

SMPS

Society for Marketing Professional Services

Nashville



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Street Dixon Rick Architecture wins **national** award

Dexheimer, Mathias+Fisher, Wansing honored

Nashville, Tenn. – Nashville-based Street Dixon Rick Architecture, PLC received top honors in the small firm category at the **31st Annual National Marketing Communications Awards Society** gala held in Denver.

More than 350 entries from the U.S., Canada, and Australia competed in 18 categories. The Society for Marketing Professional Services (SMPS) has more than 6,800 members.

For its holiday card category entry, the architecture firm won first place for small firms, i.e. those with fewer than 200 employees. Located in Belle Meade, Street Dixon Rick employs 14 people. Crispin Mathias+Fisher, Associate AIA, LEED-AP, and Sarah Dexheimer, Associate AIA, LEED-AP, accepted the awards for the firm. Carly Wansing, Associate AIA, LEED-AP, also contributed to the design.

Award-winning card description:

The firm illustrated its commitment to sustainable design without becoming part of the indiscriminate green tsunami of environmentally-messaged marketing. Twin themes of artistic distinction and sustainability recur throughout. Organic elements include seeded paper and a card that, when folded, becomes its own envelope. Artistic elements include snowflake artwork created from architectural elements of buildings designed for clients and the words from a song referencing snowflakes.

The card sprouts wildflowers with just a bit of soil, water and sunshine. Several clients reported planting the cards and wildflowers blooming. Each sheet, embedded with Bird's Eye, Clarkia, Poppy, Catchfly and Snap Dragon seeds, included planting instructions. A flower postage stamp emphasized the theme.

Winners for the competition, the longest-standing, most prestigious awards program recognizing excellence in marketing and communications by professional services firms in the design and building industry, were announced at the SMPS/PSMA National Conference in Denver in August.

For a complete list of winners, visit www.smps.org/mca. For more information about Street Dixon Rick, visit www.sdrarch.com.