

OVER NIGHTER

2011 COLLAB STUDENT DESIGN COMPETITION

Competition Brief

Collab

PHILADELPHIA MUSEUM OF ART

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OverNighter Competition Brief

Collab will hold its Nineteenth Annual College Student Design Competition at the Philadelphia Museum of Art on **Monday, November 14, 2011**. This year's competition will be held in conjunction with the Museum's exhibition *Continuous Form: Zaha Hadid*, celebrating the innovative designs of Zaha Hadid, the recipient of Collab's 2011 Design Excellence Award.

Continuous Form: Zaha Hadid will be on view in the Exhibition Gallery, in the Ruth and Raymond G. Perelman Building from September 2011, to April 10, 2012 at the Philadelphia Museum of Art

Zaha Hadid is a winner of many international competitions, is theoretically influential and known for groundbreaking projects. She is perhaps the world's most flamboyant architect whose high-spirited imagination turns two-dimensional drawings into theatrical coups. She is also a designer of objects that range from shoes to jewelry, tables and chairs to prototypes of cars. The scale may be miniature compared with her buildings, but there's no diminution of creative quirkiness, or of the sense that fluid has been frozen in space.

Theme:

Zaha Hadid was awarded the Pritzker Architecture Prize (considered to be the Nobel Prize of architecture) in 2004. Each of her dynamic and innovative projects builds on over 30 years of revolutionary experimentation and research in the interrelated fields of urbanism, architecture and design. Hadid's work constantly tests the boundaries of architecture and design. Hadid's interest is in the rigorous interface between architecture, landscape and geology as the practice integrates natural topology and human-made systems that lead experimentation with cutting edge technologies. Such a project often results in unexpected and dynamic architectural forms molded by the realities of site and building requirements.

Challenge:

Students will design an Overnight Bag that brings back fun and function to today's travelers.

With all of the required size, shapes and weight requirements faced by daily travel, whether it is by plane, train, automobile, bike or foot, the business or casual traveler is often at a loss for a well-designed piece of everyday luggage. Designs should consider the essentials one needs to travel overnight, including clothing, toiletries, electronics, and the associated necessities one needs.

This product should have a central design theme or vocabulary that is targeted for the American market. Submissions will include: a full or half-scale model of the bag, and a presentation board that illustrates how the bag is used, carried and relates to the human form as well as a specific mode of travel. Any materials and technology can be considered, and the pieces must be mass reproducible.

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OverNighter Competition Brief

SUBMISSIONS

Submissions

All submissions must include the following components:

- 1. Presentation Board:** 11" X 17" full color, borderless, mounted vertically (portrait format) which contains:
 - Design statement outlining concept, technical and materials information
 - A final high-resolution product image
 - No name should appear on the front of the board
- 2. Model:** 3-Dimensional – Projects should be full scale, where applicable.
- 3. CD containing:**
 - 300 dpi image of OverNighter in JPG format
 - Microsoft Word document with design statement and registration form information
- 4. Registration Form:** A completed Registration Form, forms may be photocopied

INSTRUCTIONS

Instructions

All entrants must complete a Registration form (see final page of this document) and place it in a sealed envelope along with the CD. The envelope is to be securely taped to the back of the presentation board and submitted with the 3-D model.

Please Note: Each entry board must be void of any identifying characteristics representing the entrant's school or name. All entries must include all above stated components. Incomplete entries cannot be guaranteed for consideration.

Addendum: Models may also be adjusted to fit the constraints of their materials and/or production (i.e. 3-D printers). Please note scale where applicable.

DATE + LOCATION

Date and Location for Submissions

The competition will take place on Monday, November 14 at the Philadelphia Museum of Art.

All entries (scale model, mounted presentation board and CD) are due at the Philadelphia Museum of Art, Seminar Room by **9:00 am**. Students will return to the Museum at 3:00 pm for the announcement of the winners and a feedback session by the panel of judges. A reception for the students will follow. Students should enter the Museum through the West Entrance at both times.

PRIZES

Prizes

First Prize – \$1,000 | Second Prize – \$750 | Third Prize – \$500 | Two Honorable Mentions

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ANNOUNCEMENT

Announcement of Winners

Entrants are asked to return to the West Entrance at the Philadelphia Museum of Art on the same day at 3:00 pm, for the announcement of the winners and a feedback session with the judges. A reception will follow.

Student work will also be presented during the Zaha Hadid Design Excellence Award event on Nov 19, 2011 at 6:30 pm. Students and faculty are encouraged to attend the event. For tickets and information, call the Museum Ticket Center at 215.235.7469.

COLLAB JOURNAL

Publication

After the competition, a selection of the winning projects will be published on the Philadelphia Museum of Art website and presented in the Collab Journal.

PICK UP

Return of entries

All entries must be picked up the day of the competition following the student awards presentation. The Museum cannot be responsible for any projects left at the Museum after 5:00 pm on Monday, November 14, 2011.

ELIGIBILITY

Eligibility

Students submitting projects to the Collab Student Design Competition must be currently enrolled in a college or university. All submissions are due by 9 am, November 14, at the Philadelphia Museum of Art. Students are encouraged to attend the event and are expected to hand deliver their entries. All entries must be solo, no joint or team projects will be accepted and cannot be delivered by post or by email. The Entrant waives all rights to entries, and the winners are at the full discretion of the Jury.

JUDGES

Judges

Kirsten Climer Designer, Smart Design Worldwide

John Edelman President and CEO, Design Within Reach

Victor Sanz Design Director, Tumi Inc.

Susan Szenasy Editor in chief for Metropolis Magazine

Janet Villano VP Product Development, Skiphop

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OverNighter Competition Brief

REGISTRATION FORM

Registration Form

All entrants must complete the Registration Form and place it in a sealed envelope along with the CD. The envelope is to be securely taped to the back of the presentation board and submitted with 3-D model.

ENTRIES ARE TO BE SUBMITTED BY 9:00 AM ON MONDAY, NOVEMBER 14, 2011, AT THE PHILADELPHIA MUSEUM OF ART. Entries are to be hand-delivered to the Seminar Room, accessed through the West Entrance of the Museum.

Student's Name

Email Address

Telephone Number

College/University

Department/Program

Name of Student's Professor

Professor's Email

AGREEMENT

Agreement

By submitting an entry to this competition, the undersigned acknowledges that the work submitted is original and the intellectual property of the applicant. Collab and The Philadelphia Museum of Art claim no responsibility or accountability in any form whatsoever for any misrepresentations or other legally infringing matters of authorship. Collab and The Philadelphia Museum of Art reserve the right to publish and/or reproduce images of all submissions.

Student's Signature