

## Second DESIGN+INDUSTRY COMPETITION

### Introduction

"Design creates culture; Culture shapes values; Values determine the future."

With this motto and out of our strong belief that the industry can no longer compete in today's global market without building a competitive edge that sets it apart from all others, came the first Design+Industry Competition (D+I) to open a window of opportunities for bright and innovative young Egyptian designers.

After the outstanding success of the first D+I Competition nationally at Furnex last November 2012 and internationally in one of the most important design shows in the world, the respected SaloneSatellite of the Salone Internazionale Del Mobile held yearly during April in Milan, ***EFEC proudly announces the launch of the second Design+Industry Competition.***

### D+I Competition Outline:

This competition is an attempt to attract the creative powers of Egyptian youth and through linking them to industry a new source of productive energy can be released. Such a link increases the potentials of industry recognizing the value of design and investing in designers and their ideas. All designers below the age of 35 are invited to participate with their product design ideas. The designs presented must address the functional needs of people. Furniture, lighting, marble, or textile items all are eligible for this competition.

#### **Phase One of Competition:**

- **There are TWO channels for participation:**

- **Participating in Group A**, you will compete for the opportunity to have your product design idea prototyped by a reputable Egyptian manufacturer (a manufacturer must agree on sponsoring the prototype after being selected), and for receiving a dedicated booth to exhibit your prototype in a prominent local exhibition.
- **Participating in Group B**, you will produce your own prototype, and thus you will compete only for receiving a dedicated booth to exhibit your prototype in a prominent local exhibition.

#### **Phase Two of the Competition:**

- Winning projects from Phase One become eligible for participation in Phase Two of the competition with a chance for receiving a scholarship for a master degree at **IE University - School of Architecture & Design**. (Subject to academic acceptance at the university). See appendix 1
- In Phase Two they compete for the Gold Design Award. Winners of this Gold Design Award become eligible for participation in international fairs such as SaloneSatellite in Milan during the Milan design week.

### Competition theme

“Less is more.” *Mies Van Der Rohe*

As the world moves fast, and resources are running out, functionality and utilization become a must. Your challenge for this year is to create an innovative, unique and functional product design with the theme "Less is more". This theme includes -but not limited to- taking into consideration materials, cost, production potentials, details...etc

### Success Criteria

All presented designs will be evaluated upon the following criteria; however they should not be meeting all of them:

- More Creative and innovative
- More functionality and practicality
- Less complications
- Less cost
- More mass production potential
- More eco-friendliness and sustainability

Full construction and technical drawings must be presented for all designs

### Eligibility

All designers from all design fields are eligible to participate. The only restrictions are:

- They must be below the age of 35 at the time of submission.
- Cannot own or be partners in a furniture business or a company that produces or sells any products similar to what is submitted for the competition.

### How to Participate

To participate, designers should follow the following steps:

- Download application from one of the following websites: [www.efec.org.eg](http://www.efec.org.eg) - [www.rhimal.com](http://www.rhimal.com). Or call +202 22914958, or +202 22915845 for an application form.
- Fill registration form and submit along with the payment of L.E.100 registration fees at EFEC premises 90B, road 105 – Maadi - Cairo.
- Send in Phase One project drawings in printed A3 format together with a high-resolution pdf file to EFEC offices and/or to [design@efec.org.eg](mailto:design@efec.org.eg) on or before the specified dates below.
- The Jury will evaluate the presented projects for eligibility, and participants of this phase will be informed with an approval or rejection on the specified dates.
- **All participants will have a chance to participate in a workshop** with the Jury members and professional designers to understand their points of strength and weaknesses and to develop them further in line with industrial limitations and potentials

- Winners of phase one are required to pay a LE 500 (five hundred Egyptian Pounds) insurance fee to confirm commitment to the next phase of the competition. If they fail to pay the money in time they risk dismissal from the next phase.
- Participants in Phase Two shall begin by submitting construction drawings of their designs at which point they will be matched with sponsoring manufacturers to commence the prototyping stage.
- They will submit proof of completion of their prototypes (whether from Group A or B) on or before the specified dates to ensure continued reservation of their space in the local exhibition. Failure to do so may risk cancellation of their reservation.

### **Awards**

Phase One Awards include:

- Technical and financial support for producing a working prototype of the design proposal (for Group A)
- A dedicated exhibition booth 3 x 3 meters for each winning designer\_(for Group A and Group B).It will have an electrical connection and participants will be responsible for all set up works they may need to exhibit their products.
- IE School of Architecture and Design has teamed up with the Design+Industry Competition to bring you a unique scholarship opportunity. One of the finalists of Phase One will be awarded a 50% scholarship to IE School of Architecture and Design's Master in Work Space Design. (For eligibility and selection details for the master degree, refer to appendix 1 at the end of this document)

Phase Two Awards include:

- Up to five Gold Design Awards recognizing the best final prototypes participating in Phase Two.
- A chance to exhibit the design and prototype in SaloneSatellite of Milan International Furniture Fair (subject to the approval of the Satellite management)

### Project Timetable

Item	Date
Announcement of Competition	Jun 12
Final registration date and receiving registration fees	Jul 22
Ideas submission for both Groups A& B	Jul 25
Selection of Phase One Winners	Aug 15
Design Development Workshops	Aug 23 - 24
Assigning designers to companies	Aug 29
Deadline for receiving insurance fee	Sep 2
Prototyping	Sep 1 – Oct 31
Applicants present proof of completion of prototypes	Nov 3

### What Participants Get during the local exhibition

The organizers are responsible for providing 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 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 and process

Upon selection for participation in Phase Two, participating designers are to follow the conditions below:

- The winning designer is responsible for preparing 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 exhibition. Failure to complete the prototype in the specified time will result in cancellation of the designer's participation and thus they lose their insurance fee and booth
- The manufacturer is only sponsoring the prototype costs and process, unless both parties agree to sign a licensing for production agreement.

### **Publications & Promotion**

In filling the competition application the participants give the legal rights to the organizers to use the imagery, information, and process 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 advice 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 concede that they have read, understood, and accepted all the above conditions.**

## Appendix 1 - IE-EFEC SCHOLARSHIP

IE School of Architecture and Design has teamed up with the Design+Industry Competition to bring you a unique scholarship opportunity. One of the finalists of Phase One will be awarded a 50% scholarship to IE School of Architecture and Design's [Master in Work Space Design](#).

**Eligibility:** To qualify for the IE-D+I COMPETITION Scholarship candidates participants must hold a bachelor degree in Architecture, Interior Design or Industrial Design and be under 35 years. They must be registered and submit to the Design+Industry Competition.

**Selection:** Eligible candidates will be identified through the Design+Industry judging process; all finalists from Phase One will be awarded the opportunity to apply for the scholarship. ***These candidates will then be required to submit their portfolio for review as part of the standard IE School of Architecture and Design application process <http://www.ie.edu/school-architecture-design/master-work-space-design/admissions-process/> by July 25<sup>th</sup>.*** The finalist meeting all admissions requirements for IE's Master in Workplace Design will win a 50% scholarship to the program. The IE-D+I COMPETITION Scholarship will be presented after Selection of Phase One Winners, August 15<sup>th</sup>.

For more details on the IE-EFEC Scholarship, please visit [www.efec.org.eg](http://www.efec.org.eg). This announcement has also been made on Facebook <https://www.facebook.com/efec.org.eg> for the direct benefit of the candidates.

### ***Introduction to IE School of Architecture and Design's Master in Work Space Design***

The Master in Work Space Design intends to match job opportunities in the first class professional market in architecture, design, engineering and consultancy fields. While completing the program candidates will be able to apply their skills in a rapidly growing and highly demanding field through the planning and construction of work spaces and environments around the world. Candidates will be able to either join firms and practices that are providing design services to companies, or establish or enhance their own practice addressing the niche, yet very wide, field of work space design.

The Master in Work Space design is a blended, thirteen month program that includes onsite periods in Madrid and London ranging from 1 to 3 weeks duration each and online periods in between. The master runs from February 2014 to February of the following year. Candidates will be attending the courses at our IE Campus in Madrid and at the **Royal College of Arts** headquarters in London.

Follow this link for [program courses and structure](#).

The innovative and pioneering profile of this master course lies in the combination of IE's business expertise in conjunction with the research knowledge of the Helen Hamlyn Centre for Design at the Royal College of Art in London and the creative approach of the IE School of Architecture and Design.

The faculty of the Master in Work Space Design is one of its main strengths: a world class international group of scholars and professionals that are deeply committed to delivering their academic and professional expertise. In addition to our full time faculty the program includes a number of international visiting scholars and practitioners from top academic partners, renowned professional and scientific associations and internationally acclaimed firms of architecture and design.

Follow this link for the [faculty brochure](#).

As a culmination of the program, candidates will conceptualize an innovative proposal of an office/work space for a company or institution, committed to improve its working environment through the redefinition of its space. Candidates will have a twelve week period to develop their proposal, which will be presented and debated in a final revision week, with external juries of architects and designers.

The **Strategic Design Studio will be directed by Christoph Ingenhoven, Principal of Ingenhoven Architects**, and the practice that recently won the international competition to design the new Google HQ in Mountain View, California.

For more information on the Master in Work Space Design visit the [IE School of Architecture and Design website](#).

### ***Introduction to the IE School of Architecture and Design***

The level of quality of IE Business School master's and executive education programs have positioned IE among the best in the world in international rankings drawn up by key publications that include Financial Times, Business Week, Forbes, The Economist, Aspen Institute and América Economía.

IE School of Architecture and Design places emphasis on excellence in design, innovation and entrepreneurship. IE candidates are encouraged to take a creative approach to architecture, learn the latest digital skills in a contemporary context, and develop talents to become leaders in a changing field. IE School of Architecture & Design is part of a broader university, which supports learning across disciplines, especially the humanities and business.

Being part of the IE is more than just being an alumnus; it's being part of a global network of people sharing a set of common goals, and ethical values. This network is comprised of your classmates, alumni from other courses and your professors.

One of the greatest advantages of participating in a master program at IE is its multicultural student body. Participants come from all over the world and from a variety of different functions and industries. Throughout the **Master in Work Space Design** you will work with your classmates face to face, fostering the relationships that become the foundation of your IE network. After graduation, IE contacts frequently become workmates, friends, advisors or even business partners!

Meet and interact with some 40,000 IE graduates from over 100 different countries through the "**Alumni Association**." The association organizes IE clubs in many cities around the world, seminars and a yearly conference in Madrid, all of which provide excellent networking opportunities.

## Appendix 2 – D+I Competition 2012

EFEC has launched the first **Design+Industry** Competition in July 2012 to unleash the creative powers of young designers and introduce them to industry as a necessary partner towards international competitiveness. 17 designers were selected during phase 1 to present their prototypes for the second phase of the competition. Moreover, as part of taking D+I Competition further, EFEC nominated the 5 gold winners to exhibit their prototypes in the biggest and most important design fair the Milan's Salone Internazionale del Mobile in the **SaloneSatellite** section during the period from 9 to 14 April 2013.

For the first time in the SaloneSatellite, Egypt made its first appearance participating with a collective stand, showcasing the 5 prototypes. The Egyptian designers achieved great success and left a strong impression. Having several visits from the officials and the international design figures, the young Egyptian talents caught the world's eyes and experienced the international exposure. And that was not all, RE design studio one of the group participating, has won the second place in the Satellite award outperforming hundreds of young talents from all over the world.

