



Photography Brief

The Registered Master Builders Association requires a professional photographer to take photos of properties entered in the NZ Commercial Project Awards.

It is imperative that we ensure excellent quality photography for this competition and event and therefore it must comply with the specifications provided below.

It is crucial the brief is followed as images not meeting the requirements may not be able to be published. The photos will be used in AV presentations, advertising supplements, magazines, websites, sent to the media and potentially as stills on a TV programme.

Requirements

Both interior and exterior high-quality photographs of the properties are required in landscape. It is usual to take at least twenty photos of each property (including a good proportion of interior and exterior shots).

Exterior shots should preferably be shot during good weather with good natural lighting.

Special, interesting or unique features relevant to the project should be photographed and done so in a way that reflects the distinctiveness of the feature.

At the end of this document is examples of how we use the photography.

Digital Photography

Please save the photos in the following format:

Prepress images for print: RGB, 300dpi,
 Images should be 300mm wide
 (no larger than 5 MB in size)

Delivery of Images

Images on each property should be delivered to RMBA either on disc or memory stick or sent via a sharing website to info@commercialprojectawards.co.nz e.g. Dropbox.

Ownership of the Photography

The current law is that whoever commissions the photography owns the copyright. Therefore any photography for the New Zealand Commercial Project Awards belongs in its entirety to Registered Master Builders and the builder of the property being photographed and no other agreement will be entered into.

If a credit for publishing in any media is required for your work, please clarify this up front.

Of extreme importance is the confidentiality of the competition and the photographer's potential interaction with judges, entrants and owners. To accept the terms of this photography brief we request that you sign the attached Confidentiality Agreement and return to the writer.



Photographer's Confidentiality Agreement

Thank you for agreeing to participate in the New Zealand Commercial Project Awards as an entry/property photographer.

In undertaking to provide the services agreed, we would appreciate it if you could please review and sign the Terms of Participation outlined below.

Thank you for your contribution to the success this awards programme.

Terms of Participation

- I agree to maintain full confidentiality around the judging process and results.
- I agree to not enter into any correspondence or discussions with entrants or property owners during or after the judging unless specifically in relation to attaining photography of the property.
- I understand the Terms and Conditions of the competition and of the photographers briefing document.

Signed by _____

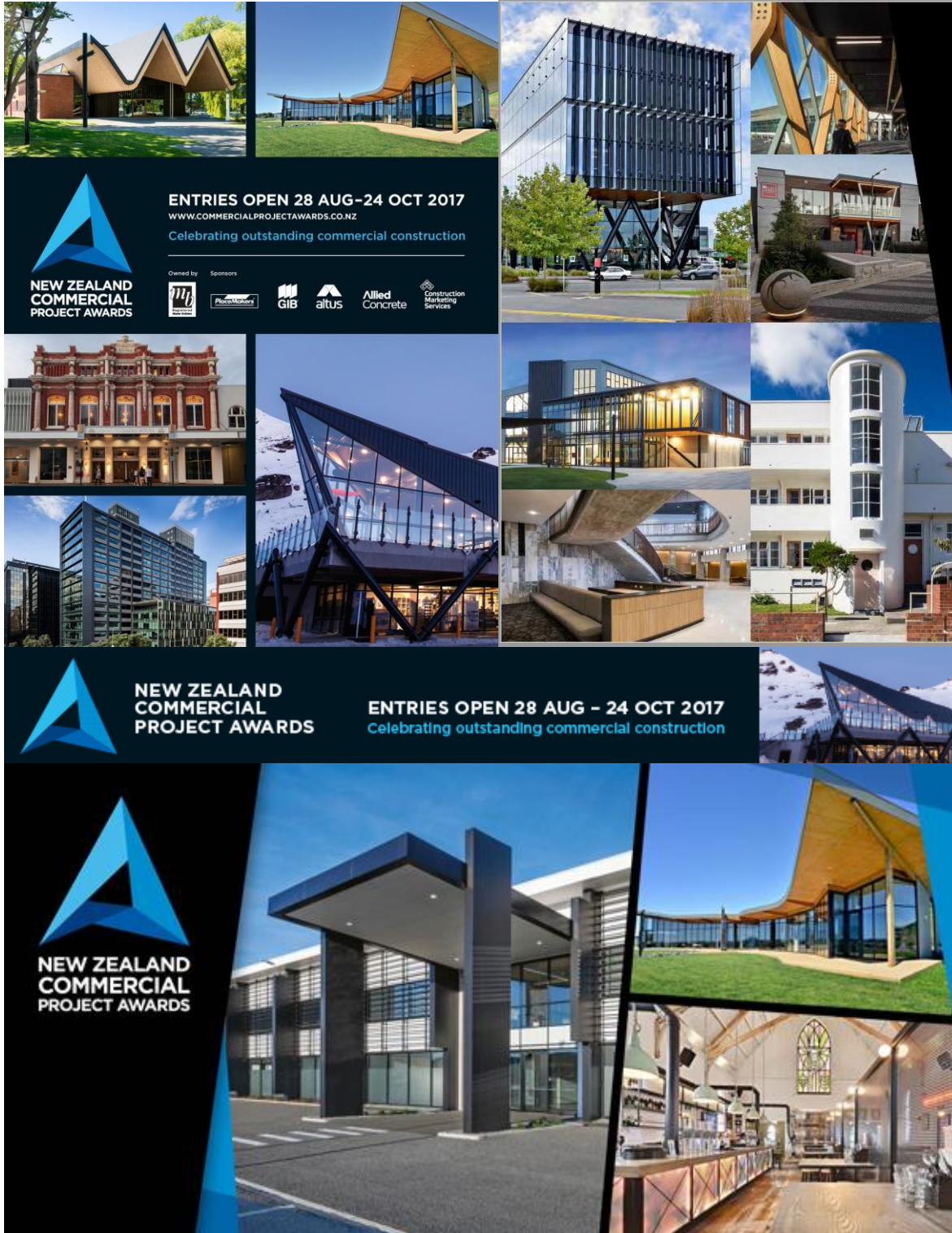
Signature _____

Dated _____

PLEASE RETURN SIGNED COPY TO:

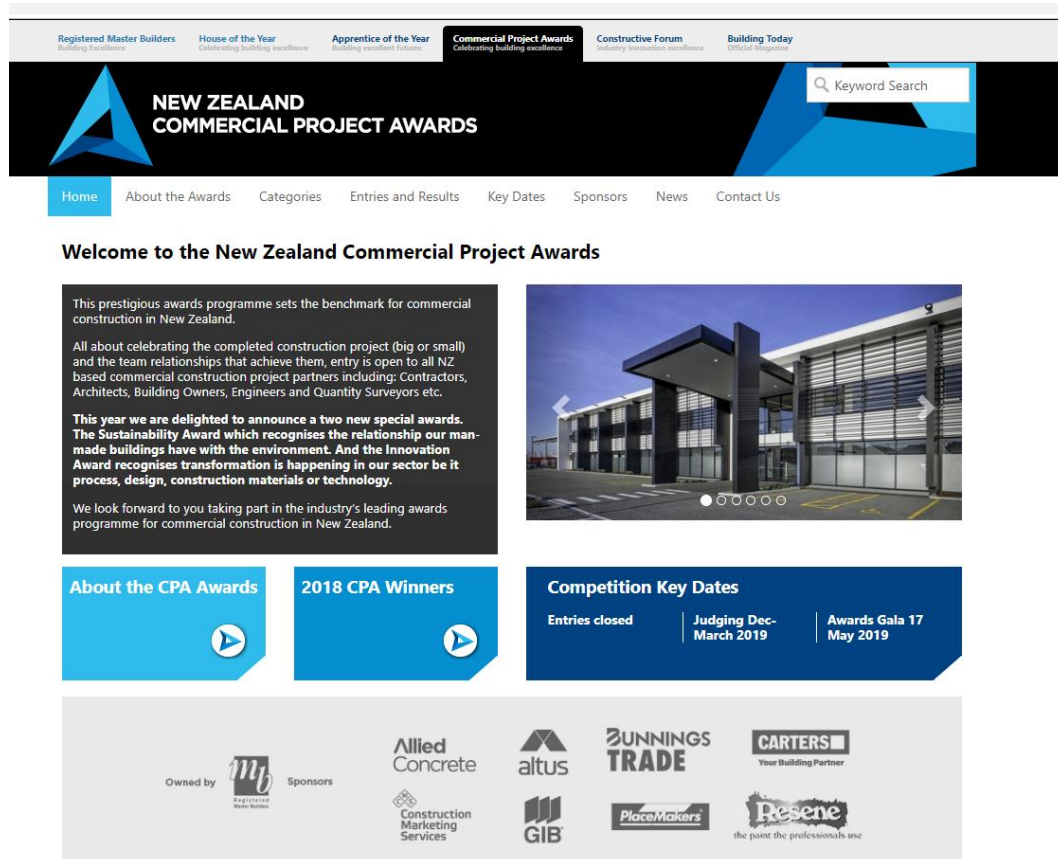
Marketing Collateral

Below are examples of the photos being used as part of the marketing collateral.



Website

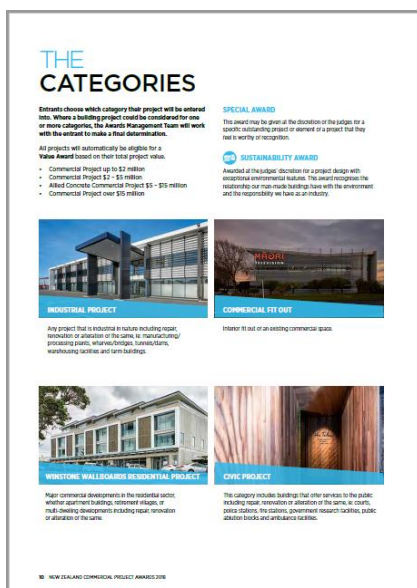
Below is our website <https://www.commercialprojectawards.co.nz/>



The screenshot shows the website's navigation menu with categories like Registered Master Builders, House of the Year, and Commercial Project Awards. The main header features the organization's logo and a search bar. Below the navigation is a welcome message and a large image of a modern building. A section titled 'Competition Key Dates' lists 'Entries closed', 'Judging Dec-March 2019', and 'Awards Gala 17 May 2019'. At the bottom, there are logos for sponsors and partners including Allied Concrete, altus, BUNNINGS TRADE, CARTERS, GIB, PlaceMakers, and Resene.

Magazine

Below is our magazine created with all of the entries and winners



THE CATEGORIES

Entries choose which category their project will be entered into. Where a building project could be considered for one or more categories, the Awards Management Team will work with the entrant to make a final determination.

All projects will automatically be eligible for a Value Award based on their total project value.

- Commercial Project up to \$2 million
- Commercial Project \$2 - \$5 million
- Allied Concrete Commercial Project \$5 - \$25 million
- Commercial Project over \$25 million

INDUSTRIAL PROJECT

Any project that is industrial in nature including repair, renovation or alteration of the same, to manufacturing/ processing plants, warehouses, laboratories, warehousing facilities and farm buildings.

WINSTONE WALLGORDS RESIDENTIAL PROJECT

Major commercial developments in the residential sector including repair, renovation or alteration of the same, to courts, police stations, the customs, government research facilities, public education facilities and conference centres.

CIVIC PROJECT

The category includes buildings that offer services to the public including repair, renovation or alteration of the same, to courts, police stations, the customs, government research facilities, public education facilities and conference centres.



WINSTONE WALLGORDS RESIDENTIAL PROJECT - CATEGORY WINNER
585 ROTHESAY

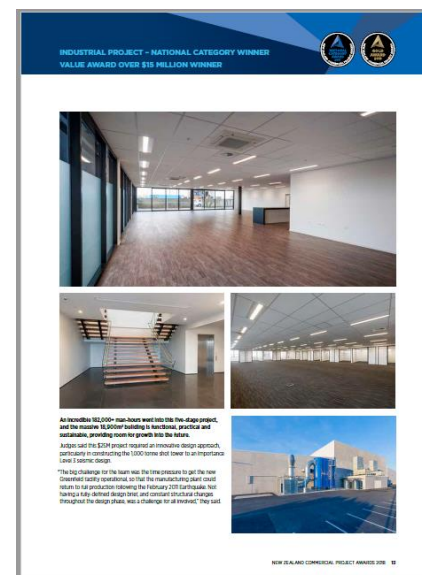
VIBRANT AND LUXURIOUS

The mixed-use development at 585 Rothesay Bay spans five levels and captures spectacular views from both sides.

There are 27 apartments, and 10 commercial and retail spaces in this mixed-office location, with a dedicated emphasis on high-end, secure, sophisticated living. A previously dilapidated site has been transformed into a vibrant, luxury residential and retail space. It brings new residents, relevance and interest to the area. The brief was that modern should feel like they are living in a home and that's what it was. The judges and the client were very impressed with the design and the quality of the work and the presentation in terms of all the images and banners accompanied on the way.

The team worked together, amended the design to satisfy changing regulations and council requirements, managed the budget variations and kept the project on track, they said.

Project Information:
 Client: Winstone
 Architect: Constructive Limited
 Construction: Constructive
 Project Manager: Constructive
 Project Location: 585 Rothesay Bay
 Owned by: Constructive



INDUSTRIAL PROJECT - NATIONAL CATEGORY WINNER
VALUE AWARD OVER \$15 MILLION WINNER

An incredible 100,000+ mac-houses were built in this stage project, and the massive 10,000m² building is functional, practical and sustainable, providing room for growth into the future.

In order to get the 100,000+ mac-houses built in this stage project, the team had to overcome many challenges, particularly in construction. The 100,000+ mac-houses that were built in this stage project, the team had to overcome many challenges, particularly in construction. The 100,000+ mac-houses that were built in this stage project, the team had to overcome many challenges, particularly in construction.

The big challenge for the team was the time pressure to get the new Commercial Centre operational, so that the manufacturing plant could return to full production following the February 2017 earthquake. Full factory site design, design and construction through the design phase, was a challenge for all involved. The last

Awards Night

Below is how the photos are used at the event during the award show.

