

Schedule of Key Dates:

Deadline for Registration form **30th September**

Registration form can be downloaded from: www.bristol.com.my
Please send in your completed form to: marketing@bristol.com.my

If you wish to send in your registration form by post, please send it to :

Student Design Competition 2013
Bristol Technologies Sdn Bhd (505938-P)
Lot 5178, Balakong Jaya Light Industri,
43300 Seri Kembangan,
Selangor Darul Ehsan, Malaysia.

E-mail confirmation of your registration will be sent to you once we have processed your application. For Interior Design category, you will be given a link to download relevant files (Autocad, JPEG & PDF) of floor plans and also Bristol furniture.

Deadline for Project entries **1st November**

Project entries can only be submitted in a CD.
Please download the standard submission CD cover from: www.bristol.com.my

You may choose to deliver it by hand or through registered post to :

Student Design Competition 2013
Bristol Technologies Sdn Bhd (505938-P)
Lot 5178, Balakong Jaya Light Industri,
43300 Seri Kembangan,
Selangor Darul Ehsan, Malaysia.

Submission period for project entries are from **30th September- 1st November**.
Entries arriving after 5pm on Friday 1st November may not be accepted.

E-mail confirmation of your entry submission will be sent to you once we have registered your submission.

Announcement of finalist **15th November**

Seven finalists from each category will be chosen for final round of judging.
Announcement of finalist will be made through:

- Bristol website (www.bristol.com.my), Bristol facebook page (www.facebook.com/bristolfurniture), and email notification to the finalist and respective tutors.

Finalist design presentation **28th & 29th November**

All finalists will be invited to Bristol headquarters to present their designs to a panel of judges.

You will be given space to mount your 6 pieces of A3 presentation boards. You are required to bring your A3 artworks mounted on a hard card/board to be displayed.
You will be provided with a projector for your presentation.

If you require a pedestal for display of models or mockup, please inform a Bristol representative at least 5 working days prior to presentation day.

Announcement of winners **6th December**

Announcement of winners and commendations will be made through:

- Bristol website (www.bristol.com.my), Bristol facebook page (www.facebook.com/bristolfurniture), and email notification to the winners and respective tutors.

All winners, their families/guests and tutors will be invited to a celebration in December 2013.

Student Design Competition 2013

Bristol is a Malaysian office furniture manufacturer that has been active in the South East Asia market since 1983.

The company's emphasis on design and quality has established itself as one of Malaysia's most successful office furniture manufacturer.

This year, the company will contribute to the community by providing education and opportunity to upcoming young designers in local institutions through a student design competition.

Objectives:

- To expose students to realistic scenarios faced by designers in practice.
- To share and exchange knowledge and expertise in design.
- To identify new talents, and provide them with a platform to showcase their works.

Theme:

"The Experience" *of form and functionality.*

Design Brief:

Furniture Design Category:

The Scenario:

Bristol will be launching an E-Commerce site targeted for Small Office / Home Office (SOHO) user. The standard product range of Bristol that has been selling well in commercial offices may not be suitable for this target market.

The Challenge:

1. Design a range of furniture that is targeted to Small Office/ Home Office. The range should be broader than a mere desk or storage unit. (Weightage : 95%)

I. *TIPS: Research on the difference in habits, work styles and preferences of a conventional office worker compared to a home office worker; this will help you identify the types of furniture which would be applicable, in terms of form and functionality.*

II. *TIPS: Consider the issues that these users may be concerned with, such as: maintenance, space, flexibility.*

2. Design the print advertisement for your new product range. (Weightage : 5%)

Interior Design Category:

The Scenario:

The showroom of Bristol is currently located on a 7000SQ² space on the Ground Floor of the Bristol corporate building. Due to the increasing number of new products each year, the management has decided to utilize the mezzanine floor as showroom space as well.

The Challenge:

1. Design the NEW Bristol showroom located on Mezzanine floor. It should exhibit Bristol's broad range of office furniture in a manner that best accentuate Bristol's history, heritage in design and quality, and the brand as a whole. (Weightage : 95%)

- I. *TIPS: Consider the management of the showroom in a later stage when new products need to be displayed.*
- II. *TIPS: Consider the different look and style of the products when planning out its arrangement.*
- III. *TIPS: Take into consideration the environment within the building and the experience of the visitor as they enter. Think of how to create the "wow" effect.*

2. Design an invitation card which Bristol will use for invitation of clients to the official launching of the new showroom in 2014. (Weightage : 5%)

Submission requirements

Furniture Design Category:

Entries should comprise of the following:

1. **Design statement:** A short typewritten text that captures your idea and helps the judges to quickly understand your design, concept, its benefits and unique features (in not more than 350 words).
2. **Development sketches:** PDF file of up to 2 A3 size pages showing the development of your design from ideation stage. These should be extracted from your sketchbook to show authenticity in your final design.
3. **Design presentation:** PDF file of up to 4 A3 size pages presenting your final design and concept.
 - a. *Must include: technical details such as – dimensions, materials and construction techniques.*
4. **Promotional tools presentation:** PDF file artwork of a double spread A4 size advertisement to promote/ introduce the new product range.

Interior Design Category:

Entries should comprise of the following:

1. **Design statement:** A short typewritten text that captures your idea and helps the judges to quickly understand your design, concept, its benefits and unique features. (in not more than 350 words).
2. **Development sketches:** PDF file of up to 2 A3 size pages showing the development of your design from ideation stage. These should be extracted from your sketchbook to show authenticity in your design.
3. **Design presentation:** PDF file of up to 4 A3 size pages presenting your final design and concept.
 - a. *Must include :*
 - i. *Artistic impression of the space (3D isometric rendering).*
 - ii. *Dimensions of the space planning with indication of furniture placement.*
4. **Promotional tools presentation:** PDF file artwork of Invitation card design for the Showroom launching event.

Judging criterias:

Creativity : 50%

- The “Wow” factor : surprising or innovative solutions.
- Well resolved ideas : Ideas which has been explored through research and analytical thinking.
- Aesthetics and appearance: pleasing design which creates emotional connection, desire or curiosity.
- Marketability: how well suited is the design for the target audience.
- Quality of artwork and presentation of ideas.

Functionality : 25%

- Considerations in handling, usability, safety and maintenance of the design.
- Ergonomics factor : how well does the design interact with the human body.

Ecological elements: 25%

- Use of materials.
- Considerations of ecological aspects.

Dates:

Registration deadline	30 th September
Project entry submission deadline	1st November
Announcement of finalist	15 th November
Finalist presentation to judges	28 th & 29 th November*
Announcement of winner	6 th December*

For more details, please see “**Schedule of Key Dates**”

**dates are subject to change.*

Prize:

Student Design Competition 2013

Website: www.bristol.com.my ; Email: marketing@bristol.com.my ; Tel: 603-8962 3233 (ext 2838)

Furniture design category:

1st Prize: RM5000 + certificate

2nd Prize: RM3000 + certificate

3rd Prize: RM1000 + certificate

Interior design category:

1st Prize: RM5000 + certificate

2nd Prize: RM3000 + certificate

3rd Prize: RM1000 + certificate

Commendables for both categories: RM100 + certificate

* Opportunity for internship for winners.

Rules & Regulation:

- Organizer will only accept authentic, new and unpublished entries. Participant shall not use the same entry for other purposes during the competing period unless with the permission of the Organizer.
- This competition is open to ALL students (local & international) studying in colleges/institutions/universities in Malaysia.
- Participants are encouraged to participate as an individual. Should you wish to participate as a team, the maximum number per-team is 3 participants.
- All judges' decisions are FINAL. No correspondence will be entertained.
- The Organizer reserves the right to publicize any submitted entry (with credentials to the original designer).
- The Organizer reserves the right to make changes to the Award without prior notice.
- Any changes related to the competition i.e. terms and conditions, cancellation, venue, date and time will be announced online at www.bristol.com.my, and Bristol facebook page at www.facebook.com/bristolfurniture.

Registration Form

Personal detail

Title Ms Mrs. Miss Mr.

First name..... Surname

Date of birth.....

NRIC/ Passport no.....

College/ University.....

Phone/ Mobile.....

Email.....

* Team name.....

(Only for team submission with maximum number of 3 participants in a team. Each participant will need to fill-in individually on the registration form and submission of registration must be done as a team).

Residential address

.....

Postcode..... State

Country.....

Permanent address (Essential if different from Residential address)

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Postcode..... State

Country.....

Project detail (Essential- please tick one box to indicate the project you have entered. If you enter more than one project, a separate Registration Form for each will be required)

Furniture Design

Interior Design

Student declaration

I.....hereby declare and undertake to the Organiser that:-

- a. The organization has all the required copyright and associated rights, permission and authorisation concerning the originality of the design.

- b. I further declare that such work(s) contain(s) nothing that is likely to violate or infringe the copyright of any person that could constitute a reason to institute legal proceedings based on the infringement or violation of such rights.

- c. The information given is valid and true at the time of submission and I understand that providing false and invalid information is grounds for immediate disqualification

I have read and agreed to the conditions for entering Bristol: Furniture & Interior Design Competition 2013 as outlined in the relevant Guidelines & Conditions for all candidates.

Signature

Date.....

For Office Use Only

Registration no

Received date.....



Name:

Registration No:

College / University Name (In Full):
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Residential Address:
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Phone / Mobile:

Email:

CD Content:
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