

2016 Furniture Design Competition

WINNERS TO BE ANNOUNCED ON NOVEMBER 15, 2016

eVolo Magazine is pleased to invite designers around the world to participate in the **2016 VMODERN Furniture Design Competition**. The award was born from the desire to create a forum for the discussion, debate and development of innovative design. Our goal is to discover and promote the most creative pieces of furniture that will transform the way we live and interact with our environment. What is the future of furniture design?

This is an ideas competition and designers may submit pieces in production, prototypes, and/or concepts. Projects will be evaluated based on creativity, originality, feasibility, function, and aesthetics.

Participants may submit the following designs:

1. **Seating:** armchairs, benches, chairs, lounge chairs, recliners, stools, etc.
2. **Planes:** beds, coffee tables, desks, shelving units, tables, etc.
3. **Lighting:** ceiling lamp, floor lamp, table lamp, wall lamp, etc.

REGISTRATION

Participants must register by September 20, 2016

Early registration: **US \$75 until July 19, 2016**

Late registration; US \$95 from July 20, 2016 to September 20, 2016

One registration = one project

Participants may submit several projects, but must register each entry

There is no limit as to the number of participants per team. Individual entries are accepted

SCHEDULE

March 10, 2016 – Competition announcement, registration begins

July 19, 2016 – Early registration deadline

September 20, 2016 – Late registration deadline

September 27, 2016 – Submission deadline (23:59 hours US Eastern Time)

November 8, 2016 – Winner's announcement

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SUBMISSION REQUIREMENTS

This is a digital competition and no hardcopies are necessary. Entrants must submit their proposal no later than **September 27, 2016** (23:59 hours US Eastern Time) via email to competition2016@vmodern.com.

The project submission must contain the following files:

1. One board with the design information including 2D drawings and perspectives. Participants are encouraged to submit all the information they consider necessary to explain their design. The board should be 24"(h) X 48"(w) in HORIZONTAL format. The resolution of the boards must be 150 dpi, RGB mode and saved as JPG files. The upper right corner of the board must contain the participation number. There should not be any marks or any other form of identification. The file must be named after the registration number. For example: 0101.jpg.
2. A DOC file containing the project statement (600 words max). This file must be named after the registration number followed by the word "statement". For example: 0101-statement.doc.
3. A DOC file containing the entrants' personal information, including name, profession, address, and email. This file must be named after the registration number followed by the word "info". For example: 0101-info.doc.
4. All the files must be placed in a ZIP folder named after your registration number. For example: 0101.zip

JURY

Brad Ascalon [*principal Brad Ascalon Studio NYC*]. Brad Ascalon's eponymous studio was founded in 2006. The multidisciplinary designer specializes in furniture for the contract, hospitality and residential markets, as well as lighting, packaging, and other consumer products. With a reductive approach to his craft, Ascalon believes in design that is uncomplicated, rational and manages to find the perfect balance of form, function and concept. Through this approach, coupled with a strong understanding of the business needs and opportunities of his clients, Ascalon is widely regarded as one of the leading American design voices of his generation. Working with clients ranging from global brands to start-ups, branding agencies and private clientele, Ascalon's long list of collaborators has included such brands as Design Within Reach, Ligne Roset, Bernhardt Design, Holly Hunt, Stylex, Gaia & Gino, L'Oreal, Redken, Maybelline, Esquire Magazine and many others. Ascalon's work has been exhibited around the world, from the global design hubs of Milan, Paris, London, Cologne, Stockholm and New York, to Chicago, Los Angeles, Guangzhou and Moscow, where in 2013 he was singlehandedly invited to represent American design with an installation at Moscow Design Week. Ascalon's work has been featured in top publications including Wallpaper*, New York Times, Architectural Digest, Intramuros, Whitewall, Esquire, Surface, Dwell, Interior Design, Objekt, Interni, Ottagono, Elle Décor, Metropolis and many others. Born outside of Philadelphia, PA, Ascalon was immersed in the world of art and design from an early age. His grandfather was a noted sculptor and industrial designer, and his father is renowned for his large scale art installations that can be found in public and private spaces throughout North America. Ascalon attributes his passion for design to the two generations before him who instilled in him the value of craftsmanship and materiality. *Ascalon earned a Masters' degree for Industrial Design from New York's Pratt Institute in 2005, and that same year was recognized by Wallpaper magazine as one of the "Ten Most Wanted" emerging designers in the world. Ascalon lives and works in New York, NY.*

Jonas Bjerre-Poulsen [*partner Norm.Architects*]. Jonas has for a decade been working within a number of creative fields as both architect,

designer, stylist, photographer and art director. With attention to haptic qualities and the human scale in interior architecture, Jonas always strives to create spectacular and striking spaces, that in their own minimal and understated fashion are very inviting and full of life, light and atmosphere. As a product designer, Jonas is driven by concept, materials and aesthetics, which has won Norm.Architects numerous prestigious awards such as Red Dot, IF Design Award, Design Plus Award, Good Design Award. As an architectural photographer and stylist, Jonas works for several brands and a large number of international magazines such as Elle Decor, Dwell, Kinfolk, Vouge and many more. Jonas graduated as an architect from the Royal Danish Academy of Fine Arts in 2004, holds a degree in business administration and languages from Copenhagen Business School and studied art and philosophy in Rome before co-founding Norm.Architects.

Peter Donders [*principal Peter Donders, Morphs, Morphsine*]. The work of Peter Donders is possibly the best example of how traditional craftsmanship and computer technology can work together. With a love of organic forms and a solid base in design construction and style, Peters uses the latest computer graphic technology to bring to life his ideas in 3 dimensions. From a simple set of furniture to the full 1000+ seats of a major theater (Grace, Amsterdam) requires an exacting approach and irrefutable quality standards. Without his technological skill and eye for form the pieces Bench & Stone would have been impossible to realize. As much as computer design may speed up some of the actual design and manufacturing, creating unique furniture, for Peter Donders is still pretty much a manual labour of love.

Chris Hardy [*principal Chris Hardy Pty Ltd*] Chris Hardy is an industrial designer with strong connections to the Australian design community. Most recently Chris has held a position as an Assistant Professor with University of Canberra, teaching industrial design students in areas of design theory, manufacturing, and computer aided design. He also leads a multi-tiered practice, specialising in product, furniture and lighting design. He also has extensive experience in design research and

development, and providing expert design consulting services. Chris's influences can be easily read in his work. Here elements of modernism, sustainability, user experience, and an understanding for manufacturing requirements come into play. Underscoring his work are principles of usability, refinement and importantly the ability to delight. Chris's products – both furniture and lighting – have been recognised in competitions and exhibitions both nationally and internationally. Chris holds a Bachelor of Industrial Design with First Class Honors (UC) and Diploma of Interior Design (CIT).

Kasper Rønn von Lotzbeck [*partner Norm.Architects*]. Kasper has a wide experience within the field of product design, interiors and large scale architecture combined with an extensive technical insight. At Norm.Architects he is responsible for product design and furniture and his aim is to bring good design into the details of every project, large or small. Kasper is capable of bringing complex ideas to life and create maximum value in the design. He has a unique combination of artistic and technical insight and his designs have resulted in greatly increased brand value and turnover for the clients. Kasper has great experience working with almost any available material and his work has resulted in numerous design awards from all over the world. As co-founder and partner in Norm.Architects Kasper has been part of creating a world where products and architecture are linked closely together. Kasper holds a degree in architecture from the Royal Academy of Fine Arts in Copenhagen from 2002.

David Trubridge [*principal David Trubridge*]. David Trubridge graduated as a Naval Architect from Newcastle University Britain, but since then he has worked as a furniture designer/maker. He settled in New Zealand after a five year yacht voyage with his family. His design process combines innate craft knowledge, sculptural abstraction and computer design technology, as it draws on his life's rich experiences. He is New Zealand's best known furniture/lighting designer and his work, which his own company in Hawkes Bay manufactures, is sold all around the world and exhibited at trade fairs in Milan (every year since 2001), Paris, London,

New York, Dubai. Over recent years his designs have featured in countless international publications, including influential Italian magazines and even the Financial Times, as an instigator of the trend of 'raw sophistication' and as an exemplar of environmentally responsible design. In 2008 the French magazine Express listed him as one of the top 15 designers in the world. His Body Raft has been voted as iconic in New Zealand and in the best 50 designs of the twentieth century overseas, and his Coral light has been named as one of the top ten lights of the last 100 years by a Singapore magazine. Two lights, Nikau and Snowflake, won Red Dot awards in 2015. In 2007 he was given NZ's highest design award, the John Britten Award, by the Designer's Institute of NZ. In 2010 his Spiral Island set was included in the Design Triennale in New York and also won a Good Design Award. He is invited to speak regularly on sustainable design at conferences and symposia around the world. In 2013 Craig Potton Press published his autobiography 'So Far' which is also a design manifesto. His 'Icarus' installation, which was first shown in Milan in 2010, has been purchased by the Pompidou Centre in Paris for their permanent collection.

REGULATIONS

1. This is an anonymous competition and the registration number is the only means of identification.
 2. The official language of the competition is English.
 3. The registration fee is non-refundable.
 4. Contacting the Jury is prohibited.
 5. eVolo Magazine, as the competition organizer, reserves the right to modify the competition schedule if deemed necessary.
 6. Entrants will be disqualified if any of the competition rules are not considered.
 7. Participation assumes acceptance of the regulations.
 8. Participants retain all copyrights of their designs. eVolo Magazine reserves the right to publish the projects as deemed necessary.
- Participants may publish their designs in other publications as well.

AWARDS

- 1st Place: US \$2000
- 2nd Place: US \$1000
- 3rd Place: US: \$500

Winners and projects selected by the Jury and editorial board will be published online and in print on eVolo Magazine's publications and media partners.

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