

FURNITURE DESIGN COMPETITION

CALL FOR ENTRIES 2023



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

the dtic - together, growing the economy

the dtic Customer Contact Centre: 0861 843 384

the dtic Website: www.thedtic.gov.za



Are you a South African professional designer or design student?

Do you believe furniture should improve our quality of life, be functional, and complement the space in which it is located?

Proudly brought to you by the Department of Trade, Industry and Competition (**the dtic**), the South African Furniture Initiative (SAFI), Proudly South African, the Industrial Development Corporation (IDC) and their industry partners.

All these partners are committed to bringing about change and improving the local furniture industry, quality of the product offering and consumer experience.

Join them on this journey.

Theme - "LET'S CELEBRATE THE OUTDOORS"

One of South Africa's biggest assets is its world-renowned wildlife and outdoor spaces. The magnificent landscapes and wildlife we have access to in our country are worth celebrating. It is a heritage that brings us together, and should be used and celebrated by all.

Design a piece that can be used to take a seat to enjoy the great South African outdoors. The following elements should be considered in your design:

- Comfort
- Aesthetics
- Materials that are suitable for outdoor use
- Materials that are locally sourced and/or recycled .

Prizes

Student

- One-year internship for the winning student in the furniture industry
- Design software training by Meced Solidworks
- Media exposure and profiling of the winner and winning academic department in relevant publications
- Graphic tablet
- Six-month furniture design incubation programme by Furntech

Professional

- One-year Proudly SA membership
- One-year Institute of the Interior Design Professions (IID) membership
- Opportunity to participate and exhibit at selected platforms
- Design software training by Meced Solidworks
- Media exposure and profiling of winner in relevant publications
- Graphic tablet

OUR AIM

- To nurture design capabilities in the country
- To raise the image of the local furniture design and manufacturing industry, both locally and internationally
- To advance the industry through the introduction of new products

To help us do this, your design must:

- be innovative
- be made primarily from locally sourced and/or recycled materials
- be able to be mass produced in a factory-production-line environment
- not be a 'one-off' custom piece
- appeal to the local market
- be affordable for the local middle-income market
- be able to be exported

Categories for Entry

- **Student category**
Design students must be registered at a South African educational institution at the time of submitting their entry
- **Professional category**
Professional designers and or manufacturing businesses with design capability, registered and operating within South Africa

Entry Form

- Entry Forms can be downloaded at www.thedtic.gov.za or by contacting us at FurnitureDesign@thedtic.gov.za
- No registration fees are required
- It is possible to enter multiple times provided each entry has a separate entry form
- Completed entry forms must be signed and submitted together with the compulsory submission requirements

Submission Requirements

The following must be submitted with your entry:

- A digital (pdf) technical drawing of the product (design) with renderings
 - Technical drawings must include the final product dimensions and 3D drawings
- A description of the materials and inputs to be used in production
 - The use of locally manufactured products and inputs wherever possible is mandatory
- A description and presentation of the design, including concept and motivation, and not exceeding 300 words
- Students must submit a brief CV
- Professionals must submit a company profile
- Finalists may also be requested to submit a 360° video of model/prototype of the product

E-mail:

FurnitureDesign@thedtic.gov.za

Hand delivery:

Industrial Competitiveness and Growth
Branch
Furniture Sector Desk
Department of Trade, Industry and
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Courier:

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Adjudication Criteria and Process

- The adjudication criteria and weighting thereof is decided by the judges in line with the annual theme and a scorecard will be used. The criteria focus on the following areas:
 - Concept behind the product
 - Functionality/usability
 - Degree of innovation
 - Ease of manufacturing



- Local materials and inputs used
- Commercial viability
- Market appeal
- The judging panel comprises industry experts and designers from related fields.
- Judging will take place in two phases:
 1. Finalists will be announced on or before 30 November 2023. Finalists will be contacted telephonically and electronically, and invited to exhibit their pieces at an exhibition.
 2. Final judging will take place and the winner announced at the exhibition in February/March 2024.
- The judges' decision is final.



Important Dates

- Entries open in March 2023
- Entries close on 30 September 2023
- Final judging will take place in February/March 2024
- Winners will be announced in February/March 2024

Terms and Conditions

- **the dtic** and its partners reserve the right to refuse entry of products that are not eligible or do not comply with applicable entry criteria, or that might call into question the reputation of the competition.
- Only new concepts (designs) are eligible to enter the competition.
- The competition is **ONLY** open to students registered with South African educational institutions and locally based, registered designers and/or manufacturers.
- **Individuals' entries will only be allowed.**
- If the design has been patented or registered as a design, copies of the first pages of all registration certificates must be submitted with the entry.
- The entry form must be completed in full and all compulsory documents submitted before the closing date in order to be eligible.
- Entries that do not comply with the competition requirements will be disqualified.
- **the dtic** and its partners will not be held accountable for product performance or design originality.
- The panel of adjudicators and the administrators of the competition undertake to handle all entries in the strictest confidence and not to disclose any information on entries to any other party. In the event of a product winning, however, the design may be made public to the media.
- Although every reasonable precaution will be taken to ensure the safekeeping of products submitted, **the dtic** and its partners cannot be held liable for loss or damage to any entry material.
- The decision of the adjudicators is final and no correspondence will be entered into.
- By entering this competition and signing the disclaimer, the entrant is agreeing to all above-mentioned conditions of entry.

CONTACT DETAILS

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Email: FurnitureDesign@thedtic.gov.za

their next lecture.

