



# DESIGN HOME 2024

an ASID MN Showcase

## DESIGNER BID PROCESS

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS

MINNESOTA





## ABOUT ASID DESIGN HOME 2024

After five years the Minnesota Chapter of ASID Design Home is returning!

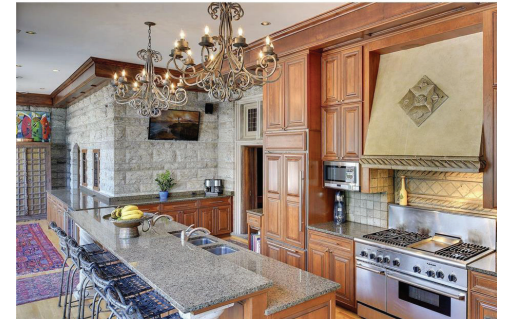
Holding true to our mantra: "The only consistency is that it is always different" the ASID Design Home 2024 continues this long tradition in its newest location: the historic Pillsbury Castle.

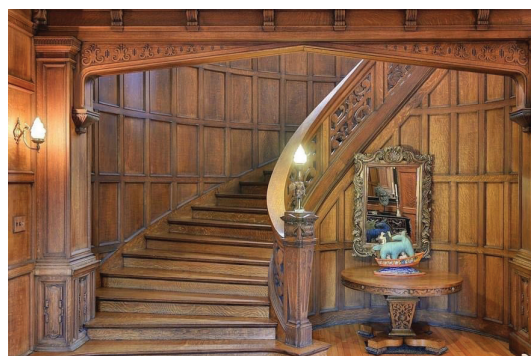
Be part of the transformation as we celebrate the best of interior design, remodeling inspiration, and preservation craft with the ASID Design House 2024. Over the past two decades talented ASID MN designers have collaborated to present stunning Design Homes.

These collaborations lead to innovative design solutions and fresh approaches that will inspire future clients, the media, the tour guests, and our industry professionals.

Design Home provides the essential sponsorship revenue for ASID that continues to support ongoing chapter programming, member and sponsor engagement with the professional community, drives new membership recruitment and operations.

The highly-anticipated showcase will feature the power of design through space planning for today's lifestyles, adaptive reuse, featured building products, fine furnishings, emerging art, and the latest technology opening to the public for three weekends and two weeks in May 2024.





## ABOUT PILLSBURY CASTLE PROJECT + ASID MN PARTNERSHIP

ASID MN has partnered with the Pillsbury Castle Project LLC in a unique collaboration to relaunch Design Home in 2024. Supported by homeowners, Matthew Trettel and Ryan Hanson, Pillsbury Castle Project will be the new fiscal agent of Design Home 2024. The Pillsbury Castle Project (PCP) will be actively involved with a member representative on the Design Committee, will manage the logistical operations of the Design Home including the day-to-day operations of the Design Home tour, managing and facilitating the volunteers, oversight of the private and public events at the home and the signature Design Home Gala.

PCP has designed a broadened platform that puts ASID Designers at the center of the story. From the beginning of the process to the design completion PCP will take an integrated approach with the media, ongoing digital and social media content telling the most robust Design Home story ever. PCP will be producing a book for the public which will highlight the entire process and will be distributed during the tour.

Part industry showcase, part historic preservation, part community building; the Pillsbury Castle Project will be the most visible remodeling and interior design project in the Twin Cities in 2023 and 2024.

This iconic, historic home is truly unlike any other. Built in 1903 by Alfred Pillsbury, the only son of Pillsbury co-founder John S. Pillsbury, the Pillsbury Castle holds a special place in the heart of Minneapolis. The warm and appropriately-scaled grand mansion is nestled within the Washburn-Fair Oaks Historic District in the Whittier Neighborhood across from the Minneapolis Institute of Art. Throughout the Castle, evidence of fine craftsmanship and materials indicative of one of Minnesota's most prominent families are abundant. Flame mahogany, quartersawn oak, and burled walnut, with beautiful leaded glass windows, grandiose fireplaces, and a 17th Century library imported from England showcase a gilded age mansion that is as awe-inspiring today as it was yesteryear.



## ASID DESIGN HOME 2024 DESIGNER BENEFITS

### Advertising

Participating Designers have the opportunity to take advantage of a range of marketing exposure that includes branded visibility on multiple outlets including print, on line and social media.

### Official Feature Publication

Full-page editorial content for Designers detailing their design, space renderings, photographs of the spaces, photo of Participating Designer(s) and product photos. Discounted print advertising available to ASID Members to promote their business. In addition, Designers are provided three single-page ads with a value of \$6,000 each, totaling \$18,000 per space that Designers can use as in-kind trade to entice sponsorship and provide added exposure for their Vendor Partners for the contribution of fixtures, furnishings or other decor elements.

### Member PR

Participating ASID Designers will be recognized in an extensive PR campaign including, but not limited to, press releases, media appearances, and live events.

### Digital Content

Comprehensive blogs with SEO optimization detailing ASID Designer contributions including the design process and culminating with the completion of the project. Ongoing promotion and coverage of work on social media including video, still images, and other features with ASID Designer company social tags in posts and stories.

### Attendee Activation

The attending public will be given the opportunity to vote on their favorite rooms and the winners will be published in digital media as well as being honored at the ASID MN Awards Gala.





## ASID DESIGN HOME 2024 BIDDING PROCESS

There are several exciting changes to the bidding process for Design Home 2024. At the request of the ASID MN Board of Directors, the Design Home committee has created an updated process for awarding showcase rooms based on “points” earned from chapter participation while also adding a new portfolio review to the bidding process. This hybrid process honors the traditions of the past while also encouraging participation from newer and younger designers as well as designers who, for whatever reason, have not been able to volunteer to earn participation points.

For Design Home 2024 three rooms will be awarded by a blind portfolio review conducted by an independent panel from another chapter. 20+ additional spaces will be awarded on the traditional point system detailed below. With nearly 30 rooms available, including the unique kitchen opportunity, to the grand salon, music/living room, cocktail bar, a children’s room, unique primary suite, billiards room, multiple bathrooms and guest suites, and even a hidden speakeasy, design opportunities are truly endless!

This once-in-a-lifetime showcase is a unique marketing exhibition designed to connect your business with the community through print, live events and digital marketing. Be part of the transformation as we celebrate the best of remodeling inspiration, interior design, and preservation craft. We encourage everyone to consider bidding on a space and encourage all designers to also submit their portfolios. This is a fabulous home with multiple opportunities for all designers to engage and show their creative voice.

### Participation Requirements

- Be an ASID Interior Designer member in good standing (Current on dues)

Note: IP membership does not qualify for room assignment but sponsorship opportunities do exist, so contact Shane Spencer, ASID MN Sponsorship Chair for more information at [ASIDMNSponsorship@gmail.com](mailto:ASIDMNSponsorship@gmail.com)

### Room Bidding Process (based on prior procedure)

- Tour the home or send an associate.
- Select four spaces you would like to work on
- Submit Bid Sheets to the ASID office by July 1, 2023

The bid sheet will have direction for rooms of choice, your openness to work with other spaces/interior designers, along with a breakdown of how to record your points.

## Participation Points

- Points are calculated based on the following involvement:
  - President of the Chapter (10 pts)
  - Board Member (5 pts)
  - Committee Chair/Co-Chair (5 pts)
  - Committee Member (3 pts)
  - Member (3 pts)

All points are verified by the ASID office. To account for the challenges of Covid, ASID MN will be tabulating points based on the last 7 years instead of the standard 5 years. **If you dropped your membership during Covid and opt to rejoin, you will retain your previously earned points.**

## Room Assignment Procedure

- The committee uses Participation Points to determine awarding of rooms and sorts submissions based on points earned. The designer with the highest number of points will get their 1st choice of room. The committee then looks to the designer with the 2nd highest number of points. They will be awarded their 1st choice of rooms unless it is already selected, in which they will be awarded their second choice of rooms, and so forth. It is the committee's goal to award each designer one of their top 4 choices, but as some rooms are more sought after than others it is not always possible.
- **Rooms will be assigned on July 10, 2023.** If we need to offer you another space we will need to reach you by phone that day. Please make yourself available to receive our call. If we cannot reach you, we will move on and offer the space to the next designer in the queue.
- There are several options to participate beyond ranked room choices.
  - 1) If you indicate you are open to working on an alternate space in the case your 4 preferred rooms have already been assigned, you will be called in the order of ranked points to be offered an alternate space. (If you indicate that you don't want to be considered for rooms beyond your 4 preferred rooms and they have already been assigned you will not be called.)
  - 2) The chapter wants to be inclusive and collaborative so designers are encouraged to team up. Two designers can partner on a space together.
  - 3) Submit your work to be considered in the Portfolio Review process.

## Portfolio Review Process

- Submit your blind portfolio digitally accompanied with your bid form to the ASID office by July 1, 2023  
In order to ensure anonymity, no branding or identifying information can be included in portfolio submissions and portfolios with identifying information will be disqualified.
- The portfolios will be judged by an independent panel from another chapter.
- If your portfolio is selected you will be awarded one of the following: a room based on your choice, a room pre-selected by the committee, and a room based the choice of the homeowner. If your portfolio is not selected, your bid sheet will follow the regular assignment process.

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## IMPORTANT DATES

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### 2023

May 23	ASID Annual Meeting (at house), evening event
June 15	Walk-thru for members and non-members (at house)
July 1	Submissions due for portfolio review and points
July 10	Award portfolio rooms
July 10-14	Award all other rooms
July 17-18	Kick-off meetings (at house), scheduled time to talk with homeowner
August 8-9	Design presentations to homeowner/committee
August 16	Designs finalized
September 1	Construction begins

### 2024

April 3-5	Installation
April 8-9	Photography
May 3-19	Tour dates



## ASID DESIGN HOME 2024 OPPORTUNITIES

This beautiful English Tudor home showcases the grandeur of an earlier era. The main floor features stately rooms with original wood paneled walls. The kitchen opens to a large private terrace. An imported 17th Century library features original oak paneling, fireplace, and plaster ceiling. The home is over 10,000 sq. ft. and spans four levels.

The homeowners want to preserve the historic architecture, but also make the home reflective of today's lifestyle and showcase modernity coupled with historic interior elements. The design opportunities are immense for all who want to be involved. Their aesthetic is monochromatic, masculine and flirts with maximalism. They like clean lines, comfortable finishings, fabrics in leather, velvet and silk. One homeowner is more bold and quirky, the other more stylized, but they both appreciate surprise and delight. They gravitate to the juxtaposition of modern furnishings and lighting with the classic architectural details. They want the home to feel warm and inviting. They envision the addition of architectural elements and built ins throughout the second and third levels to minimize the distinction between the highly finished first floor and the other levels of the home.

The Castle will become a family home for these entrepreneurs, so a blend of work function and lifestyle is important. Passions include travel, theatre, great food, wine, gardening and working out. Another passion is their growing collection of art, from paintings to sculpture, that they want to showcase. They are excitedly planning on having 2 children, currently have 2 cats and look forward to adding a dog to their family. They love all holidays and entertain often, so consideration should be taken to accommodate a lively lifestyle. They will be fully engaged and available throughout the project.

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### MAIN LEVEL

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#### Grand Salon

Space to function as casual living space including TV viewing and formal dining space. Request to replace missing bookshelves and paneling.



#### Vestibule/Hall/Upper Landing

Spaces thought of as a whole. Add seating in the vestibule, incorporate a waterfall chandelier spanning 2 levels and incorporating a commissioned painting by Mark Beard.



#### Reception Room (Bar)

Convert space to a functioning bar with liquor storage, wet bar and small lounge.



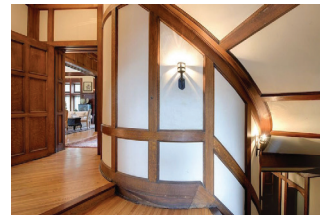
#### Kitchen/Butlers Pantry

Divide the space into 2 spaces to include a main kitchen and butler's pantry. Removal of stair and exterior door to porte cochere to center a large island within the space.



#### Music/Living Room

Space envisioned as the formal living room incorporating a Steinway Piano. Interest in exploring a mural above the paneling.



#### Powder Room/Nook/Stair

Explore possible mural treatment for the stairway inset panels, removal of paint in the paneled nook to blend the stairway and powder room, expand functionality of powder room.

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## SECOND LEVEL

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### Primary Bedroom

Add architectural details, built ins to add character, make the space feel more masculine. Define space between seating and bed areas and incorporate door to terrace.



### Kids' Bedroom

Envisioned this as a playful space for future family of 2 children. The space should accommodate the transition from infants to young children.



### Primary Bath (former primary closet)

Create a grand and open bath with oversized floating tub, large walk-in shower, rich finishes that blend with the home, private water closet.



### Kid's Bathroom

Reorient bathroom to be accessed directly from the kid's bedroom, finishes that mimic a period feel.



### Primary Closet (former primary bath)

Masculine closet with dark wood incorporating hidden laundry, ironing, open shoe storage.



### Library/Office

This will serve as a work from home office. Built-in shelves for books and accessories and drawers for art storage are considerations.



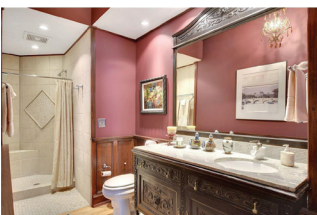
### Guest Bedroom

Envisioned as a more feminine space in a more masculine home. An ornate ceiling treatment and a suite feel are desired.



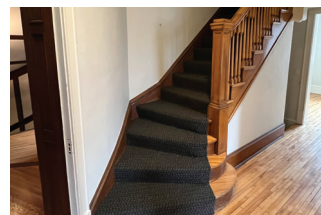
### Laundry Room

Conversion of kitchenette into a laundry room makes a convenient location. Ample storage with sink and sorting options. Possible inclusion of gift wrap station.



### Guest Bathroom

Reorient bathroom to be accessed directly from guest bedroom, finishes that mimic a period feel.



### Back Staircase (4 Stories)

Dress up the 4 story back stairway with architectural details like wainscoting, include display space for art and picture lights.

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## THIRD LEVEL

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### Media Room

Create a comfortable home theatre, with built ins, snack station, casual seating and room darkening shades. Flex space for future teenager use.



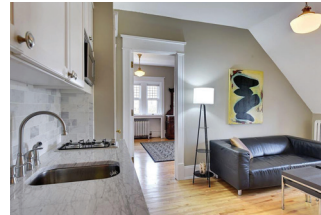
### Guest Suite Bedroom

This is envisioned as a complete stand-alone apartment for in-laws, nanny or air bnb.



### Guest Room #2

Create the feel of a suite with the addition of soft seating, add architectural details with king bed.



### Guest Suite Living/Dining

Create a coordinating multi-function living space with expanded kitchenette, seating and dining.



### Guest Room #3

Create the feel of a suite with the addition of soft seating, add architectural details, window seat and accommodate 2 beds.



### Guest Suite Bathroom

Refresh, address varied tile selections.



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## BASEMENT

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### Billiards Room

Create a space for billiards, add lighting to bookshelves.



### Speakeasy

Create a fun entertaining space that can easily host dinners and activities. Need to think about catering service.



### Wine Cellar/Wet bar

Expand the current wine cellar and add a wet bar.



### Lounge

Create soft seating to lounge and include space for TV.



### Mud Room

Create a drop zone with storage. Also incorporate a hidden litter room space for homeowners two cats.



### Massage Suite

Repurpose a series of small rooms to create a massage suite with soaking tub.



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# ASID DESIGN HOME 2024

May 2024 | Minneapolis, Minnesota | Pillsbury Castle Project



## DESIGNER BID SHEET

Please complete this form to confirm your interest in designing a space for the 2024 ASID MN Design Home. For more information or questions, contact Christine Happel, ASID MN Design Home Chair at 651-231-2098 or Bonnie Birnbaum at 612-803-8120.

### DESIGNER CONTACT INFO

Company Name	Contact Name
Company Website	Contact Title
Address	Contact Email
City, State Zip	Contact Phone

### ROOM SELECTION

Please indicate room preference in order of importance

1)	3)
2)	4)

### PORTFOLIO SUBMISSION

I have submitted a digital portfolio for consideration ☐ Yes ☐ No

### PARTICIPATION POINTS

Please tabulate points from the past 7 years. All points are verified by the ASID MN office

Membership	(3 pts per year)	<input type="checkbox"/> 2016	<input type="checkbox"/> 2017	<input type="checkbox"/> 2018	<input type="checkbox"/> 2019	<input type="checkbox"/> 2020	<input type="checkbox"/> 2021	<input type="checkbox"/> 2022	Total
2022	<input type="checkbox"/> Chapter President (10 pts) <input type="checkbox"/> Board Member (5 pts) Position: _____	<input type="checkbox"/> Committee Chair/Co-Chair (5 pts) <input type="checkbox"/> Committee Member (3 pts)	Committee: _____	Committee: _____	Total				
2021	<input type="checkbox"/> Chapter President (10 pts) <input type="checkbox"/> Board Member (5 pts) Position: _____	<input type="checkbox"/> Committee Chair/Co-Chair (5 pts) <input type="checkbox"/> Committee Member (3 pts)	Committee: _____	Committee: _____	Total				
2020	<input type="checkbox"/> Chapter President (10 pts) <input type="checkbox"/> Board Member (5 pts) Position: _____	<input type="checkbox"/> Committee Chair/Co-Chair (5 pts) <input type="checkbox"/> Committee Member (3 pts)	Committee: _____	Committee: _____	Total				
2019	<input type="checkbox"/> Chapter President (10 pts) <input type="checkbox"/> Board Member (5 pts) Position: _____	<input type="checkbox"/> Committee Chair/Co-Chair (5 pts) <input type="checkbox"/> Committee Member (3 pts)	Committee: _____	Committee: _____	Total				
2018	<input type="checkbox"/> Chapter President (10 pts) <input type="checkbox"/> Board Member (5 pts) Position: _____	<input type="checkbox"/> Committee Chair/Co-Chair (5 pts) <input type="checkbox"/> Committee Member (3 pts)	Committee: _____	Committee: _____	Total				
2017	<input type="checkbox"/> Chapter President (10 pts) <input type="checkbox"/> Board Member (5 pts) Position: _____	<input type="checkbox"/> Committee Chair/Co-Chair (5 pts) <input type="checkbox"/> Committee Member (3 pts)	Committee: _____	Committee: _____	Total				
2016	<input type="checkbox"/> Chapter President (10 pts) <input type="checkbox"/> Board Member (5 pts) Position: _____	<input type="checkbox"/> Committee Chair/Co-Chair (5 pts) <input type="checkbox"/> Committee Member (3 pts)	Committee: _____	Committee: _____	Total				

\*In the event of a tie 2023 participation points will be considered

POINTS TOTAL

### CONTINUED INTEREST

I am interested in participating even if my top 4 room choices are unavailable ☐ Yes ☐ No

### DESIGN TEAM INTEREST

I am interested in partnering with another designer ☐ Yes ☐ No If yes, Designer's Name: \_\_\_\_\_

Upon acceptance and confirmation from ASID MN, I agree to sign the Designer Contract which will be executed with Pillsbury Castle Project LLC as a finalization of my commitment.

Name

Date