

FURNITURE DESIGN COMPETITION

CALL FOR ENTRIES 2020



THEME

This is Mine and these are Ours



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

the dtic Customer Contact Centre: 0861 843 384
Website: www.thedtic.gov.za



Are you a South African designer?

- Do you believe that furniture needs to improve the quality of life, be functional and complimenting of the space it is located in?
- Do you want to see your furniture designs promoted and in production?
- Do you want to make a name for yourself in this industry?

...then enter the **FURNITURE DESIGN COMPETITION** now!

ENTRIES CLOSE 30th SEPTEMBER 2020

Proudly brought to you by

the Department of Trade, Industry and Competition (**the dtic**), the South African Furniture Initiative (SAFI), Proudly South African, and their industry partners.

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

Join them on this journey.

The Furniture Design Competition is open to

- **Professional Designers and / or Manufacturers**, and
- registered **Design Students**

South Africa is a country rich with opportunities. It's a melting pot of diversity, both in tastes and needs.

Getting ahead can sometimes be tough, especially when you've just started working.

As a young entrant to the job market, finding the right home and furnishing it the way you want may be beyond your budget. But that's not to say you don't have your own individual style and aspiration within.

So, does affordability have to negatively impact on design and taste?



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THE PREAMBLE

South Africa needs to produce designers who are proactive problem-solvers and create appropriate solutions that take cognisance of social, cultural, environmental and economic factors. We need to use our skills as critical thinkers to inspire others and highlight the value of design as an economical nation builder and agent of change. When we achieve this, we unlock the true innovative and entrepreneurial potential of all South Africans.

Your challenge is to embrace the above statement and create a range of furniture that is truly Proudly South African.

THE BRIEF

Four young entrants to the workplace have joined together to rent a modest apartment. Budgets are small, but style is high. Each of them can afford to buy smaller pieces of furniture as they go along, rather than kitting out the space in one go.

You are required to design a range of multipurpose and functional furniture that is modular and can be purchased as separate units when budgets allow. The units must complement each other to form a cohesive collection. Should one of the four tenants leave the commune, they must be able to take their pieces of furniture without leaving a hole in the overall functionality of the remaining units.

Within a floor space of 4000mm x 3000mm and ceiling height of 2700mm, the four roommates will want to socialise, relax, eat, entertain, store things, work and study.

Your design needs to respond to the following challenges:

- How does your range of furniture appeal to these young people?
- How does it help them create an identity?



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- How does it retain a perceived value?
- How does your design compete against the best in the world, but still maintain a South African flair?
- How functional is your range of furniture?
- How innovative is the construction and use of materials?
- How easy is it to transport and assemble your range of furniture?



PRIZES

Student

- One-year internship for the winning student
- Design Software training prizes
- 6 month Furniture Design Incubation Programme
- Profiling of winners in relevant publications & related media exposure
- Design tools

Professional

- One-year Proudly SA membership
- One year IID membership
- An opportunity to participate and exhibit at the 100% Design Expo (Provided exhibitions are allowed)
- Design Software training prizes
- Profiling of winners in relevant publications & related media exposure
- Design tools

OUR AIM

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



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To help us do this, your design must be:

- Innovative
 - Ways of innovating include:
 - Dividing things into component parts to give new perspective and highlight new opportunities
 - Taking out elements without losing functionality can make more from less
 - Finding multiple uses for the same object or space
 - Finding new uses for existing objects or space
 - Taking inspiration from other industries and environments
- Made primarily from locally manufactured wood-based panel products and materials
- Able to be mass produced in a factory-production-line environment
- Must not be a unique or “one-off” custom piece
- Appealing to the local market
- Affordable for the local middle-income market
- Able to be exported



CATAGORIES FOR ENTRY

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



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ENTRY FORM

- Entry forms can be downloaded at www.thedtic.gov.za or by contacting us on 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

COMPULSORY SUBMISSION REQUIREMENTS

- A digital (pdf) Technical drawing of the product with renderings
 - Technical drawings must include final product dimensions and 3D drawings
- Description of materials and inputs to be used in production
 - The use of locally manufactured materials and inputs wherever possible is mandatory
- A description of the design, including concept and motivation, not exceeding 100 words
- Students must submit a brief CV
- Professional designers must submit a company profile
- Finalists will also be requested to submit a 360 degree video of model/prototype of the product

SUBMISSIONS

Submissions can be delivered by hand or posted or emailed to FurnitureDesign@thedtic.gov.za



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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 of the product
- 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 is a two-stage process, first based on the design and the 100 word description of the design. Finalists will then be requested to submit videos for the second leg of the process

The finalists will be announced on/or before 30th October 2020.

Finalists will be contacted telephonically and electronically.

Winners will be announced by 26 February 2021.

IMPORTANT DATES

Entries open	15 June 2020
Entries close	30 September 2020
Winners announced	February 2021



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TERMS & CONDITIONS

- **the dtic**, and its partners, reserves the right to refuse entry of products that are not eligible or do not comply with applicable entry criteria, or that might put in 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 or teams may enter.
- The names of all individuals involved in the design must be disclosed.
- If the design has been patented or registered as a design, a copy of the first page 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 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. However, in the event of a product winning 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

www.thedtic.gov.za/furnituredesigncompetition

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