2027 STRUCTURES & STYLE AWARDS CATEGORIES

Marketing - $200 each

1. Best Brand Identity / Company Rebrand
2. Best Website Design
3. Best Photography Portfolio
4. Best Videography/ Project Film
5. Best Print Marketing Piece
6. Best Digital Marketing Campaign
7. Best Social Media Campaign
8. Best Sales Center or Design Studio Experience
9. Best Outdoor Advertising

Judging Criteria (cat. 1-9): Judged on creativity, branding, messaging, visual appeal, quality of execution, audience engagement, and overall effectiveness.

Product - $350 each

Custom New Home Construction

10. Single Family Home - tiered by price
11. Architectural Design - tiered by square footage

Judging Criteria (cat. 10-11): Judged on architectural design, functionality, quality of construction, craftsmanship, material selection, innovation, and overall curb appeal.

Remodel

12. Remodeled Home or Space, tiered by price
    a. Kitchen
    b. Bath
    c. Historic Renovation
    d. Home Addition
    e. Whole Home Remodel

Judging Criteria (cat. 12): Judged on architectural design, functionality, quality of construction, craftsmanship, material selection, innovation, and overall curb appeal.

Interior Design

13. Interior Design
    a. Whole Home
    b. Primary Suite (Bedroom, Bathroom and Closet)
    c. Kitchen
    d. Bathroom
    e. Home Office
    f. Specialty Interior Space (Media Room, Wine Room, Fitness Room, Library, Other Speciality Space)

Judging Criteria (cat. 13): Judged on creativity, space planning, functionality, material and finish selections, furnishings and styling, lighting, and overall design cohesion.

Exterior Design & Outdoor Living

14. Best Landscape Architecture & Garden Design
15. Best Outdoor Living Space
    a. Pool
    b. Outdoor Kitchen
    c. Porch/Veranda/Patio/Terrace
    d. Pavilion or Cabana
    e. Outdoor Fireplace
    f. Complete Outdoor Living Space

Judging Criteria (cat. 14-15): Judged on design integration, functionality, site planning, quality of materials, craftsmanship, innovation, and overall aesthetic appeal.

Custom Design & Craftsmanship

16. Best Custom Furniture & Product Design
    a. Single Piece
    b. Collection
17. Best Custom Millwork
18. Best Custom Cabinetry
19. Best Speciality Craftsmanship
    a. Masonry
    b. Ironwork
    c. Woodworking
    d. Stonework
    e. Metalwork
    f. Tile Installation

Judging Criteria (cat. 16-19): Judged on craftsmanship, precision, complexity, quality of materials, innovation, attention to detail, and contribution to the overall design.

Team & Industry Recognition - $200 each

20. Builder of the Year
21. Superintendent of the Year
22. Project Manager of the Year
23. Construction Manager of the Year
24. Craftsman of the Year
25. Sales & Client Experience Professional of the Year
26. Architect of the Year
27. Interior Designer of the Year
28. Design Team of the Year
29. Estimator of the Year
30. Purchasing Manager of the Year
31. Listing Agent of the Year
32. Signature Award: Structure & Style Project of the Year

Please contact Selina Strawley at selina@lowcountryhba.com with any questions