

BODUM® DESIGN AWARD
BETTER PRODUCTS FOR BETTER LIVING

BODUM® DESIGN AWARD 2012

THEME 2012: SIMPLICITY

Design competition about products and product concepts which possess a degree of simplicity that lets them challenge our conventional thinking and test the limits of our habits and behaviour and of the tools and objects that are part of our everyday life.

The competition is aimed primarily at designers and design students.

Baggrund

BODUM® DESIGN AWARD is a new Danish Design Award, instituted by BODUM® in cooperation with the LOUISIANA Museum of Modern Art, the magazine BO BEDRE and Danish Designers. BODUM® DESIGN AWARD will be awarded annually on the basis of an annual design competition with a specific theme.

In our everyday lives, we are faced with many issues and choices, not least due to new technological developments and unlimited access to information, which introduce new possibilities but also added complexity. Many companies, including BODUM®, strive to offer products and services that make life simpler.

This year's BODUM® DESIGN AWARD has SIMPLICITY as its main theme. The competition invites you to present an idea for a solution, based on simplicity – in the form of a product or a product concept, regardless of product category – that makes everyday life easier, more beautiful and more meaningful for the individual user. Any product that lives up to the requirements and criteria of the competition will be assessed by the jury.

The prize money is allocated with a first prize of DKK 250,000 and five second prizes of DKK 50,000. The winner of the first prize will also receive the BODUM® DESIGN AWARD 2012.

About the company

BODUM® has for more than 60 years been a trademark of visionary innovation as founder Peter Bodum's motto: "Good design doesn't have to be expensive". BODUM® is a family-owned business founded in 1944 in Copenhagen by Peter Bodum. The founder managed to position BODUM® internationally already in the 60s based on his unique concept: development of products that everyone has the option to buy but without compromising on functionality and quality.

Early in its history Peter Bodum saw the importance of industrial design, and the importance of design is still one of BODUM®'s main pillars. Based on the principle "Form follows function", Peter Bodum designed the coffee brewer Santos, which during the 50s, 60s and 70s was one of the best selling coffee brewers in the world.

In 1974 the Founder's then 26-year-old son Jørgen Bodum took over the company with an ambition to lead BODUM®'s traditions and creative vision forward. Already in 1974 Jørgen Bodum manifested the company's design philosophy in the form of BODUM®'s first coffee brewer with press - Bistro - later named as the world's most environmentally friendly coffee brewer and assigned some of the world's leading design awards.

Today, BODUM® offers a wide assortment of products for cooking, storing and serving food and drink, textiles and other things for the home and office. BODUM® is sold in 55 countries, has 20 own concept stores and more than 300 shops-in-shops worldwide - including in Paris, Copenhagen, Zurich, Lucerne, Tokyo, New York, Sydney, Okinawa and Auckland - some even serving BODUM®'s own tea and coffee.

As of June 2010 BODUM®'s Scandinavian activities are driven from Humlebæk - as a neighbor and main sponsor of the LOUISIANA Museum of Modern Art.

For more information visit www.bodum.dk.

Programme for the BODUM® DESIGN AWARD 2012 competition

The theme of the BODUM® DESIGN AWARD 2012 competition is SIMPLICITY: simple solutions in the form of products or product concepts, regardless of product category, that make everyday life easier, more beautiful and more meaningful for the individual user.

The design competition calls for proposals that challenge our conventional thinking by virtue of their simplicity and test the limits of our habits and behaviour and of the products that are part of our everyday life. The participants are free to choose the context in which the product or product concept should make a difference. BODUM® would like to be challenged and invites the participants to give their imagination free reins.

Programme requirements and criteria

The jury will judge the competition entries based on an overall assessment of the following criteria:

Sustainability. The competition entries should be based on thorough consideration for their impact on the environment and the future throughout the product life cycle; furthermore, they should also promote or encourage more reflected and responsible behaviour in the user.

Relevance in relation to today's challenges. A growing number of people find everyday life challenging because they feel a sense of "overload" due to the constant flow of impressions and information, superfluous features and complexity. Therefore, the relevance of products and services is increasingly measured on whether they seem meaningful, and whether they meet a real need.

Utility. Although the competition accepts product concepts where the solution is not yet "finished" enough to be tested in real life, the solution should appear useful and user-friendly to the jury.

Originality. The world is flooded with "me too" products. The competition calls for proposals that are surprising, challenging and original – there is no reward for predictability.

Aesthetic value. While the issue of beauty is open to debate, aesthetics is mainly an issue of appealing to the senses and of achieving an emotional impact. The competition entries should possess these aesthetic values.

Feasibility. In addition, the competition entry should be feasible in its presented form or with additional treatment.

The degree of detailing should match the level of abstraction: If the proposal is highly conceptual in character, a lower degree of detailing will be acceptable, while a proposal for a finished product is expected to be more detailed. The participants are free to choose the product category or challenge that the solution addresses, provided it complies with the thematic framework that is described above.

Jury

The proposals will be judged by the following jury:

- Jørgen Bodum, CEO, BODUM®
- Niels-Erik Folmann, CEO, Folmann&Co
- Alain Grossenbacher, Creative Manager, BODUM®
- Tina Jørstian, Creative Manager, LOUISIANA Museum of Modern Art
- Jesper Pagh, Designer mDD
- Erik Rimmer, Editor-in-chief, BO BEDRE
- Priska Scherer, Manager, BODUM® Design Group
- Christina Strand, Designer mDD

The jury is entitled to call in special experts as advisers. It is assumed that those not directly or indirectly have participated in the competition.

Awards

The total prize for the competition is DKK 500,000. The prize money is allocated with a first prize of DKK 250,000 and five second prizes of DKK 50,000. The jury is required to distribute the entire prize sum.

The winner of the first prize is awarded BODUM® DESIGN AWARD 2012.

BODUM® reserves the right but has no obligation to enter into agreements about further development, product maturation or production and sale of the prize-winning solutions. Any negotiations will take place

based on a case-by-case assessment by BODUM® and on individual conditions and must be completed no later than two years after the awarding of the prize.

Audience award

In addition to the jury's assessment, one of the six prize-winning products will receive an audience award, as the six solutions selected by the jury will be posted for a public vote on the Facebook page for BODUM® DESIGN AWARD 2012. The audience award will consist of a travelling grant at a total worth of max DKK 20,000.

Website

A website has been developed for the design competition: www.bodumdesignaward.com. In addition to the competition programme this website will also feature questions and answers related to the competition.

Timetable

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| Competition announced | Monday, 27 February 2012 |
| Deadline for questions about the competition | Wednesday, 28 March 2012 |
| Answers to questions about the competition | Tuesday, 10 April 2012 |
| Submission of proposals <u>no later than</u> | <u>Monday, 21 May 2012</u> |
| The jury makes its decision | late May 2012 |
| Award ceremony and presentation | early September 2012 |

Competition regulations

1. Competition organiser

The competition is organised by BODUM® in cooperation with the LOUISIANA Museum of Modern Art, BO BEDRE and Danish Designers.

2. Participants

The competition is aimed primarily at designers and design students. By participating in the competition, participants accept all the conditions contained in this competition programme and the competition regulations.

3. Competition Secretary

Competition secretary is design consultant Birgitta Capetillo, e-mail: bc@bodum.com

4. Competition materials

Competition material consists of this competition programme and the competition regulations.

5. Questions

Questions related to the competition may only be addressed per e-mail to the competition secretary, bc@bodum.com subject line BODUM. The questions, which must be in Danish, are presented anonymously to the competition organiser and if necessary to the jury.

Deadline for questions is 28 March 2012. Questions and answers will be published on the website www.bodumdesignaward.com 10 April 2012.

6. Competition proposals

Each participant may submit max 3 (three) proposals.

For each proposal (not to be sent electronically) min 1 and max 2 posters must be submitted in A1 size of thick cardboard or carton together with a written statement in English of max 2 A4 pages detailing the proposal and its idea, including

- background and idea for the product / concept
- user experience and context
- materials, production method and any technical details.

The posters may show the proposal in sketches and/or renderings of the proposer's choice. Models are not accepted.

7. Competition proposal execution

Proposals must be anonymous and not previously published. Proposals and documents must in the lower right corner clearly be marked with a code of the following type: 2 randomly selected letters followed by 5 randomly chosen numbers (e.g. AA 99999).

If the participant breaks the anonymity the participant will be excluded from continued participation in the competition.

8. Envelope with name label

The proposal must be submitted by an opaque, sealed envelope containing a note with the proposer's name, address, telephone number and e-mail address, and the code of the proposal. The envelope must be labelled with the code of the proposal.

If a participant whose proposal is not rewarded, wants to maintain his/her anonymity, the envelope should be marked with a large red X. Furthermore it should contain an envelope with the name and address of the person that the competition secretary should contact regarding the outcome of the competition etc.

9. Submission

Proposals must be sent or delivered to Danish Designers, Strandgade 27A, DK-1401 Copenhagen K.

Proposals sent by mail must be postmarked no later than Monday, 21 May 2012.

Proposals delivered directly to Danish Designers (Monday - Friday 10.00 to 15.00) must be received by Danish Designers no later than 21 May 2012 at 15.00. The packaging must be clearly marked with the code of the proposal and the name of the competition "BODUM@ DESIGN AWARD 2012". Proposals not received on time will not be considered.

10. Jury

Proposals will be judged by a jury as mentioned in the present competition programme.

11. Judging criteria

The jury will evaluate competitive proposals on the basis of an overall estimate of how well the proposals meet the competition programme requirements and criteria as described in the present competition programme.

12. Awards

Proposals will be awarded as set forth in the present competition programme.

13. Publication and presentation

BODUM@, LOUISIANA Museum of Modern Art, BO BEDRE and Danish Designers have the right to publish and/or present all proposals received. When the competition results are made public, the participants' names will be given unless the participant has wanted to maintain his/her anonymity (see point 8).

14. Insurance

Insurance of the proposals is not relevant for the competition organiser. There will be no compensation for potential damage to the submitted material.

15. Returns

The proposals will not be returned. If a participant wants his/her proposal returned, the proposal can be collected on 26 September 2012 between 10.00 and 15.00 at Danish Designers, Strandgade 27A, DK-1401 Copenhagen K.

16. Rights

a) The winning competition entries (posters and other written documents) are the property of the competition organiser.

b) The proposer(s) of the winning competition entries retain, however, copyright of the entries.

c) The premium will under the circumstances be taxable to the recipient. Any taxes and duties are the participant's responsibility and are not relevant for the competition organiser.

d) It is the competition organiser's intention but not obligation to implement the development of one or more winning proposals in collaboration with the proposer/proposers.

e) The competition organiser has first right to negotiate a contract with the proposers of the winning proposals. Any such contract will involve the transfer of all product rights to the competition organiser in return for a lump sum to be negotiated, as the competition organiser has no intention of entering into contracts where production and sales rights are transferred in return for royalty payments.

If it proves impossible to negotiate a contract within a time span of two years, the participant retains all rights to the proposal, including the right to exploit or sell the proposal to a third party.

f) The competition organiser may also choose to enter into negotiations about a contract with other competition participants besides the winners. Any such contract would involve the transfer of all product rights to the competition organiser in return for a lump sum, as the competition organiser has no intention of entering into contracts where production, sales and other rights are transferred in return for royalty payments.

If it proves impossible to negotiate a contract, the participant retains all rights to the proposal, including the right to exploit the proposal or sell it to a third party.

g) The proposer provides assurance that the competition proposal, to his/her knowledge, does not violate the rights of others.