

17th Annual

Student Design Competition

**Competition Deadline:
December 29, 2009**

Show Your Creativity

Design an innovative housewares product that combines function and flair.

Present Your Design at a Major Trade Event

Your winning concept will be displayed in the Design Center exhibit at the International Home + Housewares Show. Travel and lodging provided.

Win A Cash Prize

\$12,000 in cash prizes awarded.

Get Recognized

Get a jump start on your career.

Companies looking for talented designers will be at the Show. Meet housewares manufacturers and retailers from around the world. Winners' projects appear in national media. Make connections that might take your concept into production.



international
home  housewares
show 2010

March 14 - 16, Sunday - Tuesday, • McCormick Place, Chicago

The competition is endorsed by the Industrial Designers Society of America (IDSA)

Sponsored by


INTERNATIONAL HOUSEWARES ASSOCIATION®
the home authority

RULES & GUIDELINES

The Student Design Competition,

sponsored by the International Housewares Association (IHA), began in 1993 and is recognized by design practitioners and professors as a valuable contribution to industrial design education. This rigorous competition is judged by design professionals and managers at housewares companies. In this unique competition, each entry is mailed to two jurors who provide individual written evaluations to every entrant. A panel of 10 judges selects the top winners, who come to Chicago to exhibit their product concepts at the International Home + Housewares Show.

The judges look for original product concepts, research, analysis, and clear visual and verbal presentation. Entries should include concept development, user observation, competitive product research and market positioning, as well as consideration of appropriate materials and processes. Students should consider the scientific method as a guide for inquiry, research, hypothesis testing and conclusions.

The Housewares Industry.

Visit www.housewares.org to familiarize yourself with products and companies in this dynamic global industry and learn about the International Home + Housewares Show.

Eligible Product Types

Your project should meet a current consumer need or be a concept for a future product. Packaging and point-of-sale presentation may be included.

Housewares products are portable; permanent installations such as lighting systems, sinks/bathtubs or major appliances (washing machines, refrigerators) are not considered housewares.

1. **Small Electric Appliances:** Food preparation, cleaning, home environment and personal care.
2. **Personal Care and Home Healthcare Products:** Grooming and hygiene, products for general health care and maintenance or minor medical needs. Assistive devices are acceptable, but wheelchairs or medical treatment for long-term use are not eligible.
3. **Tableware, Serving Products and Accessories:** Cutlery, dinnerware, beverage ware, flatware.
4. **Cook and Bakeware:** Stovetop and oven-proof ware.
5. **Kitchenware:** Hand tools, storage containers.
6. **Cleaning Products:** Brooms, mops, brushes, sponges.
7. **Outdoor Products and Home Maintenance:** Barbecue grills, food and beverage coolers, picnic, patio and garden accessories, Do-It-Yourself (DIY) tools for minor home repairs and decor. Sports equipment is not eligible.
8. **Home Organization:** Shelving, racks, garment care, home office accessories.
9. **Furniture:** Indoor, outdoor and ready-to-assemble ("RTA") tables, chairs, bookcases, and home space systems.
10. **Decorative Accessories:** Vases, mirrors, lamps, picture frames, clocks.
11. **Juvenile and Pet Products.**
12. **Electronic Products that Enhance Home Activities:** For example, food preparation items. Products whose key features are invisible, such as software, should not be submitted.

Who is Eligible

Undergraduate and graduate industrial design students enrolled in a degree program at any university affiliated with the Industrial Designers Society of America (IDSA), in North America or other countries. Spring 2009 graduates are also eligible if the project was completed before graduation.

Judges and Criteria

A panel of 10 judges includes practicing industrial designers and educators and new product development managers in the housewares industry. They study each entry and provide two written evaluations for each submission, then review all of the entries to select the winners and honorable mentions, using the following criteria:

- **Design**—concept innovation, development process, aesthetic appearance, appropriate materials and production 40%
- **Design research**—user observation, market positioning, product feasibility, concept testing. 40%
- **Technical skills, presentation organization**—clear written and visual communication. Hand sketches, computer renderings, compelling storytelling. 20%

A sample of the evaluation form is available here: www.housewares.org/ihshow/student_design.asp

Awards

- Judges will allocate \$12,000 in cash prizes. An additional \$2,500 will be donated to the winners' schools.
- Winning projects will be displayed at the Housewares Design Center exhibit at the International Home + Housewares Show (March 14-16, 2010), McCormick Place, Chicago. Winners receive travel, per diem and lodging for four nights (March 12-16). If a winner is from a school outside North America, IHA will pay for travel from a U.S. location. Winners must be available for participation in the exhibit and media appearances.
- Winners will be notified by phone by January 30, 2010.
- Honorable Mentions receive a small cash award. They are not required to attend the Show; their entry booklets will be on view in the student display.



ENTRY REQUIREMENTS

Entry Form

Entry forms have pre-assigned numbers. If you download the entry form from IHA's website, call the contest administrator at 847-692-0136 by December 15th to receive a number. **Each entry must have a number, and this number should appear on all papers and printed or electronic images.**

Your name and school name should appear **ONLY on the entry form's first page** where it is requested. Place this page on top of your entry booklet; do not staple or bind it inside. This page is removed by the administrator and the entry is identified only by its number for the judges.

- Answer all the questions in the entry form. You may embed the entry questions into your narrative visual presentation booklet.
- Your presentation should be **collated and stapled or bound into an 8.5: x 11" or A4-sized booklet.**
- **Send two collated copies of your entry.** These copies will be mailed to two judges several weeks before the judging meeting.

Note:

- Entry materials will not be returned.
- Do not send models. Winners will be asked to bring models to demonstrate at the International Home + Housewares Show.

Printed Visuals

Your entry must include black and white or color printouts (no mounted illustrations), which must include the following:

- View of the final concept
- Sketches showing the development process. Include ideas that were discarded and indicate why you chose your solution.
- User observations and human factors evaluation
- Mechanical or technical layout
- Exploded views with individual parts listed
- An image of a 3D model or prototype that shows the product in physical form and in the context and environment of its use. This model should validate your concept.

Electronic Images

The judges see a PowerPoint slide show of all the entries at the general review meeting. Your electronic image will be used in this slide show. Submit a CD with only one or two images of your design. This image may be a collage that presents product features.

Your entry number should appear on the image seen on the slide and written on the CD label. Your name or school name should not appear on the image.

Note:

- Images should be submitted as 5" x 7" 72 dpi ("low resolution") jpg files.
- Winners will be asked to supply a 300 dpi image for the exhibit.

Optional Items

- **Packaging and Point-of-Purchase displays.** Samples may be included as images in the booklet.
- **Video:** Two copies of a DVD, to be sent to your judges, may be included to illustrate product features or advantages. Or you may provide a link to an online video.
- **Postcard:** Include a self-addressed, stamped card if you would like to be notified of your entry's receipt.

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A Few Helpful Notes:

- Concisely state your project's problem and solution. Be careful and clear in your written work. Review your writing for grammar and spelling. Your presentation is important – consider it as a portfolio piece for a job interview.
- Your drawings should show idea development indicating how your final solution was achieved. To show the process, include ideas that were discarded along the way.
- Do not use names or logos of established products on your project.
- Refer to the "How to Win a Top Award" memo for additional tips in preparing your submission.

See back cover for checklist & additional information.

Mailing Checklist:

- Your **entry number** should appear on all items.
- Your **name and school name should appear ONLY on page 1** of the printed entry form. Leave this page loose.
- TWO COPIES of your entry—an 8.5" x 11" or A4-size bound or stapled booklet.
- One CD with **one or two images** of the final product. Your entry number should be on the image and on the CD.

Optional:

- Video/DVD (two copies) or link to online film
- Self-addressed, stamped postcard

Send Entry materials to:

Student Design Competition
International Housewares Association
6400 Shafer Court, Suite 650
Rosemont, IL 60018

Any questions?

Contact Vicki Matranga at IHA: 847-692-0136, or
e-mail: vmatranga@housewares.org

You may download these forms as electronic files by
visiting the contest page on our website:
www.housewares.org/ihshow/student_design.asp
Then call or e-mail Vicki **to receive an entry number
by December 15, 2009**

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The Fine Print—Rights of Ownership

Previous winners have been offered production agreements and have negotiated patents and intellectual property rights for their designs. A patent application may need to be filed before submitting and displaying your design to preserve your intellectual property rights in the design. IHA recommends that students seek advice from faculty, school legal counsel, the local bar (attorney) association or not-for-profit inventor groups to learn about intellectual property protection. **IHA and IDSA are not responsible for obtaining patent or other intellectual property protection for your designs and are not responsible for any loss of intellectual property rights that may result from the submission of your design.**

After one year, entries of this contest will be archived at the Milwaukee Institute of Art & Design and will be available for on-site study.

Promotion

IHA reserves the right to publicize individual winners and their entries using the photographs submitted. IHA will request that winners provide portrait photographs, biographical information and additional images of the products. Winning product information may be available at www.housewares.org

IDSA[®]



INTERNATIONAL HOUSEWARES ASSOCIATION[®]
the home authority

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