



TAKE FURNITURE TO THE NEXT LEVEL

[International Design Award]

10th
Edition

www.InternationalDesignAward.com


Hettich

 **REHAU**
Unlimited Polymer Solutions



What is the International Design Award? (1/2)

Supporting talents and demonstrating trends and visions of tomorrow through fresh thinking – this is the objective of the International Design Award.

The competition, which takes place every two years, invites design students from all over the world to create trend-setting, innovative and unusual solutions in furniture design and furniture-making.

Be ready and join one of the largest international design challenge for students - worldwide!





What is the International Design Award? (2/2)

- One of the largest international design challenges for students
- More than 6700 registrations from over 60 countries since 1997
- Independent and international well-known jury
- Task based on the requirements of the furniture manufacturers
- Innovation Management: Exclusive source for inspiration and future products

Registration starts from June 2014.

To register please fill the requested fields of the online registration form. Your design has to be submitted until March 1st 2015 latest.





What is the intention of the International Design Award?

- Supporting students and educational institutions from the field of furniture making and design across the globe
- Combining of teaching and economy
- Stepping stone for young talents
- Monitoring of trends





Who can participate in the International Design Award?

- Participation is open to **students** enrolled at an university, university of applied sciences or any other educational institution with a creative focus.

This includes in particular the faculties
product design, architecture, interior design, art, wood technology and processing.

- Entries can be submitted by **individuals** and **teams**.





What is the task of the International Design Award 2015?

TAKE FURNITURE TO THE NEXT LEVEL

Take your chance and participate in the 10th edition of the International Design Award. Let your imagination run free, think outside the box and create a future-oriented, innovative and unique furniture solution for kitchen, office, living room or bedroom (furniture, cabinet, furnishing, system). With its design as well as its technical intelligence, your entry should ease the future conflict of living and working spaces.



What do participants need to submit?

- All participants must submit their entries electronically on the website of the International Design Award (www.internationaldesignaward.com).
- All participants have to allocate their design to the stated living areas and attributes. Multiple response are possible for the both the living areas as well as the attributes.

Living Areas

Kitchen

Living room

Bedroom

Office

Attributes

Ambience & Design

Flexibility of Design

Functionality of Design

Ergonomics & Convenience

Space Optimization

Communication & Information

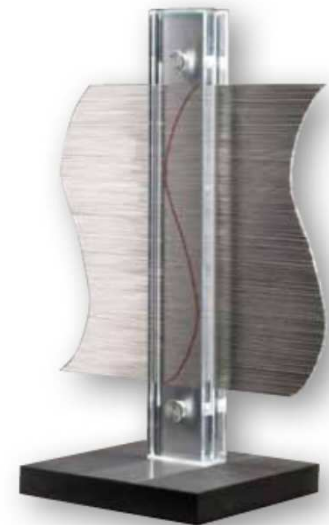
Sustainability & Energy Efficiency

Demographic & Young vs. Old



What are the prizes to win?

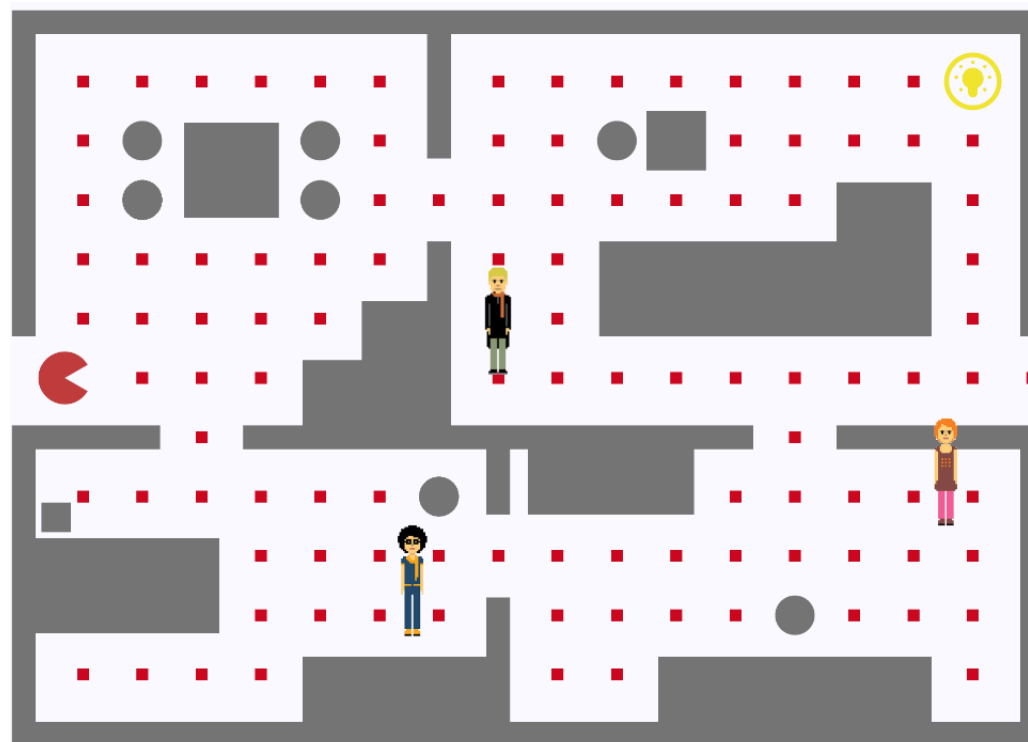
- **3 jury prizes:** An independent jury will select three winners who will receive **€ 2,000**, the International Design Award **trophy** and a **multi-day trip** to Germany.
- **1 company prize:** One winner will be selected by Hettich and REHAU representatives. The winner will receive a **design workshop** in Germany.
- **1 public voting prize:** Another winner will be elected by a public voting on the International Design Award website and will gain a **voucher of his choice worth € 500**.
- **1 university prize:** The university which submits the most entries will be rewarded with **€ 1,000**.





And ...

... there's a special prize for the one who's cracking the high score of the [IDA Pacman game](#) ;-)





Who will select the winners of the International Design Award?

The winners of the International Design Award will be selected by an independent jury composed of well-known and established personalities with a background in the field of furniture design.



The jury of the International Design Award 2013

Ivens Fontoura - Brazil

Andreas Enslin - Germany

Natalya Maltseva - Russia

Michel Dallaire - Canada

Liming Shen - China



Dates and Deadlines



**June
2014**

official start
of registration



**March 1st,
2015**

deadline
for
submissions



**end of
March
2015**

jury meeting
announcement
of the winners,
start of the public
voting



**May
2015**

end of public
voting and
announcement
of the winner



**June
2015**

announcement
of the winner of
the company
prize



Who are the hosts of the International Design Award?

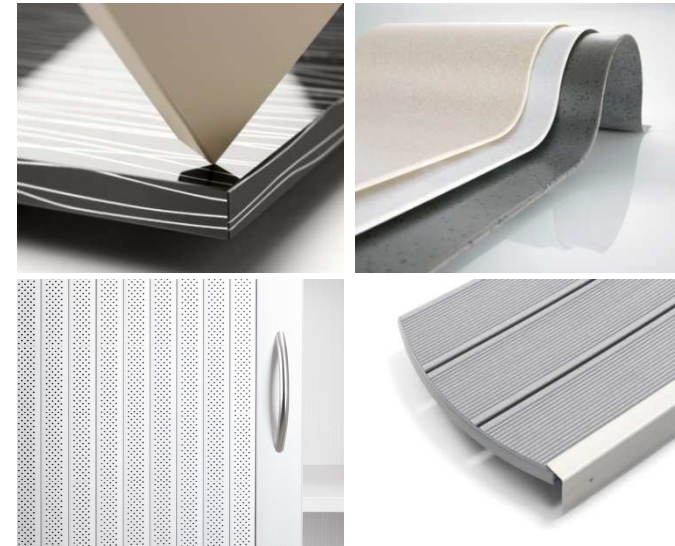
Hettich Hettich - Technik für Möbel has become a byword the world over. Hettich is one of the world's largest manufacturers of furniture fittings and a strong partner for the international furniture industry. Hettich products set standards for functionality, quality and comfort in kitchen, bathroom, office, residential and bedroom furniture. Hettich today is a worldwide group of companies with over 6,000 employees and a strong brand. Customers are furniture manufacturers, specialized dealers, cabinetmakers and the DIY sector. Hettich has production facilities in North America, Europe and Asia and is represented by 38 subsidiaries and branch offices around the world.





Who are the hosts of the International Design Award?

REHAU As a polymer specialist, REHAU is an international leader in construction, automotive and industry. Around the world, the company offers its customers innovative system solutions and outstanding service from a single source. Even today, REHAU is already directing the developments toward such future-significant topics as energy efficiency, renewable energy, water management, mobility and future living. With more than 18,000 employees at more than 170 locations, the independent privately held corporation has assumed a leadership role as an innovation driver and solution provider. Within its Furniture Business Division, REHAU develops and manufactures advanced, functional surfaces and harmonized systems to enhance living and working areas. As innovation driver and market leader in edge band processing, REHAU is constantly pushing back the boundaries in product and process development, and design.





Do you want to participate in the International Design Award 2015?

Please visit us for further information and registration on ...

... our [website](#)

The screenshot shows the homepage of the International Design Award 2015 website. At the top, there is a red navigation bar with the text "[International Design Award]" and "10th Edition". Below this, a large red circular logo is followed by the slogan "TAKE FURNITURE TO THE NEXT LEVEL". A prominent "SUBMIT NOW!" button is visible, with a smaller "Deadline: March 1st, 2015" text underneath. Below the main header, there are sections for "Compete in the International Design Award 2015!", "THE TASK", "WHO CAN ENTER?", and "INTERNATIONAL JURY". A "Latest from the International Design Award Blog" section features several article thumbnails with titles like "International Design Award 2015: up to 1000 € IIDA competition prize, more than 1700 participants from 60 countries" and "IIDA Exhibition - MARET Museum, Harford". At the bottom, there is a "Top Designs: 2013" section with a grid of design images.

... on [Facebook](#)

The screenshot shows the Facebook page for the International Design Award Organisation. The page header includes the Facebook logo and the text "[International Design Award]" and "10th Edition". The main content area features the same red circular logo and slogan "TAKE FURNITURE TO THE NEXT LEVEL" as the website. A "SUBMIT NOW!" button is present, with a "Deadline: March 1st, 2015" note. Below the main content, there are navigation links for "Chronik", "Info", "Presse", "„Get it all“", "Angaben", and "Videos".

... or on [LinkedIn](#)

The screenshot shows the LinkedIn page for the International Design Award. The page header includes the LinkedIn logo and the text "International Design Award". Below this, there is a "Start" button and a red navigation bar with "[International Design Award]" and "10th Edition". The main content area features the red circular logo and slogan "TAKE FURNITURE TO THE NEXT LEVEL". A "SUBMIT NOW!" button is visible, with a "Deadline: March 1st, 2015" note. Below the main content, there is a paragraph of text: "Supporting talents and demonstrating trends and visions of tomorrow through fresh thinking – this is the declared objective of the International Design Award that takes place every two years by Hettich and REHAU as the companies holding it. The competition invites design students all over the world to create forward-pointing, innovative and unusual solutions in furniture design and furniture-making. The proposals entered may embody a single item of furniture or an entire furniture system while standing apart from classic applications."

Thank you for your attention.

We are looking forward to your entries!



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