

DESIGN *Emphasis*



Competition Guidelines

Who may enter

Any student enrolled in an accredited college or university and enrolled in an undergraduate furniture design course at the time the entry is designed. Projects completed in the Spring, Summer, or Fall Semesters of '11 or Spring Semester of 2012 will be accepted.

How to enter

Any accredited college or university may enter their school by completing the "School Registration Form" which can be downloaded from the IWF 2010 web site (www.iwfatlanta.com) or by calling IWF at 404-693-8333. All schools must be registered to enter by January 31, 2012.

Once the School Registration Form is received, a package of student registration forms and posters will be mailed to the school.

All students who wish to enter a project must complete the Student Registration Form, and return it to IWF no later than March 30, 2012. Note: All registration forms must be endorsed by the instructor of the furniture design course in which the student is enrolled.



Design Emphasis 2012 must be the first competition in which the piece has been entered.

All entries must be made of at least 50% solid wood or wood composite products. All upholstery entries must have a solid wood or wood composite frame.

Students may enter more than one design, but must use separate pre-registration forms for each entry and a separate media for photos of each entry.

Prescreening for Selection of Finalists



All students who have returned the Student Registration Form by March 30, 2012 must submit 4 digital unaltered photographs of the project (without props) showing front, back and any distinguishing features of the project to the Fair Office by May 4, 2012.

Photographs must be on a PC compatible media (CD-Rom or DVD) in one of the following formats: TIF, JPEG, GIF

IMPORTANT: Resolution must be 300 DPI or higher.
Please – one CD-Rom or DVD per project!

Projects must be at least 90% complete and accompanied by a written description of 100 words or less. The dimensions of the finished piece must be included in the description as well as the materials used in the construction. This description and its presentation are important factors used in the pre-screening process.

Finalists will be notified by June 8, 2012.

If the project is selected as a finalist in the competition

Final entries must be accompanied by an illustration board. This must be poster size (22' x 28"), show the function of the piece, and be self-explanatory. To enhance the project, the illustration board should be as informative and attractive as possible. Use the illustration board to identify features which may not be readily apparent.

Student's name and school must not be written on the board, but should be written on a card attached to the back of the board which can be removed and placed on the front after the judging at the Fair. The board itself is not judged, but is a submission requirement.

Finalists must ship furniture, assembly instructions, and illustration boards to Atlanta between July 16 - August 10, 2012, or deliver in person to the Georgia World Congress Center on August 20, 2012. Detailed shipping instructions will be provided to all finalists.





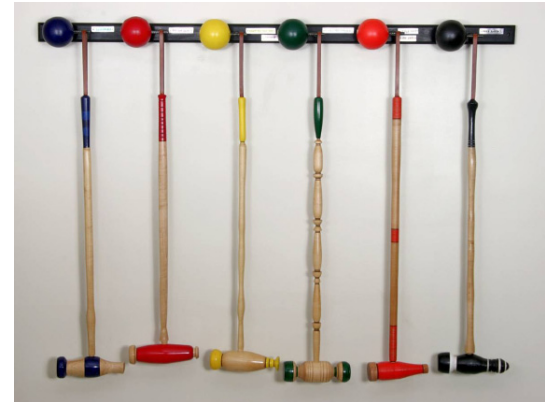
Categories for Judging

Seating

To include upholstered and non-upholstered seating. A majority of the structural components must be made primarily of wood or wood based materials; style, function, comfort, and stability must be addressed.

Commercial/Office/Hospitality Furniture

Furniture designed specifically for use in office, hospitality, health care, college and university markets. Functional considerations as well as adaptability/integration of computer and/or communications technology (when applicable) must be addressed.



Case Goods

Bedroom, dining room, wall systems, display/storage case goods designed for residential or business use.

Accent Furniture/Accent Tables

Traditional tables, table with drawers, and small accent pieces.



Design Creativity

A furniture item that expresses uniqueness in design, use of materials, construction technique and/or creative solution to a functional need. Design execution and craftsmanship on a high order is expected in this category.



Judging Process

All projects entered will be pre-screened in mid-May by a panel of judges to limit the number of projects for the final judging to approximately 50 projects. Only finalists will show actual projects at IWF 2012. Winners will be selected by a panel of experienced professionals associated with the furniture industry, including manufacturers, designers, trade press and retailers.

A Winner, Merit, and Honorable Mention award will be given in each category. In addition there will be a “Best of Show” prize given to the outstanding furniture piece in the competition. The following cash prizes are given:

Best of Show:	\$2,000
Winner in each category:	\$1,200
Merit in each category:	\$ 500
Honorable Mention in each category:	\$ 300



The Following are the criteria for judging and the value given each criteria



DESIGN (40%)

Originality or improvement of an existing design.
 Adaptability or interpretation of furniture from other periods.
 Development / refinement of function, use and construction issues.
 Creative use of materials.

MANUFACTURING (25%)

Is the design reasonably adaptable or suitable to volume production methods?
 Possibilities and ease of packaging for distribution.

MARKETABILITY (20%)

Does the product meet a need of the market for which it is designed?
 The product must effectively perform the function for which it is designed (ergonomics, stability, durability).

WORKMANSHIP (15%)

Attention to construction and finishing. Design / product execution and craftsmanship must be complete and fully functional.



Finalists are Invited to IWF 2012

The Fair will provide two nights complimentary lodging at a hotel selected by the IWF Fair Office for students in the final judging and their instructors who plan to attend IWF 2012.

The Fair will also pre-register all instructors and students participating in the competition to attend IWF 2012 at no charge. If you do not register through the Fair Office, you will be charged a \$15 pre-registration fee or a \$25 on-site registration fee.

IWF will prepay the freight costs for shipping finalists' projects to and from Atlanta. It is preferred that shipments be made through the freight handler designated by the Fair. For those who personally deliver, reimbursement will be based on zones rather than on actual mileage driven. All students in the final judging will receive detailed shipping instructions.

Security is provided throughout the Fair. However, IWF and its sponsors assume no responsibility for damage or loss during shipment or display.



IWF and its sponsors reserve the right to photograph furniture for use in publicity without compensation and shall not be responsible for any copyright or design infringement. While the design remains the property of the student, commercial transactions should be avoided during the Fair.



For more information contact:
Show Management
International Woodworking Fair
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