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StarChefs.com Announces Its 2010 Design Competition at the International Chefs Congress

NEW YORK, July 1 /CHICAGOPRESSRELEASE.COM/ — StarChefs.com announces its first Design Competition to take place at the **fifth annual StarChefs.com International Chefs Congress (ICC), September 20-22, 2010** in New York City. Established local and national design firms will compete for a chance to design, build and furnish one of three 15'x15' lounge areas at this year's **International Chefs Congress**, which will be hosted in one of New York's greatest historic landmarks, the **Park Avenue Armory**.

The contest closes on July 12, at 11:59pm (EDT). The three (3) winners will be selected by a panel of qualified judges, notified by July 19th and announced on StarChefs.com. The primary purpose of these lounges is for restaurant professionals to network, eat, drink, and relax. Contestants must base their designs on this year's ICC theme "**Creativity: Art vs. Craft,**" and are encouraged to incorporate various materials and elements that will help bring this theme to life. This competition is a great opportunity for designers to gain access to industry influencers and create brand awareness among leading culinary professionals from respected and trend-setting domestic and international establishments. In addition to exposure, winners will receive promotional consideration and print advertising.

Design firms are required to fill out an entry form and must be prepared to submit a one-page explanation of their design concept as well as a sketch outlining the idea. For more information go to www.starchefs.com/icc.

About the StarChefs.com International Chefs Congress

ICC is a three-day culinary symposium where more than 70 of the world's most influential and innovative chefs, pastry chefs, mixologists, and sommeliers present the latest techniques and culinary concepts to 1,500 of their peers. Attendees participate in hands-on savory, pastry and mixology workshops, chef demonstrations, wine and business seminars, career counseling sessions, and expert panels on current industry topics. They also source cutting-edge culinary products and equipment from around the world at the Chef Products Fair.

About StarChefs.com

StarChefs.com™, the magazine for culinary insiders celebrating its 15-year anniversary in 2010, has been serving the restaurant industry since 1995. StarChefs.com's original culinary content is driven by in-person tastings and interviews across the world. Its mission is to catalyze culinary professionals' success and give them the tools they need to overcome their specific challenges. In addition to featuring top chefs, pastry chefs, sommeliers, and mixologists, StarChefs.com's Culinary JobFinder is the leading job board connecting culinary and hospitality professionals to careers in the foodservice industry. StarChefs.com features more than 27,000 published pages of original, chef-focused culinary content and generates monthly traffic of 20 million hits per month, and it was nominated for Best Food Website and Best Multimedia Series by the James Beard Foundation.

Tickets and admission to the [StarChefs.com](http://www.starchefs.com) International Chefs Congress are limited to foodservice industry professionals. To purchase tickets go to www.starchefs.com/icc or call 212.966.3775.

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