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 a display in the Hall of Global Innovation at the International Home + Housewares Show.

Get Recognized
Companies seeking new product ideas will want to talk with you!

Win a Cash Prize
$12,000 in cash prizes, plus travel and lodging. Winners’ schools also receive cash grants.
**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 equipment 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 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. **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 2015 graduates are eligible if the project was completed before graduation. A student may enter more than one project. Team projects are allowed.

**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 5 - 8, 2015, McCormick Place, Chicago). Winners receive travel, per diem and lodging for five nights (Friday, March 4 - Wednesday, March 9). 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, 2016.
- 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

Fill out the online entry form at:
www.housewares.org/show/studentdesign/

1) Create a profile with a user name and password. You will receive an email confirmation of your account. Using your account profile and password, you can create and access your project right up until the competition deadline.

2) Create a new project. Complete the project questionnaire (entry form) and you will receive an email with your entry number in the subject line. VIDEO. If you choose to do an animation or product demonstration you can include a link to the video in the entry form.

3) Upload your Process Book. Put your entry number on the book’s cover. Your name and school name should NOT appear in the Process Book. Your Process Book Should be a maximum of 25 pages and in printed form no larger than 9” x 12”. PDF size limit is 25MB. The book should contain a narrative description of your work with the following images:
   • View of final concept
   • Sketches showing the development process. Show ideas that were discarded and 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 of the user environment. This model should validate your concept.

4) Upload a low res jpg of your product. This completes your entry. The picture will identify your product for judging purposes.

5) Print your online entry form and your Process Book and mail one copy to:

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

DEADLINE for upload: December 22, 2015
DEADLINE for print: January 6, 2016

Consider that your school's winter holiday may impact access to your computer files. Entrants from outside the U.S. should contact the competition coordinator about mailing their entries.

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
   • Design 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 managers at IHA companies and design educators. Judges who are educators do NOT review entries from their own schools.

The competition has a two-part review process: first round is conducted online; second level review is at a meeting of the full jury at the IHA office. The panel of 10 judges is matched into five pairs.

Part 1: Each pair reviews 1/5 of the total submissions. Two judges study the same set of entries online. They have about two weeks for this work at home. They read your answers to the questions and review your process booklet. They write an evaluation for each entry. They will be able to edit these evaluations at the jury meeting.

Part 2: Meeting of 10 judges at IHA office. Each pair of judges discusses its batch of entries and selects the best projects to move to the next level and present to the full panel. The process books are reviewed by all 10 judges. All judges vote for the top six winners and Honorable Mentions. After the winners have been announced, the evaluation forms will be posted online. Entrants will be notified by email when they will be able to view their own evaluations. At the same time, evaluation forms will be made available to entrants’ professors.
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.

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.

Enter online:
www.housewares.org/show/studentdesign

ONLINE Deadline: December 22, 2015

Send print entry materials to:
Vicki Matranga
IHA Student Design Competition
6400 Shafer Court, Suite 650
Rosemont, IL 60018

PRINT Deadline: January 6, 2016

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