

Collab

PHILADELPHIA MUSEUM OF ART

for kids only

2016 STUDENT DESIGN COMPETITION

SUPPORT FOR THE COLLAB STUDENT DESIGN COMPETITION PROVIDED BY

POOR RICHARD'S CHARITABLE TRUST

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The 2016 Collab Student Design Competition will take place on Monday, November 14, 2016. This annual event is held at the Philadelphia Museum of Art and provides a unique opportunity for regional university design students to experience competition outside the classroom and to receive valuable feedback from nationally recognized industry leaders.

This year Collab is honoring three designers under the age of 40 for the 2016 Design Excellence: New Generation program (Friday, November 18). Global in scope, Oki Sato of Nendo is Japanese. Faye Toogood is British and Zanini De Zanine Caldas is Brazilian. Each of the designers successfully integrates their local cultural and histories with the global scale and rapid pace of the design profession today: i.e., Oki Sato's playful spins on Japanese minimalism, Faye Toogood's engagement with the history (and present) of the blue-collar trades in England, and Zanini de Zanine's homages to midcentury Brazilian modernism and simultaneous interest in reclaimed materials. .

Some of the shared aspects of their work include an interest in geometry (working with but also subverting the conventions of minimalism), the expressive or communicative use of materials, and a very close attention to the role of process in design. They also all show a willingness to move between industrial and artisanal methods in their work, which hearkens back to the idea of uniting the global and the local.

The following brief focuses on common themes among the three designers' work: strong focus on materiality, simplicity, playfulness and a sense of humor.

Brief

Design an object (a toy, piece of furniture or combination of the two) for a child, under the age of 10, which is predominantly made of a single material. The material must be utilized in a non-traditional, unexpected manner.

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ALL SUBMISSIONS MUST INCLUDE THE FOLLOWING COMPONENTS:

1. SCALE MODEL: You select the scale but the model should be no bigger than 12" x 12" x 12"
2. PRESENTATION BOARD (see details below)

PRESENTATION BOARD MUST INCLUDE:

FRONT OF BOARD

1. High-resolution image of model shown in context that clearly demonstrates scale, use and room positioning. (Identify scale you are using.)
2. Design statement outlining research and process

BACK OF BOARD

1. Your name and University/College. **NO NAMES ON THE FRONT OF THE BOARD.**
2. In a sealed envelope taped securely to the back of the board, include: Completed registration form (located at the end of this document). Also, include a Flash Drive with following files:
 - Completed registration form (Word Doc)
 - Design Statement (Word Doc) labeled with last name, first initial and project title.
i.e. smithj-projectname.doc
 - High-resolution image files model labeled with last name, first initial and project title.
i.e. smithj-projectname.jpg (tiff, jpeg, minimum size 5" x 7", 300 dpi)
 - Presentation board pdf-press resolution with last name, first initial and project title.
i.e. smithj-projectname.pdf

FORMAT

- 1/8" Illustration Board
- 11" x 17" full color, borderless, mounted vertically (portrait format)

FINAL SUBMISSION DUE ON **MONDAY NOVEMBER 14 MUST INCLUDE:**

- Presentation Board
- 3D object

JUDGING CRITERIA

1. Evidence of applied research of process
2. Originality and creativity of the concept
3. Construction and organization (craft of submission)

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STUDENT COMPETITION EXHIBITION

30-40 of the best designs will go on display at the Philadelphia Museum of Art for one week, November 14–18, 2016.

There will be a “People’s Choice Award” during the week where museum visitors will be able to cast their votes via iPad stations mounted in the galleries, or vote online. The museum has Pay What You Wish Wednesday Nights at the Museum—and the student exhibition will be featured on Wednesday, November 16. Invite friends and family to come and vote. The “People’s Choice Award” along with all student winners will be presented at the Collab Design Excellence: Next Generation program on November 18 at 6:30 pm in the Van Pelt Auditorium.

FREE ADMISSION

All student competition participants are invited to the Design Excellence: Next Generation | Oki Sato, Faye Toogood, Zanini de Zanine program for FREE. Preregistration required at competition.

DATE AND LOCATION FOR SUBMISSIONS

The competition will take place on Monday, November 14 at the Seminar Room at the Philadelphia Museum of Art, West Entrance, by 9:00 am. Students will return to the Seminar Room at 3:00 pm for the announcement of the winners and a feedback session by the panel of judges. Students should enter the museum through the West Entrance.

PRIZES

First Prize \$750 | Second Prize \$500 | Third Prize \$250 | Two Honorable \$150 each | Peoples Choice Award \$150

PUBLICATION

After the competition, a selection of the winning projects will be published on the Philadelphia Museum of Art website.

RETURN OF ENTRIES

With the exception of those selected to be on display at the PMA, all projects must be picked up at the end of the day of the competition. The Museum cannot be responsible for any projects, not selected, that are left after 5:00 pm on Monday, November 14, 2016. All selected projects can be picked up on Saturday November 19 between 9:00–11:00 am at the Kelly Drive North Entrance. (Out of town students’ projects will be mailed back.)

ELIGIBILITY

Students submitting projects to the Collab Student Design Competition must be currently enrolled in a college or university. All submissions are due by 9:00 am, Monday, November 14, Seminar Room of the Philadelphia Museum of Art. Students are encouraged to attend the event and are expected to hand-deliver their entries. All entries must be solo; no joint or team projects will be accepted and cannot be delivered by post or by email. The entrant waives all rights to entries, and the winners are at the full discretion of the Jury.

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JUDGES

Caroline Tiger

Bresslergroup

Caroline Tiger is a design writer and content strategist who has been thinking and communicating about design for nearly 15 years. She is currently the senior content strategist at Bresslergroup, a research-driven product innovation lab in Philadelphia, where she creates and manages content across all channels. Before joining Bresslergroup, Caroline wrote about design as a journalist, contributing to Dwell, Entrepreneur, and Wired, among others. She has served on the Board of Collab for 3 years. caroline@carolinetiger.com

Jaime Salm

MIO – Green Design For Everyone

Jaime Salm was born in Medellin, Colombia in 1978. He received a bachelors of Science in Industrial Design in 2001 from The University of the Arts in Philadelphia. Following graduation he founded MIO, a boutique design consultancy and lifestyle furnishings brand that redefines sustainable design experiences. MIO creates user-centric, highly customizable, process driven designs that address environmental and social challenges. As Creative Director of MIO, Jaime has developed sustainable products and solutions for leading corporations such as Neiman Marcus, JCPenney, Urban Outfitters, Fedex, Target Corporation and Emeco. jsalm@mioculture.com

Lisa Mahar

Founder & CEO, Kid O Toys

Lisa Mahar is the founder and CEO of Kid O. Throughout her varied career—as an architect, an award-winning author of books on design and now as a designer and manufacturer of children’s toys—she has followed her relentless curiosity. From working for the Italian architect Aldo Rossi, to documenting vintage American signs to reinventing iconic toys, Lisa is fascinated by all the different ways we connect to the world around us. Ms. Mahar’s research and writing on design have won grants from the National Endowment for the Arts and the New York State Council on the Arts, and received design awards from ID Magazine, Print, and the Art Director’s Club. lisa@kidotoys.com

Jackie Promislo

Owner, Lolli Lolli

Jackie began her career as a lawyer and practiced civil litigation at Cozen O’Connor in Philadelphia until 2007. She then opened Lolli Lolli, a children’s clothing and toy boutique in Philadelphia in 2007, as she felt the Washington Square neighborhood needed a unique local store with fabulous and creative toys for kids and adults. She personally selects all of the toys for the store and attends all of the significant shows such as Toy Fair in New York to evaluate and select new toys. Jackie’s two children, now ages 13 and 15 years, are her toy testers and evaluators. adorablestore@gmail.com

Caroline Kim

Paperbox

Caroline is the founder of Paperbox, a multi-disciplinary design consultancy specializing in design strategy and creative direction for products and commercial environments. Prior to Paperbox, she was Senior Associate at Rockwell Group, where she worked in the Product Design Studio and the technology and innovation LAB. Caroline played an instrumental role in the design and development of a highly acclaimed innovation in playground design as lead product designer and Director of R&D for the Imagination Playground initiative. Caroline.kim.design@gmail.com

REGISTRATION FORM

- Email this form by 12 pm (noon) on Thursday, November 10 to collab@philamuseum.org.
- Also print form and place in sealed envelope, along with Flash Drive with high res product image and project statement, tape it securely to the back of presentation board, and submit it with 3-D model on Monday, November 14.

ENTRIES ARE TO BE SUBMITTED BY:

9:00 AM

PHILADELPHIA MUSEUM OF ART MAIN BUILDING

Student's Name

Email Address

Cell/Telephone Number

College/University

Department/Program

Name of Student's Professor

Professor's Email

Project Title

Agreement

By submitting an entry to this competition, the undersigned acknowledges that the work submitted is original and the intellectual property of the applicant. Collab and The Philadelphia Museum of Art claim no responsibility or accountability in any form whatsoever for any misrepresentations or other legally infringing matters of authorship. Collab and The Philadelphia Museum of Art reserve the right to publish and/or reproduce images of all submissions.

Student's Signature

Date