamic design space for sponsors of the competition. Hundreds of students participating in our competition demonstrate the will to innovate, redesign and reinvent actual retail space for sponsors across the world.

MAKE A DIFFERENCE, BECOME A SPONSOR

Are you looking for the best opportunity to support future designers? Do you need fresh ideas for your brand? Sponsor the PAVE Student Design Competition and be a part of the creative experience!

SPONSOR BENEFITS

- Increase brand awareness and recognition by deepening relationships and engagement through your involvement.
- Provide students with a unique opportunity to obtain "real life" design experience.
- Receive and observe trend insights by viewing a fresh take on your brand by your target audience.
- Ownership of hundreds of design ideas from top talent at the collegiate level.
- Opportunity to present the finalists at the PAVE Gala in New York City.
- Receive media exposure and a tax deduction for your involvement in the competition.



KEEP IN TOUCH

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PREVIOUS SPONSORS



BANK OF AMERICA impressed with the quality of student entries, which proposed solutions that would provide our customers with a uniquely branded client experience that is modern, approachable, welcoming, and trustworthy. The range and creativity of the students' work was truly inspiring. I keep their presentations on display in my office - they remind me to stay nimble and curious. Through this hands-on experience, PAVE provides a window into the future of retail by fostering the development of designers who will shape it."

- Rebekah Sigfrids

SVP, Financial Center Design & Innovation



"In 2018, it was an honor and a pleasure for The Home Depot to sponsor the PAVE design competition. We invited participants to rethink and reinvent how The Home Depot stores can give customers the 'know-how' they need to tackle their home improvement projects. The submissions we received back were imaginative and awe-inspiring. Our In-Store Experience team was blown away by the ingenuity and fresh thinking that were on full display. In the digital age of commerce, in-store physical retail designers need to be even more thoughtful about distributing memorable experiences as well as distributing products. The future of retail design and visual merchandising is extremely bright with PAVE leading the way."

- Jalal Hamad

Sr. Director, VOSM



BANK OF AMERICA



SEPHORA

BONOBOS



SONY



STUDENTS TALK ABOUT THEIR EXPERIENCE

"Receiving this award has been a truly amazing experience and has allowed me to connect with many individuals in the design profession and has presented many opportunities. Being able to travel to New York to receive the award was also such a great experience and will be one of the most significant moments of my life. The people of PAVE and Bank of America who organized and sponsored the competition are truly the most kind hearted people and I will be forever grateful for all the effort and hard work that they put into the competition and event."

*- Sam Charlinski, Fanshawe College
2019 Competition Finalist*

"Working with PAVE and Bank of America has not only opened so many doors but has also been extremely enjoyable and exciting. The Student Design Competition is an amazing opportunity that pushed my design skills and creativity to new levels. Being able to create a design for a real client supplied me with more applicable experience that I feel I will be able to carry over into the real world once I graduate. The rewarding experience also provided professional exposure that I otherwise would not have received as a student without the help of PAVE."

*- Jake Still, Appalachian State University
2019 Competition Finalist*