

Introduction

Believing in young talents and reaching for new generations of designers, the Design+Industry competition celebrates its 6th year of successful rounds.

Design Creates Culture, and after spending 6 years of exploring, investing and trusting in young Egyptian designers EFEC succeeded in creating a **Culture of Design** where design is recognized, appreciated and valued. Now design is a common language that we all speak yet there is a lot more to add to this journey.

The Egyptian Furniture Export Council proudly invites you to be part of our next **Design+Industry competition.**

D+I Competition Outline

This competition is an attempt to encourage young designers to set benchmark for design in Egypt. All designers below the age of 35 are invited to participate with their product design ideas and submit their best work. The project has to include furnishings for indoor & outdoor furniture such as - but not limited to - chairs, tables, sofas, armchairs, lamps, hangers, office furniture ...etc



1st

Phase

There are 2 channels of participation:

Category A

Pitch a company

Designer will present their product design ideas to furniture companies in order for the company to sponsor manufacturing the prototype

Category B

Do it yourself

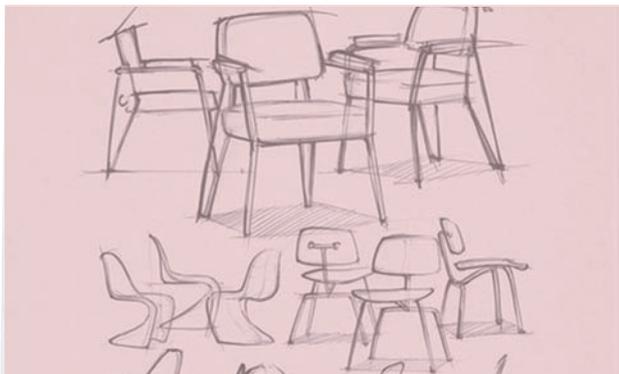
Designer will present a product design idea from their choice for residential product furniture / lighting and will be responsible for manufacturing his prototype



For the full Design Brief follow this link: <http://www.efecfurniture.com/design-services>

In both categories

- Designers will compete for the opportunity to have their product design idea and prototype displayed in a dedicated booth at **Furnex & The Home** exhibition.
- Designers submit their product design ideas along with a portfolio for their work.
- Jury members will choose up to 20 designs as the first phase winners.



2nd

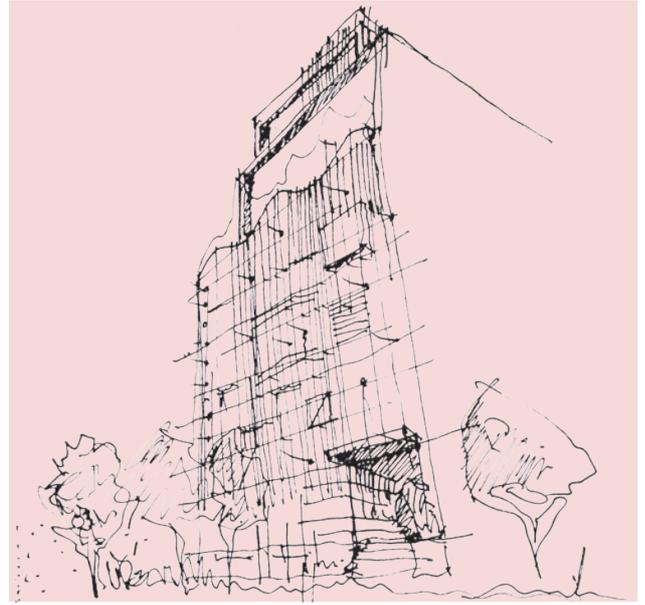
Phase

Winning projects from First Phase compete for the **Gold Design Award** which will be announced later on.

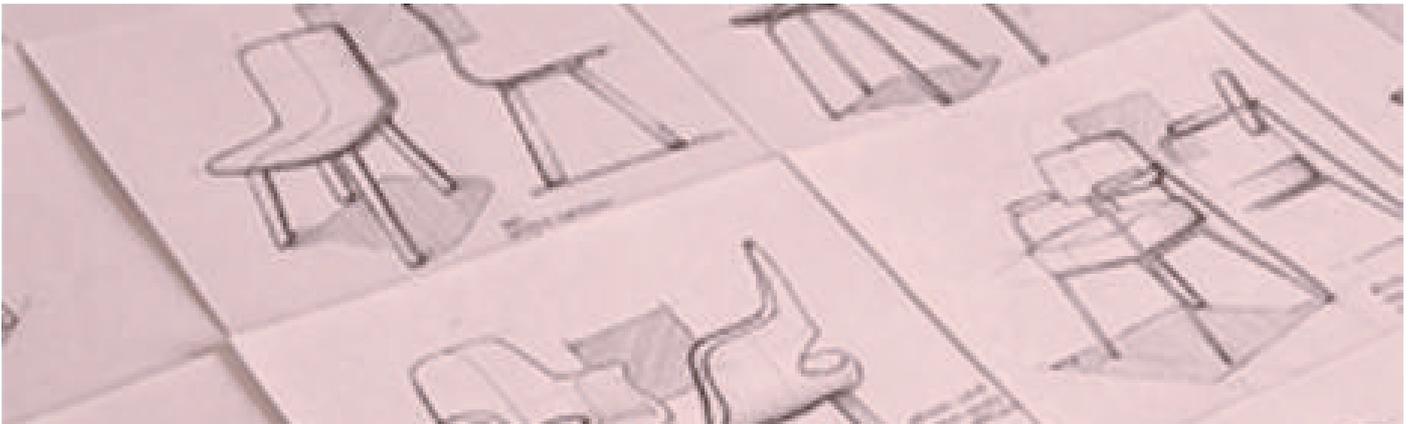
Eligibility

All designers from all design fields are invited to participate if they meet the following criteria:

- They must be below the age of 35 at the time of submission.
- All the presented product ideas have to be the original work of applicant and not copied nor borrowed, otherwise they will be subject to exclusion.
- All new and innovative ideas of products, accessories, materials, or production techniques associated with or contributing to the furniture and furnishings industry are eligible for submission.
- All ideas have to be at a good level of maturity to be accepted.
- The winning products need to be prototyped to be displayed at Furnex & The Home exhibition.



Award



1- First phase prizes: Designer will be granted a stand to use as his or her exhibition space in Egypt Design Hub at **Furnex & The Home 21 - 24 Feb 2019**. It will be free of any furniture or accessories except for an electrical connection and participants will be responsible for all set up works they may need to exhibit their ideas/products.

How to Participate

To participate, designers should follow the following steps:

1- Fill the registration form with the requested info.

2- Payment of registration fees of L.E 250(at EFEC premises or through bank deposit / transfer).

3- Sending your portfolio and project drawings in high-resolution PDF in horizontal A3 format, maximum 3 pages and maximum 5MB, containing images, draft and a short description explaining concept, product name, function, materials and technology to design@efec.org.eg

4- Winners of phase one are required to pay a LE 750 insurance fee (upon selection for group B & upon match making for group A) to confirm commitment to the next phase of the competition. Failure to pay in time risk dismissal from the following phase.

5- Participants in Phase Two shall submit proof of completion (can be photos or videos) of their prototypes on or before the specified dates to ensure continued reservation of their space in the local exhibition. Failure to do so may risk cancellation of their reservation.

6- Group B participants are responsible for delivering their products on the construction day and stand dismantling on the last day of the exhibition.

7- Participants must ensure that their booth is manned with someone capable of providing the relevant information on what is exhibited during all days of the Fair. (Otherwise their booth will be subject to closure by the organizers).

For more info please follow the link:

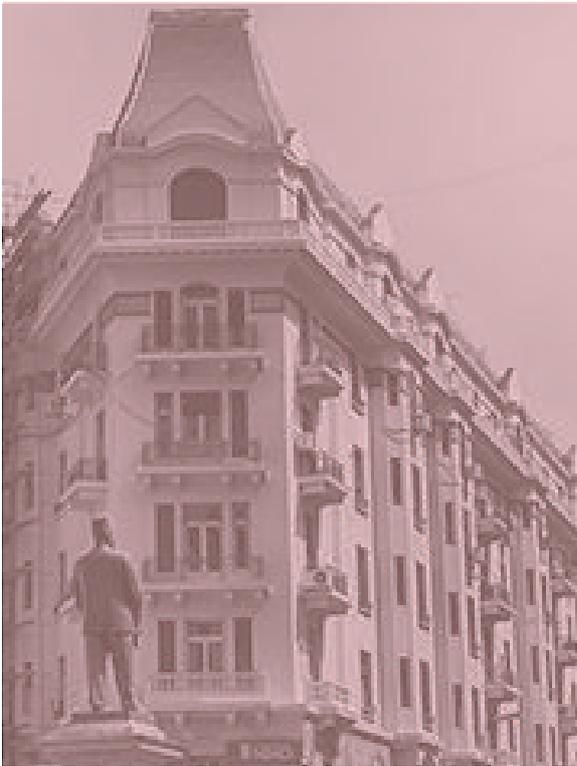
<https://www.facebook.com/events/184190425844930/>

Or contact EFEC through:

<http://www.efecfurniture.com/design-services>

* Call +202-25285036// +202-25285037// +202-25276414//

* Email: design@efec.org.eg



Project Timetable



*TBC to be confirmed

What Participants Get during the local exhibition

The organizers are responsible for providing the following:

- Each participant will be allocated an exhibition booth equipped with an electrical connection and a lighting fixture. All else will be the responsibility of the exhibitor
- Each booth will carry the name of the designer as indicated in registration forms
- A collective brochure introducing all designers with a short introduction on their projects will be published and distributed during the event. (Any designer who cannot meet deadline of receiving needed information will not be included)

Terms & Conditions:

- All the presented product ideas have to be the original work of the applicant and not copied nor borrowed, otherwise they will be subject to exclusion.
- Upon selection for participation in Phase Two, ONLY finished prototypes will be eligible for participation in the exhibition. Failure to complete the prototype in the specified time will result in cancellation of the designer's participation and thus they lose their insurance fee and booth.
- Registration fees & insurance fees are not refunded in case designer cancelled his/her participation in a later stage of the project.

Publications & Promotion

By filling the competition application the participants give the legal rights to the organizers to use the imagery, information, and process material for publishing, documentations and promotional purposes.

By accepting and submitting the competition registration form, the designers concede that they have well read, understood, and accepted all details, terms and conditions mentioned in this document.

Egypt

Design +Industry Competition

6th
Edition

EGYPT DESIGN +INDUSTRY Competition



 EGYPTIAN
FURNITURE
EXPORT
COUNCIL

 Chamber of
Woodworking &
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