

CALL FOR  
ENTRIES

SUBMISSION  
DATE: 31.08.07

DESIGN  
AWARDS

WEDNESDAY  
17TH OCTOBER 2007  
MANSION HOUSE, DUBLIN

## WELCOME TO THE NINTH BIENNIAL INSTITUTE OF DESIGNERS IN IRELAND AWARDS

**The Awards is an occasion to celebrate the excellent standard of design achieved by designers on the island of Ireland for 2006/2007.**

It is also an opportunity for the IDI to promote this standard to a commercial audience.

Members of the IDI are eligible to enter the awards. For those who are not yet members of the Institute, application forms are attached. Simply fill in the attached form and submit it with your entry and membership fee. Both the Institute and Awards are not for profit.

The IDI Awards ceremony will take place on Wednesday the 17th of October 2007 at Mansion House, Dublin.

Exceptional achievements are worth communicating which is why all winning entries will be promoted to local, national, international press and trade publications and through our affiliations with international bodies such as the International Federation of Interior Designers, the Bureau of European Designers Associations, the International Council of Graphic Design Associations, the International Council of Societies of Industrial Design and the European Council of Interior Architects. All finalists will also be profiled in both the IDI Members directory and the 2006/2007 IDI "Best in Design" book to be made available to all members, the general public and commercial enterprise.

The presentation of outstanding design entries will be exhibited at the awards ceremony and in a travelling exhibition to be held post-awards.

On behalf of the Institute of Designers in Ireland we would like to wish all entrants the best of luck.

*The 2006/2007 IDI Awards Committee is:*

**Cameron Ross, Sean McNulty, Rina Whyte, Carol Coffey, Selma Harrington, Steve Conlon, Celine Cummins**



**Institute of Designers in Ireland**  
Institiúid Dearthóirí Eireann



The Institute of Designers in Ireland is a professional association of designers of different disciplines practicing in the island of Ireland.

We invite you to join the IDI.

#### Contact

Rina Whyte, Executive Officer  
t: +353 (0)1 489 3650  
e: idi@indigo.ie

Formed in 1972, The Institute is recognised at national, EU and international levels as the representative body of the design profession in Ireland.

The members, whether in private practice or salaried employment, work in the fields of consumer and capital projects, interiors and exhibitions, textiles and fashion, all aspects of visual communication, interactive design, design management and design education.

The aims of the Institute are to secure and maintain recognition for the design profession, to maintain standards of professional practice, conduct and integrity and to promote high standards and a greater understanding of the role of the design industry.

Our function is to promote high standards of design, to foster professionalism and to emphasise designers' responsibility to society, to the client and to each other.

## THE NINTH BIENNIAL INSTITUTE OF DESIGNERS IN IRELAND AWARDS

### WHO SHOULD ENTER

All designers working in Ireland who are providing professional design services are eligible, whether working in a design consultancy or as part of an in-house design resource. An individual designer with limited resources is as likely to win as a designer in a large design studio.

Conceptual design work will not be accepted. All work entered must have been produced, implemented or available for sale between the period of August 20th 2005 and August 31st 2007. Entries that have been submitted in previous IDI Design Awards will not be accepted.

There are 7 categories of entry (incorporating 18 sub-categories). Entrants for each sub-category will be eligible for the award of Commended, Highly Commended or Overall Winner.

### ENTRY FEES

#### Current Members of the Institute of Designers in Ireland

The Award entry fee for current members of the IDI is €55 (£35) for initial submissions. If you submit more than one entry you will be charged an additional €25 (£15) per entry. You may submit as many projects as you wish.

#### New members of the Institute of Designers in Ireland

You may enter the awards and become a member of the IDI at the same time. The fee will be:

€55 + €225 (for membership) = €280  
£35 + £160 (for membership) = £195

If you submit more than one entry you will be charged an additional €25 (£15) per entry. You may submit as many projects as you wish.

Membership fee covers the 12-month period commencing the 1st January 2007.

#### Associate members of the Institute of Designers in Ireland

3 years in practice following qualification. The entry fee for new associate members is:

€55 + €85 (for membership) = €140  
£35 + £60 (for membership) = £95

An associate member will have a validated Diploma or Bdes/BA awarded by NCEA, DIT, CNAA, NUI or university body and must have been working in the design industry for less than 3 years.

### HOW TO ENTER

Each entry is to be submitted on A2 (landscape) mounting board. Photographs, drawings and/or brochures can be used to make up a collage of the entry. Only one A2 (landscape) board per entry is permitted.

#### The following advice should be followed:

- Entrants are encouraged to submit samples or products for inspection by the jury (these items may also be used in the exhibition and must be available to travel post-awards for a period of one year).
- Each entry must be accompanied by high-resolution digital images as per your presentation board for post awards promotional purposes, use in the 2006/2007 IDI "Best in Design" book and the IDI exhibition. Please place in an envelope and attach to the back of your A2 board. The design brief must appear on the front side (please follow guide attached).
- Each entrant must complete the entry form correctly and attach it to the back of the entry board. No entrant or company names responsible for the entry should appear on the front of the board.
- Short 1 to 2 minute videos (VHS or DVD) or animations (MPEG) only will be considered by the jury (longer videos/DVDs will not be viewed).
- PC formatted CDs will be acceptable for multimedia entries.
- Websites should be supplied as URLs (these will be judged online)

If you submit more than one entry you will be charged an additional €25 (£15) per entry. You may submit as many projects as you wish.

Membership fee covers the 12-month period commencing January 1st 2007.

#### Payment of Fees

A cheque made payable to 'Institute of Designers in Ireland' to cover all entries and fees should be included with your entry. Fees are non-refundable.

### ENTRY DEADLINE/ DROP OFF POINTS

Entries must be received by 4pm on August 31st 2007.

Entries can be submitted at venues in Dublin and Belfast.

Please contact us directly concerning the submission of any large samples (i.e. 60x60x60cm).

**Dublin:** Institute of Designers in Ireland  
Rina Whyte, Digital Hub, Roe Lane,  
Thomas Street, Dublin 8  
T +353 1 489 3650 [www.digitalhub.com](http://www.digitalhub.com)

**Belfast:** Institute of Designers in Ireland  
AV Browne, 46 Bedford Street,  
Belfast BT2 7GH  
T +44 (0)28 9024 1033 [www.avb.co.uk](http://www.avb.co.uk)

### THE RULES

1. A separate copy of the individual entry form must accompany each submission. As the judging is anonymous, please ensure that the form is attached to the back of each entry.
2. All entries must be received by 4pm on Friday, August 31st 2007.
3. Only work produced by designers based in the island of Ireland is eligible.
4. Entries for companies, design consultancies, architects, advertising agencies, direct marketing agencies, printers and client companies from outside the island of Ireland are eligible provided that the client's headquarters are on the island.
5. No conceptual work will be accepted. All entries must have been manufactured, constructed, developed or printed.
6. The judges reserve the right to reallocate entries, which in their view, are incorrectly entered.
7. The organisers reserve the right to retain entries for subsequent publication / exhibition in connection with the Awards.
8. No correspondence will be entered into regarding entries.
9. The judge's decision is final. The jury reserve the right not to make an award in any category / sub-category should they feel the entry standard is not deserving of an award.
10. Lobbying will disqualify the entrant immediately.
11. All material will remain confidential to the judges. Winning entries will be written up for publicity purposes.
12. Entries, which are required to be returned, should be clearly marked and must be collected at the entrant's expense. Entries cannot be kept and, with the exception of those selected for exhibition, will be destroyed by the end of November 2007 if not previously collected.
13. Whilst every care will be taken in the storage of entries, the organisers will not accept responsibility for loss or damage of entries.
14. The Grand Prix award for the designer of the year will be selected from all the category winners.
15. All projects completed between August 20th 2005 and August 31st 2007 are eligible. No previously entered work can be submitted.

# THE JURY

The international panel of jurors will be representative of business, designers and design commentators.

The judging will be conducted in a round-table discussion format to be held on September 8th 2007, in Dublin.

The jury will seek to assess how successful the designer was in achieving the objectives set out in the design brief (presented on the front of the A2 board).

In addition the jury will evaluate each entry for:

- Function
- Innovation
- Content /Context
- Production technique

## Albrecht Ecke

Albrecht Ecke is one of Germany's leading industrial and product designers and the recipient of numerous awards for his outstanding signage, furniture, street furniture, public lighting, and exhibition designs. Amongst his best-known, award-winning creations are: CrissCross, a playful modular paving-stone system; Fritz, the Prussian-influenced design family of street furniture and lighting; go.tic, a modular, energy-saving prefab house; and visius, a light, easy-to-use and highly versatile signage system.

Together with Beate Ecke he is the founder of the interdisciplinary design practice, eckedesign. The office unites graphic, industrial and media design to undertake a diversity of conceptually complex design projects including museum and trade fair exhibitions, public spaces and large-scale urban and architectural signage systems. Eckedesign has German offices in Berlin and Potsdam and a Chinese office in Ningbo.

A talented 'all-rounder', Albrecht is a practicing professional, writer, public speaker and teacher. He began his career by studying 'cybernetics' at the University of Magdeburg in what was then the German Democratic Republic, and later studied industrial design at the Art Institute, Weißensee, in East Berlin. He made the difficult move to West Berlin and began private practice there in 1988.

Beyond constantly expanding his own formal design language, Albrecht is interested in a wide variety of vital design-related issues ranging from creativity and the innovation process to aesthetics, ergonomics, and the politics of design and its impact on the public sphere.

## Robert Bau

Robert Bau is a brand and design strategist that divides his time between consulting, lecturing, teaching and writing. He has worked for several leading consultancies in Stockholm. He now lives in London but works all over Europe on a consultancy basis for a wide range of client organisations. In addition, he represents the leading Swedish industrial design firm Ergonomidesign in London.

As a strategist, Robert has developed several brand, business, marketing, design and marcom strategies for blue-chip clients and start-ups, primarily in the Nordic region but also in the UK. Clients include Clear Channel (leading outdoor media company), Dramaten (Sweden's Royal Dramatic Theatre), IBS (leading provider of supply chain management solutions), Veidekke (leading building contractor and property developer) and WM-data (leading supplier of IT services).

As a Client Director, Robert has extensive experience in managing multi-disciplinary, multi-cultural teams to audit and develop (award-winning) corporate identities, retail environments, packaging, web sites, annual reports and advertising campaigns. Clients include Arla Foods (largest dairy company in Europe), NCC (leading construction and real estate company in the Nordic region), Posten (Sweden's national postal service), and Riksbanken (Sweden's central bank).

As a teacher and lecturer, Robert has "preached" about brand, design and project management at universities, university colleges and schools all over Europe.

Robert holds an MBA in Design Management from the University of Westminster in London and an MSc in Business Administration and Economics from the Stockholm School of Economics. In addition, he holds a diploma in Art Direction from Berghs School of Communication.

## Steven Aspinall

Creative Director, Red Bee Media

Liverpool born broadcast graphic designer Steven Aspinall graduated from St. Martins school of Art, in London, in 1987.

In his 19 years in the industry he has created numerous title sequences and programme content across Drama, Entertainment, News, Sport, Childrens, Factual and other programme genres. Recent years have seen him lead Channel Branding projects for RTE in Ireland, Canvas in Belgium and BBC Four in the UK.

His work has received many industry awards and nominations including BDA, Promax, RTS, New York Festivals, International Monitor, LEAF and Bafta.

He spends most of his spare time in his tiny house in Muswell Hill listening to old Frank Sinatra records. Much to the detriment of his wife and two daughters.

His favourite ever TV programme is 'Our Friends in The North.'

## Thomas Kurppa

Thomas Kurppa recently Art Director for 5 years at Stockholm Design Lab was born in Sweden and lives and works in Stockholm.

Clients he has worked include SAS Scandinavian Airlines, Åhléns, IKEA, Filippa K, Stadium and the Museum of Modern Art, Stockholm.

Thomas has been the recipient of many awards including the Swedish Advertising Federations, Art Directors Club New York and European Design Annual. He has also acted as a jury member for a number of Awards such as the Red Dot Design Awards.

He has written for a number of selected publications such as Disc Style, Edition Olms, Art Directors Annual 80, Rockport Publishers, Who's Who in Design, Red Dot Edition, Swedish Graphic Designers 04 and guest lectured at Sweden's leading design schools.

## Mads Kjølner Damkjær

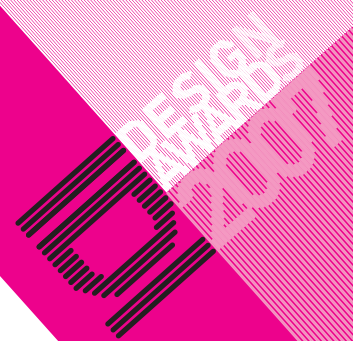
Mads Kjølner Damkjær is Partner and Head of Product Design in Goodmorning Technology. Mads graduated with a MA in Industrial Design from The Danish Design School after studies at the Academy of Building Engineering. He was owner of the former Contxt Studio and also has International work experience from the Netherlands and from RADI Designers, Paris, he has received several international nominations and awards. As partner at Goodmorning Technology his clients include: Sony Ericsson, Fritz Hansen Furniture, Louis Poulsen Lighting, Top Com, Holmegaard Living Design, Weber furniture, DR – Danish Broadband and Jabra.

Goodmorning Technology is a strategic designhouse, who create with a wide range of media. Goodmorning Technology consists of an expert team of designers, architects, researchers and strategy minded people who strive to create and produce within all aspects of design. Goodmorning Technology was established in 2003, based in the heart of Copenhagen, Denmark, with a truly international mindset.

## Pia Bang

Pia was born in Copenhagen and moved to Ireland in her late teens.

She went on to open one of the first successful fashion boutiques in the country at the young age of 19. She has continued to be a leader in the design and fashion industry ever since.



## THE CATEGORIES

### 01 COMMERCIAL INTERIOR & EXHIBITION DESIGN

- 01 A Residential
- 01 B Commercial
- 01 C Exhibition

The jury will be looking at the use of materials and their appropriate use within the space. A short (5 minutes or less) video may be submitted as part of the entry.

### 02 TV / THEATRE / FILM DESIGN

- 02 A TV/Film Tile Design and Branding
- 02 B TV/Film/Theatre Production/Set Design.

A short (5 minutes or less) video or DVD must be submitted as part of the entry.

### 03 VISUAL COMMUNICATIONS

- 03 A Corporate/Brand ID
- 03 B Promotional Literature/Publications
- 03 C Annual Reports
- 03 D Packaging

Innovation, quality and adherence to the design brief are essential in this category. You are encouraged to submit samples with your entry.

### 04 FASHION & TEXTILE DESIGN

- 04 A Fashion
- 04 B Textiles (Printed, Woven or Embroidered)
- 04 C Accessories

No conceptual work will be accepted. Quality of execution is a key factor in this category. You are encouraged to submit samples with your entry.

### 05 MULTIMEDIA DESIGN

- 05 A Website Design
- 05 B CD-ROM Design
- 05 C Digital Animation

Entries must be submitted on PC formatted CDs or as a URL where appropriate.

### 06 PRODUCT DESIGN

- 06 A Consumer Products
- 06 B Industrial Products
- 06 C Furniture

Entries must have been completed/manufactured/produced within the specified period. No conceptual work will be accepted. You are encouraged to submit production models or prototypes where appropriate.

### 07 DESIGN FOR ALL

A Design For All Award will be presented to the entrant who best meets the criteria set by the IDD (Institute for Design and Disability). Entry to this category is open to all and the cost will be included in member's regular entry fees. Simply tick the box should you want your entry to be judged in this category also.

# IDI MEMBERSHIP APPLICATION

If you are not a current member of the Institute, please complete and sign this membership form and submit it together with your valid entry form and membership/award entry fees.

- Education · Design Management · Visual Communications
- Fashion & Textile Design · Product & Industrial Design
- Theatre, Film & Television Design · New Media Design
- Exhibition & Interior Architecture/Design\*

Please enclose a cheque for the appropriate amount. In the event of your application not being successful, your cheque will be returned.

**Member** €225/£160

**Associate** €85/£60

\*Member of Exhibition & Interior

**Architecture/Design section** €240/£165 (includes ECIA levy)

Name of Candidate

Date of birth

Company Name & Address

Home Address

Tel

Tel

Fax

Fax

Email

Email

Address to which IDI mailing should be sent  Work  Home

Number of years in practice (*employed*)

Number of years in practice (*private*)

Your IDI membership is valid for the calendar year in which you enter the awards.

## ENTRANT DETAILS

Please complete and sign this entry form and attach it firmly to the BACK of your A2 presentation board. Each entry must be accompanied by the separate form. Please photocopy this form for additional entries.

Design Category

Title of Entry

Name(s) of Designer(s)

Supporting Role List other members of the team where appropriate (e.g. design colleagues, photographers, illustrators, etc.)

Design Company

Address

Telephone

Email

Website

Details and dates of design education

Details and dates of other academic studies

Academic qualifications and awards\* (e.g. BA, BDes, DipArch, etc.)

Professional qualifications (e.g. MRIA, MCSD, FRSA, etc.)

Other appointments held and dates of office\*

Design Experience\* (Please provide details and dates of design projects completed)

**\*You are encouraged to submit a detailed Curriculum Vitae**

I wish to become a Member/Associate of the Institute of Designers in Ireland. If elected, I agree to accept the Constitution and Code of Conduct for the time being in force, subscribe to the Institute's Declaration, and pay the appropriate subscription when called upon.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Witnessed by IDI Member  
Signed \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

Please tick if your client will participate in post Design Awards promotion activities

Please tick if you are eligible for 'Young Designer of the Year Award' (practicing 3 years or less)

**IN THE EVENT OF YOUR ENTRY BEING SUCCESSFUL, THIS IS THE INFORMATION WHICH WILL BE USED IN ALL PROMOTIONAL MATERIAL. ATTACH THIS SIDE TO BACK OF A2 BOARD SO THAT IT **CANNOT** BE SEEN BY THE JURY**

# DESIGN BRIEF

Please complete this form and attach it to your A2 board exactly as illustrated below. In the interest of consistent presentation you MUST use this method. Please photocopy the form for additional entries. Provide 3 lines for each point.

Commercial objectives *(Client's objectives)*

Target Audience *(Who were you designing for)*

Design Theme/Influences *(What influenced your design)*

Design Objectives *(What you set out to achieve)*

Design Budget *(Approximate guide of client investment)*

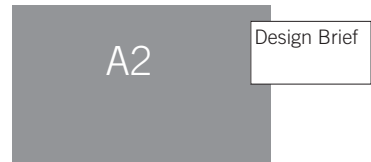
Office use only

## Entry Checklist

Have you included everything?

- A2 presentation board displaying your project (1 per entry)
- Your design brief details, attached to your board front right, facing forward, as illustrated below (1 per entry)
- Your completed entrant details, firmly attached to the back of your board and not visible to the jury (1 per entry)
- Your cheque for the appropriate entry fees made payable to 'Institute of Designers in Ireland'
- If you are not currently a member of IDI; Your completed IDI membership application form and cheque for the appropriate annual subscription made payable to 'Institute of Designers in Ireland'

One A2 Board. Presented landscape/horizontal. Design Brief is to be placed off right hand side edge as illustrated here.



**Institute of Designers in Ireland**  
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**THE SUNDAY BUSINESS POST**  
IRELAND'S FINANCIAL, POLITICAL AND ECONOMIC NEWSPAPER



**BOMBAY  
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DESIGN  
AWARDS  
2008