



June 1, 2010
Minneapolis, Minnesota

Dear Architect, Designer, or Homebuilder,

NOTE: The B.L.E.N.D Award has expanded again this year to include even more neighborhoods.

The residents of southwest Minneapolis recognize the difficulty of balancing market demands in your industry with the aesthetic discipline and attention to scale that we know you strive for when building in our neighborhoods.

In a manner that bucks current building trends, we would like to *distinguish* you for blending in! This may seem like anathema to creative minds who measure their worth by the uniqueness of their vision but we know that genius is actually spurred by constraint. The truly creative use boundaries to deliver novel solutions that further differentiate their work.

We'd like to invite you to submit work you have completed in Southwest Minneapolis (Armatage, East Harriet Farmstead, Fulton, Kenny, Kingfield, Linden Hills, Lynnhurst, Tangletown, West Calhoun, and/or Windom neighborhoods) since 2005 for the **4th annual B.L.E.N.D Award: Buildings and Landscapes Enhancing the Neighborhood through Design**. The submission deadline is July 30, 2010. We are planning a jury of industry notables as well as feedback from the community that you'll find important and rewarding. Your participation is sure to raise your profile when Southwest residents look for someone to help with their remodeling jobs – a frequent need, judging by the number of projects in the neighborhood.

We're enclosing the entry guidelines and submission form. You can see past B.L.E.N.D. Award recipients and more at www.blendaward.org

Sincerely,

The B.L.E.N.D. Award Committee

The 2010 B.L.E.N.D. Award is proudly sponsored by

Armatage Neighborhood Association, East Harriet Farmstead Neighborhood Association, Fulton Neighborhood Association, Kingfield Neighborhood Association, Linden Hills Neighborhood Council, Lynnhurst Neighborhood Association, Tangletown Neighborhood Association, and Windom Community Council.

Distinguish yourself by blending in