

2015

**BRINKMANN
SCHOLARSHIP**

ENTRIES DUE DECEMBER 8, 2014

**UNLEASH
YOUR
VISION**





Front /Back Photo: Bayer Healthcare East Coast HQ

2015 BRINKMANN SCHOLARSHIP

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HOW TO APPLY

ELIGIBILITY

Students enrolled in a U.S. not-for-profit educational institution who will begin their final year of a CIDA-accredited interior design program in the Fall of 2015 are eligible to apply. Current employees and recent former employees of Gensler, as well as their immediate families, and those who Gensler deems to present conflicts of interest are ineligible to participate.

APPLICATION PROCESS

Institutions are invited to nominate up to two eligible students per CIDA-accredited program for consideration by Gensler. A nomination letter from the dean or chair of the program must be included in the materials submitted by the applicant. The nomination letter must confirm that the applicant meets the eligibility criteria as well as describe his/her professional excellence.

Applicants for the Gensler Brinkmann Scholarship must complete the following steps by December 8, 2014:

1. Complete the online application form at www.gensler.com/scholarships
2. E-mail application materials in a single PDF file (7MB max) to brinkmann@gensler.com
 - Resume
 - Letter of nomination from dean or chair of academic institution
 - One advanced-level commercial interior design project with written description (500 words and 10 pages, maximum). Group projects will not be considered.

For additional information, or to view a gallery of previous scholarship winners, please visit www.gensler.com/scholarships. Questions may be sent by e-mail to brinkmann@gensler.com.

FINALIST VIDEO SUBMISSION AND SELECTION OF WINNERS

Gensler will review submissions and invite finalists to submit a digital video creatively introducing themselves to the jury and presenting their work. Based on these videos, one or more individuals selected as winners will receive an academic scholarship paid directly to their college or university toward their final academic year. Winners and finalists may also be considered for a paid internship at a Gensler regional office in the summer of 2015 and paired with a Gensler mentor who will serve as a resource during the internship and final academic year.

TIME LINE

<p>2014 Fall Academic institutions internally nominate eligible students for participation in the scholarship program</p>	<p>December 8 Deadline: Electronic materials from nominated candidates due to brinkmann@gensler.com</p>	<p>2015 January 20 Finalists notified</p> <p>February 25 Deadline: Finalists to submit digital videos for jury</p>	<p>March 2 Winners notified</p> <p>Fall Scholarship distribution made to academic institution(s)</p>
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The Gensler Brinkmann Scholarship was established as a memorial to Don Brinkmann, an inspirational and gifted interior designer who personified the essence of design vision and leadership.

SELECTION CRITERIA

Gensler will review submissions and select finalists and winners based on academic excellence, design ability and presentation creativity.

GREAT DESIGN IS INFORMED

We are in search of creative rigor. We believe that great design is based on deep and thoughtful research, and we want to understand your process for resolving design challenges. Top submissions will communicate and demonstrate how a challenging design question is informed by facts and knowledge.

GREAT DESIGN IS PURPOSEFUL

Design works to sustain our communities, celebrate culture and provide value to those we serve. Successful submissions reveal user-driven innovation that provides tangible and measurable benefits to people and organizations.

GREAT DESIGN IS COMPELLING

Make us shout with joy! Bold, memorable and provocative spaces engage design passionately. The best submissions will push the boundaries of creative expression and refined execution.

ABOUT DON BRINKMANN

As a Gensler Principal and Design Director, Don worked with clients around the globe to create places of distinction and value. His portfolio of award-winning work spans product design, showrooms, corporate offices, law firms and specialty environments.

Upon his passing in 1998, Gensler established the Brinkmann Scholarship Fund to continue Don's career-long commitment to nurturing new design talent.

ABOUT GENSLER

Gensler is a global architecture, design and planning firm with 46 locations and over 4,500 professionals on 5 continents. The firm has more than 2,400 active clients in virtually every industry and delivers projects in architecture, interior design, brand design, product design, planning and urban design, and consulting.



Gensler was awarded the 2010-2013 IDP Outstanding Firm Award by the American Institute of Architects in recognition of the firm's industry-leading early-career talent programs.

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March 2
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