



Egypt Design + Industry Competition 2012 Call for Participation

Introduction

Industry cannot compete in today's global market without building a competitive edge that sets it apart from all others. Egyptian industry can no longer depend on trade restrictions to maintain its market share, nor can it compete with the cheaper Asian manufacturers in the current open trade structures. The only way they can build an advantage is to invest in innovation and in what Egypt has an abundance of: human creative capital.

D+I Competition is more than just a design competition. It is an attempt to attract the creative powers of Egyptian designers and through linking them to industry a new source of productive energy can be released. It is an attempt to exhibit the creative energies of young designers in a format that industry can appreciate and link with.

All designers below the age of 35 are invited to participate with their product ideas in this exhibition of creativity. All product ideas addressing the functional needs of people at home or work are eligible for participation. These can be furniture items, textiles, marble, or lighting elements. The objective is to connect these ideas and their creators with those who are in the business of manufacturing and selling products so as to emerge with a mutually beneficial formula that will also impact the broader market.

Designers will compete with their product design ideas for the opportunity to have them prototyped by reputable manufacturers and to be exhibited in the high profile Furnex Fair next November 2012 to manufacturers who might find good business potentials in them and hence buy the idea to manufacture it and sell it. Furthermore, the EFEC is intent on sponsoring the presentation of the best of these ideas in the SaloneSatellite, the young designers section of the Milan International Furniture Fair.

Eligibility

All designers from all design fields are eligible to participate. The only restriction is that they are below the age of 35 at the time of submission. Also the designers cannot own or be partners in a business or company for building furniture or products related to the designs presented.

Product ideas addressing the functional needs of people at home or work are all eligible for participation. These may be furniture items, textiles products, marble elements, or lighting elements.

Only operational prototypes of the designs will be presented at the exhibition.

How to Participate

To participate designers should follow the following steps:

- Download application from one of the following websites: www.efec.org.eg or www.rhimal.com. Or call +202 22914958, or +202 22915845 for an application form.
- Submit the filled and signed application form together with a high-resolution pdf file with images and drawings of the proposed product design to design@efec.org.eg. Or submit it by hand at 4 Ahmed el Rashidi St., El Golf, Heliopolis, Cairo, on or before the dates specified in the project timetable below
- Pay a registration fee of LE 500 (five hundred pounds) at 4 Ahmed el Rashidi St., El Golf, Heliopolis, Cairo, on or before the dates specified in the project timetable below. Failure to pay the registration fee in time results in cancellation of application.
- A technical Jury of academics, professionals, and industrialists will evaluate the presented projects and applicants will be informed of the first stage results within two weeks of the submission deadline to allow enough time for prototyping.
- Winning applicants will be informed of and linked to the manufacturer who will be producing the prototype for them
- Each winner will be allocated a 3 x 3 meter booth structure to use as his or her exhibition space at Furnex. It will have an electrical connection and participants will be responsible for all set up works they may need to exhibit their products.
- Winning applicants shall submit proof of completion of their prototypes on or before October 20th to ensure continued reservation of their space. Failure to do so may risk cancellation of their reservation.
- Winning applicants shall submit proposed designs for their booths for approval by organizers before October 20th

Awards & Prizes

There are two levels of Awards that participants are competing for in this competition:

- ***First Level of Awards***

In this level designers are competing for the technical and financial support to produce full scale operational prototypes of their design ideas, as well as the opportunity to showcase their ideas at a high profile trade fair where the public and manufacturers can see these ideas, and maybe contracts for production can be facilitated.

Prizes:

20 winners will be selected to receive full support package for prototyping and a dedicated exhibition booth at Furnex; a package worth more than LE 25,000

10 winners will be selected to receive only the dedicated exhibition booth at Furnex provided they develop their own prototypes; a package worth more than LE 10,000

By sponsoring the prototyping process the manufacturers will have no rights to the designs who retain all copyrights to their designs. The EFEC and Rhimal Design will provide legal and professional guidance to designers who agree with manufacturers to get into a contractual relationship.

- ***Second Level Awards***

The final prototypes exhibited at the Furnex Fair will undergo another stage of evaluation by the technical jury to choose the best and most successful ideas.

Prizes:

- ***Golden Medal Design Award*** for the best final product design project
- ***Silver Medal Design Award*** for the Second placing project
- ***Bronze Medal Design Award*** for the Third placing projects
- **Three Honourable Mention Certificates** for the next best projects
- The winning projects become eligible for participation in the **SaloneSatellite, the young designers section of the Milan International Furniture Fair** sponsored by the Egyptian Furniture Export Council.

Project Timetable

Task	Date
Announcement of Competition	Jul 3 - 26
Deadline for submission of ideas by those applying for prototype support (Group A)	Aug 1 - 23
Extended Deadline for submission by those producing their own prototypes (not eligible for prototyping support) (Group B)	Aug 23 – Sep 13
Final date for receiving reservation fee - Group A	26-Aug
Final date for receiving reservation fee - Group B	16-Sep
Jury Selection of 1 st stage winners	Aug 23 – Sep 6
Assigning designers to companies	Sep 2 - 12
Prototyping	Sep 6 – Oct 25
Stands Set up & location organization at fair grounds	Oct 22- Nov 1
Furnex Event	Nov 1 - 5
2 nd Stage Jury proceedings	Nov 1 - Nov2
Awards ceremony & press conference	2-Nov
Stands Dismantling	Nov. 5

What Participants Get in the Exhibition

The organizers are responsible for the following:

- Each participant will be allocated an exhibition booth 3 x 3 meters in shell form with an electrical connection. All else will be the responsibility of the exhibitor
- Each booth will carry the name of the designer and the sponsoring prototyping company (if present).
- A collective brochure introducing all designers with a short introduction on them and their projects will be published and distributed during the event
- Design templates for unified individual flyers will be provided for each designer to print and distribute (sponsorship opportunities might be available for printing)
- Banners leading visitors to the exhibition will be distributed throughout the fair
- The organizers also intend to document all projects for the purpose of publishing a booklet on the exhibition

Conditions of Prototyping Process

Upon selection for a First Level Award the following conditions will apply:

- The winning designer is responsible for preparing developing full construction drawings that allow the manufacturing company to develop their ideas.
- The designer is responsible for following up with the company to ensure the prototyping process is completed in time and will report regularly to the organizers the progress of the process
- Only finished prototypes will be eligible for participation in the fair. Failure to complete the prototype in time for the fair will result in cancellation of the designers participation and thus they lose their registration fee and booth
- The manufacturer is only sponsoring the prototyping costs and process and has no rights to the designs, which stay with the designer throughout the process, unless both parties agree to sign a licensing for production agreement.
- The designs and prototypes will be exhibited under the name of the designer. The manufacturer's name will be mentioned as a sponsor

Publications & Promotion

In filling the application the participants give the legal rights to the organizers to use the imagery, information, and material for publishing and promotional purposes.

Contracts & Legal Support

Designers and companies are encouraged to collaborate through contractual relationships to develop the product designs. The organizers have arranged for standard licensing contracts and legal guidance to be available for designers and companies interested in establishing such relationships over their projects.

By signing and submitting the competition registration form the designers concedes that they have read, understood, and accepted the above conditions.