

## ABOUT US

The Design Institution is an organization charged with promoting the development of the design practice, gathering together designers from all over the world who work everyday to improve the vision of the design world around us.

Focused on this ideal we organize design competitions for all designers, both student and professional, as well as from different design branches: graphic, interior, architectural design, fashion, industrial, etc.

We intend to promote creative and innovative solutions as alternatives for real problems in order to improve our living standards, either in specific cases or global concerns.

## THE COMPETITION: BEACH & POOL 2008

### 1. Introducción

Spending the day at the beach resting on the sand or in the water, reading a book or refreshing at the swimming pool, are pleasures so dear and recurrent along our lives.

In this conceptual design competition, we welcome all designers around the world to create products that reflect new ideas for the beach, sea, terrace or swimming pool spaces, involving aspects such as comfort, pleasure, recreation, cleaning, environment protection, etc.

### 2. Competition objective

This design competition is intended to design a piece of furniture, accessory or any other item to be used within a beach, sea, swimming pool or terrace spaces.

The subject-matter of the competition is very wide, ranging from re-designing typical objects, such as umbrellas and sun beds, to entirely new items.

Some examples of the types of products to be designed are:

**Furniture and umbrellas** (tables, sun beds, umbrellas, canopies and awnings, chairs, sofas, and the like), **accessories** (trays, glass holders, pillows, towels, snack or picnic sets, and the like), recreational accessories (air beds, children beach toys, and the like), **clothing** (sunglasses, bathing suits, beach sandals, purses and bags, and the like), **cleaning products** (garbage bins, cleaning items for the sea, sand or pool, showers, etc.), **new products** (items that have not been invented yet, that could be useful in such environments), etc.

The competition participant may create a generic design, that is, applicable almost to every context, or, if desired, consider a more specific context, such as: **type of beach** (sand, stones, among others), **whether** (warm, hot, rainy, snowy, among others), **type of sea** (with or without waves, transparent water, cold or hot water, among others), **location of pool or terrace** (natural environment, indoors or outdoors, etc.) **type of pool** (indoors or outdoors, covered/heated swimming pool, etc.), etc.

Therefore, the products to be submitted for competition may be: **generic-re-invented**, applicable to almost every environment, or **specific**, intended for a particular space or environment.

### 3. Participants

The competition will be intended to design students and professionals from all design branches.

The competition considers two categories:

**A.- Individual.**- Participants can register for the competition individually.

**B.- Group.**- Participants can register in group, writing the names of each of the members on the registry card. Each group may have up to 03 participants.

### 4. Design parameters

Competitors must consider the following aspects for the creation of their designs:

- **Dimensions.**- Dimensions will be determined by competitors.
- **Materials.**- Materials will be determined by competitors.
- **Context (optional).**- if deemed convenient, competitors may present their proposal within a context providing a clearer picture of its functionality and design concept (real context using a photomontage or virtual context that you may create digitally).

### 5. Presentation Requirements

#### Digital image

Designs must be presented in one digital image considering next requirements:

- Digital format: Jpg
- Weight: up to 800 KB
- Mode: RGB
- Resolution: 120 dpi
- Size: 1500 x 1000 pixels (horizontal view)
- The file name will be just the registration number of the competitor (e.g.: BP080200.jpg)

Additional images for media publications:

Once competition is concluded, we will ask you for two additional images for possible media publications and presentations:

*Image 1:* Save one digital image exactly as the one uploaded for the competition but in high resolution format: 300dpi, size: A1.

*Image 2:* Save one or more images or views of your design with the following specifications: 300 dpi, size: A4.

#### Graphic presentation techniques

The graphic technique is at the participant's discretion and combinations of several techniques are allowed.

## Contents

The digital image must include:

- 3D view/s **(required)**. The number of 3D views is at the choice of each participant.
- Brief description of your proposal. Texts must be easy to read (only in English) and incorporated to the graphic design of the sheet **(required)**.
- Conceptual schemes of the proposal **(optional)**.
- Photomontage or location of the design proposal in the chosen context (real or virtual) **(optional)**.

**Important:** You must include your registration number located at the upper right side of the digital image.

Besides the specified contents, the digital images should not contain any sign, photo or information that may enable the jury members to identify, or relate to, any competitors.

## 6. Delivery of material

- The digital image must be sent using the "Submit your Entry" button on the design competition website: [www.thedesigninstitution.com/bp2008/](http://www.thedesigninstitution.com/bp2008/). The system will request you to enter your **registration number** and **password**.
- Competitors can present several proposals as long as they pay the same number of registrations.
- The material must be sent within the stipulated date in the timetable for this competition.

## 7. Assessment criteria

The following aspects of the proposals will be assessed:

- **Innovation.** - Originality in the concept and design of the proposal.
- **Functionality.** - Capacity of the proposal to respond to intended functions.
- **Materials.** - Correspondence between selected materials and design of the proposal.
- **Context.** - Integration of the proposal to the chosen context in case it has been considered by the participant.

## 8. Prizes and awarding

The following are the prizes to be awarded:

**First Prize: \$ 3,000 USD**

**Second Prize: \$ 1,000 USD**

**Third Prize: \$ 500 USD**

**Honorable Mentions:** There will be 5 honorable mentions.

Winning designs and other selected works will be published in a virtual exhibition at [The Design Institution](http://www.thedesigninstitution.com) web page: [www.thedesigninstitution.com](http://www.thedesigninstitution.com)

Winners will be contacted by e-mail to arrange payment and/or the delivery of the respective diplomas. Diplomas will be sent to competitor's post addresses.

## 9. Jury

The jury members will be conformed by:

- **Marco Acerbis** – Italy, Architect, Interior and Product Designer (Marco Acerbis Studio).
- **Prospero Rasulo** – Italy, Artist and Product designer
- **Jeff Miller** – USA, Industrial designer (Jeff Miller Design).
- **Michael Sodeau** – England, Product Designer (Michael Sodeau Partnership).
- **Jeannette Altherr** – Germany, Industrial Designer (Lievore Altherr Molina, Studio).
- **Constantin Wortmann** – Germany, Industrial Designer (Büro für Form, Design Studio).
- **Harry&Camila** - Harry Paul Van Iersel, Netherlands, Industrial Designer; Camila Vega, Chile, Industrial Designer.
- **Carmen Fiol** – Spain, Architect (Arriola&Fiol, Architects).
- **Helen Kontouris** – Australia, Product and Interior Designer.

## 10. Registration and payment

### ONLINE

#### (VISA Credit and Debit Cards)

##### Step 1 – Fill out form

- Click on the "Registration" button on the design competition website: [www.thedesigninstitution.com/bp2008/](http://www.thedesigninstitution.com/bp2008/)
- Fill out form for the category selected and click "Send".
- A **registration number** and **password** will be assigned to you by default.

##### Step 2 – Payment

- After you have been registered you may continue with payment process immediately or later by clicking on the "Payment" button.
- Make payment with **VISA credit or debit card**.
- Once payment is properly acknowledged and approved, the registration process is completed and your **registration number** and **password** will be activated and you will be able to upload your entry from that date on.

##### Step 3 – Submit your entry

- Click on the button "Submit your Entry" on the design competition website: [www.thedesigninstitution.com/bp2008/](http://www.thedesigninstitution.com/bp2008/)
- The system will request you to enter your **registration number** and **password**.
- Upload your entry.

### OFFLINE

#### (Bank transfers and Western Union)

### **Step 1 - Fill out form**

(Same as ONLINE option described above)

### **Step 2 – Payment**

For offline payments, please contact us at: [bp2008@thedesigninstitution.com](mailto:bp2008@thedesigninstitution.com) and we will provide the necessary instructions for bank transfers or payment via Western Union.

The “Help” link on the competition web site includes a more detailed guide of the registration and payment process.

#### **11. Registration fee**

Registration fee for this competition is **USD \$75** (USA dollars) for both, Individual and Group categories.

Registration fee is per project (you may register as a GROUP, up to 3 participants paying the same amount).

#### **12. Questions**

Any communication referred to this competition should be addressed to: [bp2008@thedesigninstitution.com](mailto:bp2008@thedesigninstitution.com).

#### **13. Controversies**

- Any complaint about the competition shall be sent via e-mail to: [bp2008@thedesigninstitution.com](mailto:bp2008@thedesigninstitution.com).
- The selection of winners will be the sole responsibility of the evaluating Jury. If there is any claim or disagreement regarding the final decision, **The Design Institution** will resolve the controversy together with the jury.

#### **14. Anonymity**

The jury members are not, and will not be, aware of the identity of any participants until the winning designs have been selected. The jury will not receive any information from participants; projects will only be identified from its registration number.

For this purpose, no image sent can carry marks, photos or any information that may identify the author.

Any attempt to contact a jury member for any matter related to the design competition is subject to disqualification by **The Design Institution**, which will be communicated via e-mail. It is important to point out that, in the case of group participants, the disqualification of one of their members disqualifies the rest of the group members automatically.

#### **15. Copyright**

Projects will remain the competitor’s intellectual property. They are allowed to copyright their works before delivery for competition.

Digital images provided by each competitor could be exhibit, reproduced, or published by **The Design Institution** for promotional purposes only related

with the competition "**BEACH & POOL – 2008**", mentioning the design's authorship at all times.

**Legality and acceptance**

Registration for competition implies accepting all rules and conditions described in the current document.