

6th VDID Newcomers' Competition 2013

The VDID (Association of German Industrial Designers) Newcomers' Competition rewards outstanding student performance in industrial design and offers prospective designers a platform for their work and support for a successful start in the profession. In 2013 the competition will be organised for the first time jointly with our partner institutions in Denmark **Danish Designers** and Austria **Design Austria**.

Invitation to Tender **Courses in product and/or industrial design in Germany, Austria and Denmark**
We are looking for the best examples of project work, course work and degree theses from young members of the professional associations of the three countries. The design subject is free.

Closing Date for Entries extended till the 11th of March 2013

Show **13-16 May at interzum Cologne**
Presentation in the innovation-of-interior special exhibition space. The award-winning objects will be shown, as well as images of all selected work. All participants in the competition will be granted free entry to the trade fair. www.innovation-of-interior.de

Award Ceremony 13 May 2013

The awards will be presented during the **interzum** trade fair (13-16 May) in the context of the VDID congress relating to the **innovation of interior** exhibit, Hall 4.2.

Jury **Iris Laubstein**, VDID, laubstein design management, Cologne
Marco Müller, VDID Award-winner 2011, Wiesbaden
Dr. Sascha Peters, HAUTE INNOVATION, Berlin
Matthias Pollmann, product manager interzum, Cologne
Frederick Rickmann, Danish Designers, DN Group, Aarhus
Michael Thurow, designaustria, Vienna

Awards - Presentation at interzum trade fair 2013
- Set cards and extensive press and public relations work in cooperation with the Cologne trade fair
- Travel expenses and accommodation
Awards in kind from the sponsors:
- Wacom tablet
- Design Journey to Miele & Cie. KG, Gutersloh
- Design Journey Usability with Mursch&Knopp Design

Main Sponsor **Koelnmesse / interzum / innovation of interior**
www.interzum.com

Media Partner **design report**
zwomp.de

In Cooperation with:

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Conditions for Participation Participation is free for students and newcomers to the profession of industrial design who are members of the **VDID, Danish Designers** or **Design Austria** associations. They may submit project, semester or degree thesis work. There is no limitation as regards subject matter. Participants may only submit one piece of work. An extra submission is possible in the form of a group project. The documentation submitted must present the project in clear and understandable terms, with concise text, informative drawings and/or photographs. Assessment will take place on the basis of the submitted documentation only.

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Submission Entries for the competition are to be submitted in electronic form – no write-protected files:

- Presentation in PDF format or Power Point, with a maximum of 10 pages, preferably 3-5 pages.
- Additional image files on the project (rendering, depiction, drawings) in JPEG format, with a resolution of 300 dpi, without text or logos.
- Short CV and portrait photograph.

To be sent by 11 March 2013 to the VDID office at vdid@germandesign.de

Selection Criteria

- **manifest meaning**
- **creative merit**
- **strategic competence**
- **engagement with cultural values**
- **formal aesthetic quality**
- **visionary approach/concrete solution concept**

* See the annex for more details on the selection criteria.

Contact Please address any questions to **Jutta Ochsner**
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Contact person Danish Designers:
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tc@danishdesigners.com

Contact person Design Austria:
Ulrike Willinger
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*Annex

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* Explanatory Notes to the Selection Criteria according to the VDID statutes.

The listed criteria are to serve as guidelines for participants and jury alike.
Individual designs cannot be expected to fulfil all criteria in equal measure.

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1. Driving idea and maturity of conceptual design

The appraisal will take into account the inherent logic of a proposal:

Visionary approach: with an experimental project that focuses on challenges in a visionary fashion, it is above all the imaginative power of the idea that counts and this may compensate for weaknesses in the development of the overall concept.

Concrete solution concept: a project however, which claims to provide a specific solution capable of realisation, should cater to the demands raised by customer value, social and environmental requirements and corporate feasibility.

2. Evaluation parameters

A. The VDID takes submitted work very seriously and expects creative originality and inventive impetus in the design.

B. A project is noteworthy if its purpose is manifest; it promotes high environmental compatibility and sustainability and at the same time has discernible sales potential.

C. It is an advantage for a project if it can achieve high user-friendliness with creative solutions and consistency. This is all the more the case if the design contributes to social integration – in other words if the product is highly serviceable for users with very different requirements (for example in terms of cultural origin, age, education or disability).

D. The strategic competence of a design is assessed as an independent quality: a challenging objective is set and the solution is manifestly achieved with the creative means employed.

E. A project stands out if it reflects an engagement with ideas or social and cultural values. For example it may engage with the values of the brand, of the target user group and/or of the region of cultural origin.

F. One of the qualities scrutinised in a project is whether it builds creative bridges between cultural traditions and the modern world of products. The VDID is expressly in favour of maintaining cultural diversity.

G. Formal aesthetic quality is a fundamental characteristic of professionally designed solutions; fulfilling this criterion is highly rated.