IDdesign & ILVA DESIGN AWARD 2016

**Who can participate:**New, young, hopeful designers, established designers and those who live for design and product development. We must emphasize, that we only accept serious entries, which are realistic in relation to production.

For the first time, this year The Design Award is going international, presenting a collaboration between IDdesign and ILVA (Danish furniture chain). All international students may participate and invitations will be sent out to design/architect schools in the Middle East, as well as, chosen schools in European cities.

**The design:**

The design should have a wide commercial appeal, be innovative, inventive, functional and at the same time offer quality at a fair price. We accept only serious entries from participants who have considered choice of material, the target group, function, dimensions, and who have visual representation of their design.

Product or a series within one or more of the following categories:

* **The living room**, e.g. sofa, armchair, coffee table, bookcase
* **The dining room,** e.g. dining table, dining chair, sideboard
* **Lighting**

**Prizes:**

1st place –The year’s design 2016 will receive 7,000 US$, as well as the opportunity of signing a contract to have their product put into production and marketed.

2nd place – will receive 1,500 US$

3rd place – will receive 750 US$

The customer award will receive 750 US$ (one of the 5 nominated proposals, who have received the most votes in the customer poll)

**Judging panel**:A mix of judges with different competences and backgrounds. Internal as well as Danish and foreign designers, lifestyle experts and preferably a stylist from a magazine, who will help by telling the story and provide publicity.

* Elsebeth Gerner, Principal of the Design School in Kolding
* Mads Arlien Søborg, trend expert, Hey We Made It
* Laura Scheuer Trøstrup, designer and blogger, The Sweet Spot
* Henrik Madsen, Purchase director for ILVA
* 1 international judge

**How the winner will be selected:**The top 5 will be selected by a panel of judges, hereafter the top 5 will be entered into an online poll, conducted on social media in the last week leading up to the judgement. The judges’ vote will count for 60%, while the customers’ will account for 40%.

Subsequently, the winner will be announced in Denmark at ILVA’s autumn release in June, with the Danish media and press present.

**Rules of submission of materials:**
All designs should be sent in an A3 folder with prints of illustrations, a registration form, a work title, specifications, and an easy to understand letter about the concept/product and the ideas behind it.
Participants are allowed to submit several design proposals however they must complete one registration form per design.

The materials must be sent to:

IDdesign A/S

Damvej 9

8471 Sabro

“Design Award 2016”

**Competition terms:**

* IDdesign and ILVA will not return the submitted proposals. All proposals, which do not reach the final round will later be shredded and destroyed.
* The submitted proposals must not be shown to other partners or be submitted to other competitions until the winners of the IDdesign and ILVA design competition have been selected.
* The submitted proposals must be the designer’s own and must not be known or shown elsewhere.
* Participants themselves must ensure, that the necessary conditions are met, in relation to maintaining their rights.
* It is the designer’s responsibility to have ownership of all rights concerning the submitted proposal design.
* Submitted proposals may be released for PR and may be displayed on IDdesign’s and ILVA’s social media channels and iddesign.com.
* Submitted proposals may be launched to the public, be put into production and will be used in IDdesign’s and ILVA’s marketing - though not without a signed agreement with the designer.
* IDdesign and ILVA reserve the right not to put the winning product into production, in the case an appropriate proposal not is being received.
* IDdesign and ILVA reserve the right to start the production of those submitted proposals, which do not win –though not without contacting the designers first. In the case one or more products are being put into production, a concise and clearly defined contract will be drawn up, which all rights will appear.
* IDdesign and ILVA reserve the right to enter the top 5 products into an online poll on ILVA’s social media as part of their deliberations before the decision is made.
* IDdesign and ILVA reserve the right to exclusivity on all proposals submitted until the winners are selected (no later than 14 June 2016)

For any further information, please contact iddesignaward@iddesign.dk