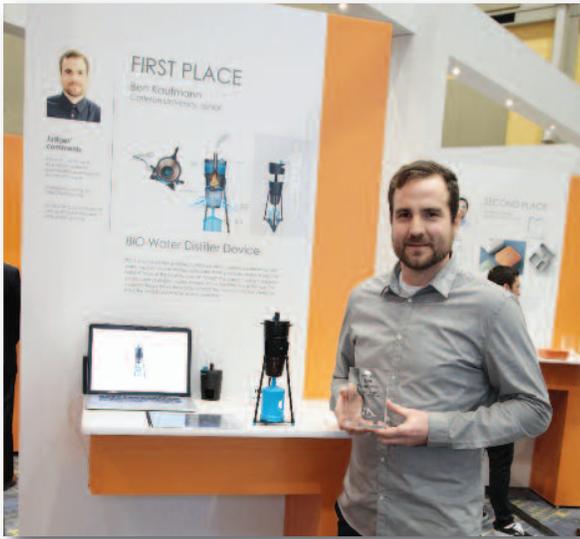


student design competition

Recognizing Young Industrial Design Talent since 1993



Jumpstart Your Design Career

Meet industry executives looking for new product ideas

Once-in-a-Lifetime Experience

Your design displayed at the International Home + Housewares Show

Win a Cash Prize

\$12,000 in cash prizes, plus travel and lodging.

Winners' schools also receive cash grants

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**home +
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show** | 2019

Saturday - Tuesday, March 2 - 5
McCormick Place • Chicago



INTERNATIONAL HOUSEWARES ASSOCIATION®
the home authority

www.housewares.org

Enter Online!

www.housewares.org/show/sdc

Deadline:

December 18, 2018

RULES

The Student Design Competition

sponsored by the International Housewares Association (IHA), began in 1993. It 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. 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

Learn about products and companies in this dynamic global industry and the International Home + Housewares Show at www.housewares.org

Online Entry Deadline:
December 18, 2018
5 pm CST

Print Deadline:
January 4, 2019
5 pm CST



What is a Housewares Product?

Housewares products are consumer goods purchased by or for the user. They are portable: permanent installations such as lighting systems, sinks/bath-tubs or major appliances (washing machines, full size refrigerators) are not considered housewares.

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.

Call Vicki Matranga at 847-692-0136 if you are unsure that your product concept fits housewares categories.

- 1. Small Electric Appliances:** Food preparation, cleaning, home environment and personal care.
- 2. Personal Care and Home Healthcare Products:** Self-care items for grooming, hygiene, and products for general health care and maintenance of minor medical needs. Assistive devices are acceptable, but equipment for long-term care or products meant to be used by medical professionals are not eligible.
- 3. Tableware, Serving Products and Accessories:** Cutlery, dinnerware, beverageware, 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 and power tools are 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. Connected Home Products:** Physical products with "internet of things" connectivity and user interaction.

Who Can Enter?

Undergraduate and graduate industrial design students enrolled in a degree-granting program at any university in North America or other countries may enter. Spring 2018 graduates are eligible if the project was completed before graduation. A student may enter more than one project. Team projects are allowed. If a team project is selected as a winner, IHA pays for travel for one student and the team splits the cash award.

The student submitting the application represents and affirms that the entrant named is the owner and originator of the application and all source materials submitted to IHA's judges for this competition.

What are the Prizes?

- Judges allocate \$12,000 in cash prizes. An additional \$3,000 is donated to the winners' schools.
- Winning projects are displayed in the Hall of Global Innovation at the International Home + Housewares Show (March 2-5, McCormick Place, Chicago).
- Winners receive travel, per diems and lodging for six nights (Thursday, February 28 – Wednesday, March 6). 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, 2019.
- 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.



REQUIREMENTS

How Do I Enter?

Visit: www.housewares.org/show/studentdesign

Step 1:

Create an account to manage your entry.

Using your account profile and password, you can create and access/edit your project until the competition deadline.

Step 2:

Create an entry by answering questions about your product.

If you choose to do an animation or product demonstration, you can include a link to the video in the entry form.

Step 3:

Upload your process book (PDF size limit is 25MB)

Your name and school name SHOULD NOT APPEAR anywhere in the process book.

The book should tell the story of your process and include:

- View of final concept
- Sketches showing the development. Show ideas that were discarded and why you chose your solution.
- User observations and human factors evaluations
- Market positioning/opportunity space: compare available products and explain your product's unique features
- 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 of the user environment. This model should validate your concept.

Step 4:

Upload a jpg of your product.

This image will identify your project for the judges.

Step 5:

You will receive a confirmation email with your entry number in the subject line.

Print the completed entry form—your entry number will appear at the top. Write this entry number on the hard copy of your process book. Your name and school name **SHOULD NOT APPEAR** anywhere on your entry. This assures all entries are anonymous for the judges.

Your process booklet should be a maximum of 25 pages and in printed form no larger than 9" x 12." A simple spiral bound booklet is fine. No need to get fancy with a printed book.

Step 6:

Mail your entry to:

**Vicki Matranga
IHA Student Design Competition
6400 Shafer Court, Suite 650
Rosemont, IL 60018**

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?
- Does the student tell a compelling story?

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
- **Research**—user observation, market positioning, product feasibility, concept testing
- **Technical skills, presentation organization**—clear written and visual communication, sketches, computer renderings, compelling storytelling.

How Does the Judging Work?

The jury is composed of professional designers, product development executives at IHA companies and design educators. Judges who are educators do **NOT** review entries from their own schools. The judges are matched into pairs and each pair evaluates a fraction of the total. The judging is blind—judges do not know the identities of the students or schools and they discuss projects by entry number.

Judging is a two-part review process.

Part 1:

Each pair reviews an assigned batch of entries online. They have 2-3 weeks for this homework. They write an evaluation for each entry and can edit these evaluations at the jury meeting.

Part 2:

The judges meet at the IHA office to view the printed booklets, discuss their entries and choose the best projects to move to the next level. The selected entries are then presented to the full panel and the process booklets are reviewed. Judges vote for the top six winners and honorable mentions. The winners' names and school are then revealed to the judges.

After the winners have been notified, the evaluation forms will be posted online. Entrants will be able to view their evaluations, which will also be made available to their professors.



DEADLINE for upload:

December 18, 2018, 5 pm CST.

DEADLINE for delivery of printed entry: January 4, 2019, 5:00 pm CST.

Students from outside the U.S should contact Vicki Matranga, vmatranga@housewares.org about mailing.

Checklist:

Your Entry should include 2 items submitted 2 ways (electronically and printed/mailed)

- ✓ The completed Project Questions
- ✓ Your Process Booklet

FINAL NOTE: Presentation is important. Think of this project as a portfolio piece for a job interview. Check spelling and grammar. Employers often consider "the housewares project" an important factor in their evaluation of new hires. Be serious about the work you submit. Winning this competition has a huge impact on a designer's career.

Enter online:

www.housewares.org/show/sdc

Send printed entry materials to:

Vicki Matranga
IHA Student Design Competition
6400 Shafer Court, Suite 650
Rosemont, IL 60018

**Online Entry Deadline:
December 18, 2018, 5 pm CST**

**Print Deadline:
January 4, 2019, 5 pm CST**

Any questions?

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



2018 Judges



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 competition will be archived at the Milwaukee Institute of Art & Design and will be available for on-site study by appointment.

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



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