



AIA Baltimore

Good Design = Good Business Award

The inherent value of good design is increasingly evident to both the public at large and decision-makers in many industries. Organizations worldwide are now routinely utilizing architecture to market products and services, attract and maintain a high quality workforce or student body, improve the health and welfare of employees, and uplift the immediate environment. The Good Design = Good Business Award was launched in 2006 to honor architects and clients who best utilize good design to achieve important outcomes for organizations.

A local 3-member jury from the architecture and business communities will evaluate:

- How design contributed to the project's success
- The level of architect and client collaboration
- Measurable results versus stated goals
- The quality of the architectural design solution

The jury will also consider innovation, benefit to user and client, appropriate aesthetics and visual appeal, and the bottom line result.

Process for Entry and Submission and Deadline:

The process is the same as the overall AIA Baltimore Design Excellence Awards.