

19th Annual

Student Design Competition

Share Your Vision for Products for the Home

Deadline: December 28, 2011



Show Your Creativity

Design an innovative housewares product that combines function and flair.

Present Your Design at a Major Industry Event

Student winners appear in the Hall of Innovation display at the International Home + Housewares Show. You and your project will attract media, manufacturers and retailers from around the world.

Win A Cash Prize

\$12,000 in cash prizes, plus travel and lodging. Winners' schools also receive cash grants.

Get Recognized

Innovation drives the housewares industry. Companies seeking new product ideas will want to talk with you. Make connections that could take your concept into production.

Sponsored by

international **home**
+housewares show

2012



INTERNATIONAL HOUSEWARES ASSOCIATION®
the home authority

March 10 - 13

Saturday - Tuesday

McCormick Place, Chicago

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 10 design professionals and managers at housewares companies. Each entry receives two written evaluations. Top winners come to Chicago to exhibit their product concepts at the International Home + Housewares Show.

The Housewares Industry. Familiarize yourself with products and companies in this dynamic global industry and learn about the International Home + Housewares Show at www.housewares.org.

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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 and containers for eating "on the go."
4. **Cook and Bakeware:** Stovetop and oven-proof ware. Cookware for travel and camping are acceptable.
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. **Organization and Storage:** 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:** Products whose key features are software, such as user interfaces for communications or recipe storage, should not be submitted.

Who is Eligible?

Undergraduate and graduate industrial design students enrolled in a degree program at any university in North America or other countries may enter. Spring 2011 graduates are also eligible if the project was completed before graduation.

How Does the Judging Work?

Entrants submit two copies of their submissions. These are mailed to two judges, who each write an evaluation, so every entry receives two evaluations. The 10 judges—five pairs—meet at the IHA office several weeks later. The full panel discusses the best projects and votes on the top winners and honorable mentions.

What Do the Judges Look For?

The judges ask:

- Is this product necessary and valuable?
- How does this product meet competitive products on features and price?
- Did the student research user needs and then test the product concept with users?

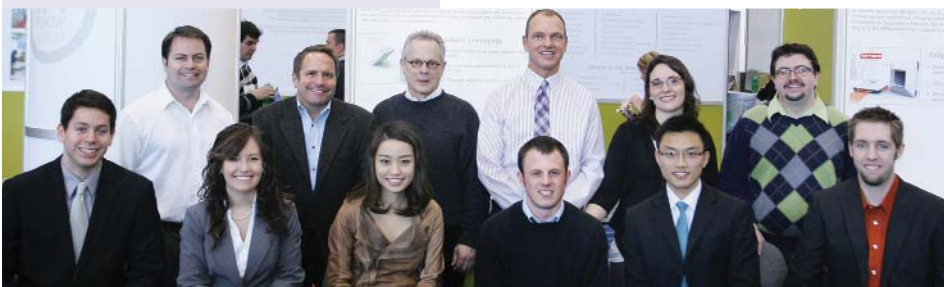
Consider the Scientific Method as a guide for inquiry, research, hypothesis testing and conclusions.

How Are the Entries Evaluated?

Judges rank the product according to:

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

See the evaluation form here:
www.housewares.org/ihshow/student_design.aspx



ENTRY REQUIREMENTS

Awards

- Judges allocate \$12,000 in cash prizes. An additional \$2,500 is donated to the winners' schools.
- Winning projects are displayed in the Hall of Innovation at the International Home + Housewares Show (March 10-13, 2012, Chicago McCormick Place). Winners receive travel, per diem and lodging for five nights (March 8-13). If a winner is from a school outside North America, IHA pays for travel from a U.S. location. Winners must be available for the exhibit and media.
- Winners will be notified by phone by January 30, 2012.
- Honorable Mentions receive a small cash award. They are not required to attend the Show. Honorable Mentions are included in media information and their entry booklets are on view in the student display.

How to Enter

Each entry must have a number and this number must appear on all papers and electronic images. If you download the entry form from IHA's website, contact the program administrator by December 9 to request a number.

Vicki Matranga, 847-692-0136
vmatranga@housewares.org

All entries must be anonymous. 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 inside. This page is removed by the administrator before sending the entries to the judges.

Note the holidays and postal delays. Entries should be shipped on or before December 23, 2011 to arrive on time. Entries must be received at the IHA by 5 p.m. CST on December 28, 2011.

Send **TWO COPIES** of your entry.

What Your Entry Should Include

Tell a Compelling Story

Your entry is a combination of narrative and visual. Answer the questions provided. You may include your answers as part of your narrative instead of writing on the entry forms. Review your writing for spelling and grammar.

Your Visuals Show Your Process

Black and white or color printouts (no mounted illustrations) should include:

- ✓ 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 evaluations.
- ✓ 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 use.** This model should validate your concept.

Presentation is important. Consider this as a portfolio piece for a job interview. Your work should be collated and stapled or bound into **TWO COPIES** of an 8.5" x 11" or A4-sized booklet.

Electronic Images

Submit a CD with only one or two images of your design. This image may be a collage that presents product features and different views.

This image will be included in the PowerPoint slide show shown at the judges meeting. Your name and school name should **NOT** appear on the slide.

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

- **Video:** Two copies of a DVD may be included to illustrate product features and advantages. You may also 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.



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.

See back cover for checklist & additional information.

Mailing Checklist:

- ✓ Your entry includes both narrative (and answers to questions) and visuals.
- ✓ Your **entry number** should appear on all items.
- ✓ Send **TWO COPIES** of your entry—bound or stapled as two 8.5" x 11" or A4-size booklets.
- ✓ Your name and school name should appear **ONLY** on page 1 of the printed entry form. Leave this page loose.
- ✓ One CD with **one or two images** of the final product. Your entry number should be on the image and on the CD.
- ✓ Send your package by December 23 to assure it arrives at the IHA office by the December 28 deadline.

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, e-mail: vmatranga@housewares.org

You may download these forms by visiting the competition page on our website:

<http://www.housewares.org/show/info/sdc/>

Then call or e-mail Vicki to receive an entry number by December 10, 2011

**Competition Deadline:
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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 is not responsible for obtaining patent or other intellectual property protection for your designs and is 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



INTERNATIONAL HOUSEWARES ASSOCIATION®
the home authority

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Student Design Competition

Entries must be received at IHA by 5 p.m. CST
Tuesday, December 28, 2011

Entry # _____

Juror _____

Images _____

This is the only page of the form where your name and school name should appear. Please do not staple or bind this page to the rest of your entry.

If you have any questions, please call the competition coordinator, Vicki Matranga, at IHA, 847/692-0136.

ENTRANT

You are responsible for the submission and will be the contact for all correspondence. Please indicate below where you can be reached in late January 2012.

Your Name: _____

Name of Submitted Product: _____

Your school: _____

Your Year in School: Sophomore Junior Senior Graduate Level

Your Address: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell Phone: _____

E-mail Address: _____

Permanent Address (*if different from school residence*):

Street: _____

City: _____ State: _____ Zip: _____

Country: _____

Permanent Phone: _____ Cell Phone: _____

CREDITS

University Professors: _____

Has this project been entered in other competitions or won other awards? If so, which competitions or awards? _____

I attest to the fact that the entry is an original concept of my own design, and that the information provided in this submission is accurate. I understand the IHA warning on intellectual property rights of ownership as explained in the guidelines. I understand that this entry will become a part of the competition's archive held at the Milwaukee Institute of Art & Design. If I am selected as a winner, this entry may be shown at www.housewares.org.

Signature: _____ Date: _____

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Entry # _____

Be sure to read the competition guidelines, available at [www.housewares.org/...](http://www.housewares.org/)

Please type your answers to these questions on the sheets provided. Attach or bind these pages into your process book. You can download this form at www.housewares.org/
You may also answer these questions within your narrative in your process book.

1. Name of product: _____

2. Estimated dimensions of product: _____

3. Your class level: Sophomore Junior Senior Graduate Level

4. Length of time assigned to this project: 2-4 weeks 4-8 weeks More than 8 weeks

5. Why did you decide to design this product?

this product type assigned by professor independent self-directed research team project graduate thesis

6. What does this product do? State the problem that this product solves.

7. How does it work? Describe how this product uses existing technology or how it depends upon yet-to-be-invented technology, power sources, or materials. If this product must connect to a plumbing or electrical system in the home, indicate how this is accomplished.

8. Does this product distinguish itself in a crowded market? Will the product's features and aesthetic appearance attract consumers? How does it relate to trends in the market or compare to competitive products already available?
