



Tips for Submitting an Award-Winning Entry

We want you to feel confident about the entry package you are preparing for the BOAT International Design & Innovation Awards, so we have prepared a few tips to help you achieve success. This awards program focuses on the design of the vessel — all of its facets including naval architecture – and its innovation in terms of design, materials and components. It is important that your entries showcase how the owner/client brief was met by the design team and, ultimately, by the shipyard and the subcontractors.

Please study the specific categories and use the description of the category to guide your entry materials. The descriptions of these categories indicate what the judges are going to be looking for and where they will place value when making their scores.

Photos: Invest in good photography. Make sure your photos support the category. If you are entering the Exterior Styling category for example, you owe it to the project to make sure you have sufficient photos of the yacht from all angles and sufficient details. If you are entering interior design, for example, and a key element of the design brief was a sophisticated lighting plan, make sure the photos are capable of showing the sophistication of that lighting plan. If every light in the room is dialed up to full brightness or all the rooms are shot in daylight without the lights on, the sophistication of a multi-layered lighting plan probably won't be seen. If the highlight of your interior entry is about large windows that allow the interior and exterior spaces to blend, the photos should not all be made with the curtains closed and blinds drawn! If the design brief highlights shapes and surfaces, be prepared to show them. Even though our judges see as many boats as possible, the key analysis will be on the renders, the GA, the designer/builder/owner statements and the photos.

Investment in the very best photography is therefore critical and could simply make or break a yacht's chance of success. Each category has a limit for the number of photos. Chose the best photos to support the entry for that category. Do not send one batch of photos for multiple categories and expect us to know which photos support what.

Statements: All of the things that go into a yacht are important and by the time it finally sails out of the yard, the finished product may seem so familiar to you that describing it becomes difficult. Your entry statements should not be a press release or a verbal walkthrough of the boat, in fact we can say with certainty that a big fluffy description that does not address specifics as relating to that category will lose points. What was the owner's specific brief and how did the designer/naval architect/shipyard/subcontractors make that brief come true? Each category should have statements specific to supporting that element of design or innovation. We have received entries where the statements were the same for every category in which the yacht was entered. Trust us, a general description submitted for a naval architecture entry will not be sufficient to impress the judges looking for details to support a best lifestyle feature. If you are submitting an entry for Best New Series, be sure you explain the reasons behind creating the new model, i.e., the anticipated market niche. Explain the features that make it unique.

Timeliness: Regardless of how well the yacht is captured in photos, or explained in statements, it can all count for nothing if the submission misses the deadline or has missing parts. Don't jeopardize your chances of success with last minute pleas to for deadline extensions or failure to submit all the details. Late arrivals are likely to be dismissed entirely rather than risk being reviewed hastily and incorrectly.

Finally: Read the instructions carefully. If you are unclear on any points, please contact the events team and ask for clarification. We want the entry process to be as stress-free and as successful for you as possible.