FURNITURE DESIGN COMPETITION

CALL FOR ENTRIES 2021

THEME

Home Office Workspace

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

2030 NDP

Are you a South African designer? Do you believe that furniture needs to improve our quality of life, be functional and complement the space in which it is located? Do you want to see your furniture designs promoted and in production?

Then enter the Furniture Design Competition now!

ENTRIES CLOSE 30 SEPTEMBER 2021

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 to improve the local furniture industry, the quality of the product offering and the consumer experience.

Join them on this journey.

THE THEME

Home Office Workspace

In a matter of months, COVID-19 has uprooted decades of traditional ways of working and thinking. Many people have found themselves working from home, away from their “normal” office space, and some companies have even considered making this a permanent feature of their operations.

Working from home, however, is not always easy, with many people not having the space to dedicate to a home office. Space is a precious commodity and so lounge, kitchen or dining-room tables often become the desk, and these shared and noisy spaces can be distracting and raise tensions within both the home and work contexts. In addition, maintaining a work/life balance becomes increasingly important as more time is being spent behind the computer at home.

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You are required to design furniture for a contemporary home office workspace. Your design must include a work surface, seating and storage.

Your design must meet the following requirements:

- Be ergonomic and functional
- Be aesthetically pleasing
- Be able to be easily stored so as to take up minimal space (for example, collapsible, foldable, retractable, etc.)
- Include lighting and connectivity options
- Have export potential
- Be able to adapt to technological requirements
- Be affordable
- Display innovation in its construction and use of materials
- Cater for neurodiversity in the workplace

PRIZES

Student

- One-year internship in the furniture industry
- Design software training by Mecad Solidworks
- Profiling of the winner and winning academic department in relevant publications and media exposure
- Graphic tablets
- Six-month Furniture Design Incubation Programme by Furntech

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Professional

- One-year membership of Proudly SA
- One-year membership of the Institute of Interior Design Professions (IID)
- An opportunity to participate in and exhibit at selected events (Covid-19 restrictions dependent)
- Design software training by Mecad Solidworks
- Profiling of winners in relevant publications and media exposure
- Graphic tablets

OUR AIM

- 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

To help us do this, your design must be:

- innovative;
- made primarily from locally manufactured wood-based panel products and materials;
- able to be mass produced in a factory production-line environment; it must not be a “one-off” custom piece;
- appealing to the local market;
- affordable for the local middle-income market; and
- able to be exported.

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CATEGORIES 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 capabilities, registered and operating within South Africa.

ENTRY FORM

- Entry forms can be downloaded from www.thedtic.gov.za or obtained 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.

COMPULSORY SUBMISSION REQUIREMENTS

- A digital (pdf) technical drawing of the product with renderings
  - Description of materials and inputs to be used in production
  - The use of locally manufactured materials and inputs is mandatory
- Description and presentation of the design, not exceeding 300 words, explaining the concept and motivation
- Students must submit a brief CV
- Professionals must submit a company profile
- Finalists may be requested to submit a 360° video of model/prototype of the product

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SUBMISSIONS

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

By hand

Department of Trade, Industry and Competition
Industrial Development Division
Furniture Sector Desk
1st Floor, Building A
77 Meintjies Street
Pretoria

By courier

Department of Trade, Industry and Competition
Industrial Development Division
Furniture Sector Desk
Private Bag x84
Pretoria
0001

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

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The judging panel comprises industry experts and designers from related fields. Judging is a two-stage process. The finalists will be announced on or before 31 August 2021. Finalists will be invited to exhibit their pieces at a chosen exhibition. Final judging will take place at the exhibition in February/March 2022. Winners will be announced at the exhibition.

IMPORTANT DATES

Entries open	23 March 2021
Entries close	30 September 2021
Final judging	February/March 2022
Winners announced	February/March 2022

TERMS AND CONDITIONS

- **the dtic** and its partners reserve the right to refuse the 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 for entry into the competition.
- The competition is ONLY open to students registered with South African educational institutions and locally based, registered designers and/or manufacturers.
- Only individual entries will be allowed.
- 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.

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- 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

Website: www.thedtic.gov.za/furnituredesigncompetition

Tel: 012 394 1260 / 066 290 6957

Email: FurnitureDesign@thedtic.gov.za

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