



PRESS RELEASE

Release Date: Immediate
Contact: Catharine Scott
Phone: 954-893-7225, ext. 4834
Fax: 954-893-8375
E-mail: pave@paveinfo.org

Students and Schools Awarded \$22,000 by PAVE

Hollywood, Fla., Nov. 18, 2008—The Planning and Visual Education Partnership's (PAVE's) 2008 Student Design Competition judging took place on Nov. 6, 2008, at Macy's Corporate Marketing Offices in New York, and the results are in. PAVE awarded \$16,000 in grants to students and \$6,000 in school awards based on the winning entries. The competition was geared toward two- and four-year college-level students who are involved in retail planning, visual merchandising, and branding programs. PAVE would like to thank Macy's, the sponsor of this year's competition, and all of the judges, educators, and students who participated. Macy's sponsored the competition in memory of Rudy Javosky, Macy's senior vice president of design and construction from 1987 to 2006.

Congratulations to the following PAVE 2008 Student Design Competition Winners:

Overall Store Design Category Winners

\$3,000 - 1st Place – Richard Li, FIT, New York
\$2,000 - 2nd Place – Seung An, FIT, New York
\$1,500 - 3rd Place – Alev Demirel, FIT, New York
\$500 - Honorable Mention – Maryam Alsuweidi, Utah State University, Logan, Utah
\$500 - Honorable Mention – Rupert James Comrie, University College Falmouth, Cornwall, England
\$500 - Honorable Mention – Hae Ran Kim, FIT, New York

Visual Merchandising Category

\$3,000 - 1st Place – Ji-In Kang, FIT, New York
\$2,000 - 2nd Place – Ji Hye Lee, FIT, New York
\$1,500 - 3rd Place – Michiko Kato, FIT, New York
\$500 - Honorable Mention – Jay Flynn, FIT, New York
\$500 - Honorable Mention – Lauren Hucek, Miami University, Oxford, Ohio
\$500 - Honorable Mention – Kathryn Pero, FIT, New York

PAVE — The Planning and Visual Education Partnership

4651 Sheridan St., Ste. 470, Hollywood, FL 33021 • 954-893-7225 • fax 954-893-8375 • pave@paveinfo.org • www.paveinfo.org

Schools with students placing in the top three of each category receive \$1,000 for each placing student: \$6,000 - FIT

This year's winners faced a competitive field; 269 entries were submitted, 196 in the overall store design category and 73 in the visual merchandising category.

"There is so much inspiring talent out there today," said Randy Pender, group vice president, Macy's Corporate Marketing. "For the judges, this competition was an incredible glimpse into the creative depth of this new generation of young designers. We look forward to evaluating ideas that we may be able to bring to life at our stores."

The judges for the 2008 competition were: James Bellante, senior vice president, visual merchandising, Macy's West, San Francisco; Joe Feczko, executive vice president and chief creative officer, Macy's Corporate Marketing, New York; Rodney Fitch, chairman, Fitch, London; Denny Gerdeman, principal, Chute Gerdeman Retail, Columbus; Kathleen Jordan, principal, Gensler, New York; David Kepron, Retail|Store Design Studio Principal, Little, New York; Mark Minichiello, executive vice president, visual merchandising, Macy's East, New York; Randy Pender, group vice president, visual merchandising, Macy's Corporate Marketing, New York; and Ramsay R. Weatherford, operating vice president, store planning, Macy's Corporate Services, Cincinnati.

Macy's corporate executives developed the design challenges in partnership with Eric Feigenbaum, PAVE's vice president of education, and PAVE's education committee members. Feigenbaum is chair of the visual merchandising department of LIM, the Laboratory Institute of Merchandising in New York City. For the visual merchandising challenge, students were to create an iconic visual style for all key display statements that could be executed in all Macy's stores. Students completing the store design challenge created a shop concept for a new boutique to present seasonal concepts within Macy's cosmetics area.

One of PAVE's major objectives is to encourage schools to develop retail design curriculums that will help develop the stars of the industry's future. It looks like this year's winners are well on their way.

Note for editors: High-resolution images from the judging are available. PAVE can also provide contacts for interviews. Contact Catharine Scott, above, for more information. Details about the design challenges for the 2008 Student Design Competition are available online at www.paveinfo.org. See link to 2008 Guidelines on left side of the web page. Images of winning entries will be posted on the PAVE web site in December.

About PAVE

Founded in 1992, The Planning and Visual Education Partnership's (PAVE) objective is to support students studying in the field of retail design and planning and visual merchandising through its annual Student Design Competition. PAVE also seeks to encourage retail management, store planners, visual merchandisers, architects and manufacturers to interact with and support design students. This is accomplished through projects, seminars, workshops, and the annual fundraising Gala with proceeds dedicated to educational programs and projects benefiting students. PAVE is a 501(c)(3) educational foundation administered by the Association for Retail Environments (A.R.E.), formerly NASFM.