



R75 000 in prizes to be won!

What is the Western Cape Furniture Design Competition?

The Western Cape Furniture Design Competition aims to promote design as one of the key tools for a furniture manufacturer to improve its competitive edge and stimulate economic growth, both locally and internationally.

The competition theme is: SEATING with a "Shack Chic" flavour.

This year we require a contemporary approach to explore what the shack environment has to offer. Exploration into the possibilities for this living context has been limited by the design profession.

We at the WCFI believe that there is scope for all entrants to question existing perceptions and take up the creative challenge to propose seating options that will enhance comfort and be of pragmatic use.

Keywords : Size, weight, aesthetic interpretation, multifunctional, colour, batch/high-production, durability.
Does your design sing an African Song?

Categories:

1. Closed competition for Registered Students.
2. Open competition for Emerging Designers.
3. Open competition for Professional Designers.

*All category entrants must be 18 years or older and reside in the Western Cape.

*All furniture pieces must be able to be mass-produced or at least batch-produced.

The finalists and awards for the Western Cape Furniture Design Competition 2011 will be presented at Design Indaba Expo from 25 to 27 February 2011 at the Cape Town International Convention Centre.

The competition is presented by the Western Cape Furniture Initiative and the Forestry Industry Education and Training Authority, the Department of Economic Development and Tourism, in conjunction with, the Bargaining Council for the Furniture Manufacturing Industry of the Western Cape and the Furniture Technologies Training

Centre in Cape Town.

The Western Cape Furniture Initiative, a non-profit organisation, will develop and promote the furniture industry in the province, drawing on its representative members from government, labour unions, industry, tertiary institutions and other representative organisations.

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The competition is divided into 3 categories:

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**All category entrants must be 18 years or older and reside in the Western Cape.*

**All furniture pieces must be able to be mass produced or at least batch produced.*

The purpose of this competition is to showcase the skills and knowledge in furniture design acquired **(The Design Stage)**, and to showcase those innovative furniture designs of high aesthetic and technical quality **(The Manufacturing Stage)**.

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Deadlines:

1. **Entries open 4 October 2010.**
2. **Entries close 15 November 2010.**
3. Finalists announced on 30 November 2010.
4. Finalists to manufacture designs 15 February 2011.
5. Finalists' furniture will be displayed at Design Indaba Expo from 25 to 27 February 2011.
6. Winners announced on 27 February 2011 at Design Indaba Expo.

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Judging

- The judging panel comprises Carrol Boyes, Lawrence van der Merwe, Y Tsai and Søren Lassen.

The Design Stage entries will be judged and scored according to the following criteria:

Originality **15 points**

Durability **10 points**

Aesthetics **15 points**

Full working drawings **20 points**

Functionality **15 points**
Commercial viability **25 points***
TOTAL 100 points

*(Include brief overview of the stylistic and aesthetic inspiration and description of the design and materials)

The Design Stage finalists entries will proceed to the Manufacturing Stage and will be judged & scored according to the following criteria:

Material choice **15 points**
Quality of construction, durability & finish **20 points**
Attention to detail **10 points**
Aesthetics of item as made **20 points**
Commercial viability **20 points***
Functionality **15 points**
TOTAL 100 points

*(Include a brief report on what were your problems and contingencies)

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Guidelines for entry: Products

- Furniture related to SEATING "SHACK CHIC" environments – chairs, stools, couches, etc. from our living environment, indoor or outdoors.
- Any material can be used, including wood, steel, plastic etc.
- The products must be original, new, and ready for production.
- The judges will decide on the three finalists in each category based on the preliminary designs submitted with the entry form.
- The three finalists in each category will be asked to submit a manufactured product.
- Finalists' furniture will be displayed at Design Indaba Expo 2011.

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Entry Form: [Download Entry Form](#)

All entries via email and post must include the following relevant information:

Entry forms are available on the website [MailScanner has detected a possible fraud attempt from "ss6.chennells.com" claiming to be www.capefurniture.za.org](#)

All entries must be accompanied by:

- Technical scale drawings and 3D drawings of the design.
- Description of the design and materials.
- Brief overview of the stylistic and aesthetic inspiration.
- Signed entry form.

– Signed terms and conditions.

Entrants may submit more than one design. Each design must be submitted with a separate entry form. If you enter as part of a team or collaboration, it is important that you elect a team leader or contact person and also list all participants on the entry form. Only the names on the entry form will be considered the winners if successful.

Complete the entry form and email to:

bernadette@furniture.org.za

Post to:

Western Cape Furniture Design Competition
Furniture Industry House, P.O. Box 1123, Woodstock, 7915

Hand deliver to:

Western Cape Furniture Design Competition
2nd Floor, Furniture Industry House, 19 Kent Street, Salt River, 7925

Entrants must submit an email (electronic) and postal (hard copy) entry.

Terms & Conditions

The competition is open to students, emerging designers and professionals residing in the Western Cape.

Foreign nationals need to be in the possession of a valid resident permit.

Entrants must be 18 years or older.

Entrants may submit more than one design. Each design must be submitted with a separate entry form.

Entrants must submit an electronic copy in PDF format and hardcopy of the design.

All scanned entries must be signed.

Your e-mail and postal entries must be accompanied by:

- Technical scale drawings and 3D drawings of the design.
- Description of the design and materials.
- Brief overview of the stylistic and aesthetic inspiration.
- Signed entry form.
- Signed terms and conditions.

Indicate which market sector you are aiming at: Entry, middle or exclusive market on the Entry form.

Participants take part and enter the competition at their own risk, and the companies bare no responsibility for any loss, damage or harm suffered as a result of participation.

Only original and complete entries can be entered into the competition.

The outcome of the competition is subject to the decision of the judges of the competition whose decision is final, and no negotiations and or correspondence will be entered into after the fact.

The WCFI judges, directors, board members, advertising agents and sponsors employees or their immediate family or any other relation are not allowed to participate in the competition.

Closing date must be adhered to. No extensions will be given.

The finalists will be notified telephonically and via email.

The finalists will have six weeks to manufacture an actual product.

Winners will be announced on 27 February 2011 at Design Indaba Expo 2011.

Finalists will forfeit their participation in the competition if they fail to attend the prize giving at Design Indaba Expo 2011.

The Design Stage entries will be judged and scored according to the following criteria:

- Originality **15 points**
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- Aesthetics **15 points**
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- Functionality **15 points**
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*(Include brief overview of the stylistic and aesthetic inspiration and description of the design and materials)

Total 100 points

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- Commercial viability **20 points***

*(Include a brief report on what were your problems and contingencies)

- Functionality **15 points**

Total 100 points

Entrants must complete all information as requested above for judging as zero marks will be given to information not submitted.

The final manufactured product must reflect the drawing.

The final manufactured product must be delivered to the FBC House by the 15 February 2011.

Finalists furniture to be displayed at Design Indaba Expo from 25 to 27 February 2011.

Finalists to collect their finished product after the show on 27 February 2011.

The intellectual property belongs to the entrant.

There will be three finalists from each category.

Finalists to provide their own décor / accessories for the exhibition display at Design Indaba Expo from 25 to 27 February 2011.

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Back Ground Information on the Western Cape Furniture Initiative

As you all probably know by now representatives of organizations in the furniture industry established a Section 21 Company (a company not for profit) called the Western Cape Furniture Initiative with the main purpose of facilitating programmes in order for employers to grow their factories, generate healthy profits and consequently more jobs are created.

Western Cape Furniture Initiative

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**The Western Cape
Furniture Initiative**



WESTERN CAPE FURNITURE DESIGN COMPETITION:

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