

# Collab

PHILADELPHIA MUSEUM OF ART

# Grand Gesture

2017 STUDENT DESIGN COMPETITION

SUPPORT FOR THE COLLAB STUDENT DESIGN COMPETITION PROVIDED BY

POOR RICHARD'S CHARITABLE TRUST

## **2017 COLLAB STUDENT DESIGN COMPETITION**

### Competition Brief

# Grand Gesture

The 2017 Collab Student Design Competition will take place on Monday, November 13, 2017. This annual event is held at the Philadelphia Museum of Art and provides a unique opportunity for regional university design students to experience competition outside the classroom and to receive valuable feedback from nationally recognized industry leaders. Each year's competition is thematically linked to the work of the annual Collab Design Excellence Award honoree, a world-class individual recognized as having made significant contributions to the field of design.

The 2017 Collab Design Excellence Award honoree and the inspiration for this year's Collab Student Design Competition, is Spanish architect and designer Patricia Urquiola. One of the few women designers working today (and even over the last century) with an international reputation, Urquiola takes a humanistic approach to her work, combining handmade and industrial techniques. The exhibition titled **Patricia Urquiola: Between Craft and Industry**, will open at the Philadelphia Museum of Art on Saturday, November 18, 2017 when Urquiola will receive Collab's Design Excellence Award.

### **Design Brief**

A lifelong traveler both literally and metaphorically, Urquiola takes inspiration from objects as diverse and random as Japanese bamboo whisks and antibodies. She is one of a new generation of post-modern designers who works at all scales, designing furniture and objects as well as interiors and buildings. Urquiola uses color and often unconventional shapes as she successfully fuses hand-craftsmanship with modern materials and technologies.

### **Challenge**

**Design a piece of furniture** that is the focal point of a room and incorporates storage. Urquiola's work touches on artistry, craft, technology, culture, and a nod to the "hand." Student submissions must speak to Urquiola's influence and must be reproducible.

No full scale, scale models required.

# Grand Gesture

## 2017 COLLAB STUDENT DESIGN COMPETITION

### ALL SUBMISSIONS MUST INCLUDE THE FOLLOWING COMPONENTS:

1. SCALE MODEL: You select the scale but the model should be no bigger than 12" x 12" x 12"
2. PRESENTATION BOARD (see details below)

### PRESENTATION BOARD MUST INCLUDE:

#### FRONT OF BOARD

1. High-resolution image of model shown in context that clearly demonstrates scale, use and room positioning. (Identify scale you are using.)
2. Design statement, outlining research and process along with project piece title.

#### BACK OF BOARD

1. Your name and University/College. NO NAMES ON THE FRONT OF THE BOARD.
2. In a sealed envelope taped securely to the back of the board, include: Completed registration form (located at the end of this document). Also, include a Flash Drive with following files:
  - Completed registration form (Word Doc)
  - Design Statement (Word Doc) labeled with last name, first initial and project title.  
i.e. smithj-projectname.doc
  - High-resolution image files model labeled with last name, first initial and project title.  
i.e. smithj-projectname.jpg (tiff, jpeg, minimum size 5" x 7", 300 dpi)
  - Presentation board pdf-press resolution with last name, first initial and project title.  
i.e. smithj-projectname.pdf

**\*PLEASE NOTE: DRIVE WILL NOT BE RETURNED.**

#### FORMAT

- 1/4" Illustration Board
- 11" x 17" full color, borderless, mounted vertically (portrait format)

### FINAL SUBMISSION DUE ON **MONDAY NOVEMBER 13** MUST INCLUDE:

- Presentation Board
- 3D object

#### JUDGING CRITERIA

1. Evidence of applied research and process
2. Originality and creativity of the concept
3. Construction and organization (craft of submission)
4. Ability to be reproduced

# Grand Gesture

## 2017 COLLAB STUDENT DESIGN COMPETITION

### STUDENT COMPETITION EXHIBITION

30-40 of the best designs will go on display at the Philadelphia Museum of Art for one week, November 13–18, 2017.

There will be a “People’s Choice Award” during the week when museum visitors will be able to vote for their favorite student project online. The museum has Pay What You Wish Wednesday Nights - and on Wednesday, November 16, Collab will offer a tour of the student projects. Invite friends and family to come! The “People’s Choice Award” along with all student winners will be presented at the Collab Design Excellence Presentation on Saturday, November 18 at 6:30 pm in the Great Stair Hall of the Philadelphia Museum of Art.

### FREE ADMISSION

All student competition participants are invited to the Collab Design Excellence Presentation program for FREE. Pre-registration required at the competition.

### DATE AND LOCATION FOR SUBMISSIONS

The competition will take place on Monday, November 13 on the Great Stair- East Balcony at the Philadelphia Museum of Art, by 9:00 am. Students should enter the museum via the West Entrance in the morning and return to the East Balcony at 3:00 pm for the announcement of the winners and a feedback session with the judges.

### PRIZES

First Prize: \$750

Second Prize: \$500

Third Prize: \$250

Two Honorable Mentions: \$150 each

Peoples Choice Award: \$150

### PUBLICATION

After the competition, a selection of the winning projects will be published on the Philadelphia Museum of Art website.

### RETURN OF ENTRIES

With the exception of those selected to be on display at the PMA, all projects must be picked up at the end of the day of the competition. The Museum cannot be responsible for any projects not selected, that are left after 5:00 pm on Monday, November 13, 2017. All selected projects can be picked up on Sunday November 19 between 9:00–11:00 am at the West Entrance.

### ELIGIBILITY

Students submitting projects to the Collab Student Design Competition must be currently enrolled in a college or university. **ALL SUBMISSIONS ARE DUE BY 9:00 AM, MONDAY, NOVEMBER 13**, 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 their projects, and the winners are at the full discretion of the Jury.

# Grand Gesture

## 2017 COLLAB STUDENT DESIGN COMPETITION

### JUDGES

#### **Diane Barnes**

Diane is the **North American Haworth Collection Sales Director**, leading the growth effort for a diverse group of legacy companies with a strong design focus. The Collection includes Cappellini, Cassina and Poltrona Frau brands, as well as Janus et Cie, Pablo Lighting and GAN Rugs. The diversity of these brands and their products spans the globe, seeking the ideal confluence of form, function, and creative spark. Diane's career has been defined by her quest for product distinction and to improve overall effectiveness, sales and operational performance for organizations with a creative growth strategy.

#### **Catherine Birch**

With over 20 years of experience in retail for companies including Ralph Lauren, Moss, and fab.com, Catherine Birch as **Director of Retail, SHOP Cooper Hewitt, Smithsonian Design Museum**, currently oversees the creative vision, merchandising. Reinforcing Cooper Hewitt's role as America's design museum, Catherine collaborates with leading designers and vendors to create exclusive products for the SHOP, implementing a merchandise assortment focused on the best in design.

#### **Odile Hainault**

Odile Hainault was Director of Communications for 18 years for forceMAJEURE, an international design agency specializing in design strategy, branding, packaging and merchandising. In 2007, she co-founded Gallery R'Pure in New York, introducing the work of new and emerging furniture, lighting and object designers to the New York design marketplace. In 2011, Odile **co-founded, with Claire Pijoulat, WantedDesign NYC**, a satellite Design Event during New York Design Week. This event features international designers, curated exhibits, and a dynamic program of design conferences, special events and design school workshops.

#### **Barry Richards**

Barry Richards is a **Principal and Studio Leader at Rockwell Group**, where he brings his multi-faceted skill set to work focusing on products, productions, and playgrounds. Projects include the creative direction for Imagination Playground, Walt Disney Family Museum, and Center for Human and Civil Rights; set designs for film, television and theatre include the Academy Awards, Team America: World Police, Hairspray; and product design for Knoll, Stellar Works, Rich Brilliant Willing, The Rug Company, Maya Romanoff and Jim Thompson.

#### **Matt Tyson**

**An industrial designer and entrepreneur**, Matt brings 15 years of experience in the design world. He has worked as an industrial design consultant for Chobani, Jay-Z, Bing, Prudential and many others. He designed and built commercial and residential interiors in New York City for seven years, and recently brought to market Modos Furniture, a tool-free modular furniture system. In his free time, you will find him designing off-the-grid shelters. Matt is passionate about the power of design to change lives.

# Grand Gesture

## 2017 COLLAB STUDENT DESIGN COMPETITION

### REGISTRATION FORM

- Email this form by 12 pm (noon) on Thursday, November 9 to [collab@philamuseum.org](mailto:collab@philamuseum.org).
- Also print form and place in sealed envelope, along with Flash Drive with high res product image and project statement, tape it securely to the back of presentation board, and submit it with 3-D model on Monday, November 13.

**ENTRIES ARE TO BE SUBMITTED BY 9:00 AM**  
**PHILADELPHIA MUSEUM OF ART MAIN BUILDING**

---

Student's Name

---

Email Address

---

Cell/Telephone Number

---

College/University

---

Department/Program

---

Name of Student's Professor

---

Professor's Email

---

Project Title

### 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 contest submissions, as well as event photographs or video footage in which the undersigned appears, in any publications or other media produced by or for the Museum for the purposes of advertising, promoting, illustration, or information. The undersigned also waives any right to approve any use of these photographs or video footage and releases the Museum and the photographer/videographer from any claims arising in connection with their use.

---

Student's Signature

---

Date