Design Emphasis is widely acclaimed as the foremost furniture design competition for students and offers design students a unique opportunity to demonstrate their talent and originality before a judging panel of furniture industry designers, manufacturing and retail executives, and members of the trade press who have design-oriented backgrounds. It also provides a unique chance to experience an international industry trade show, make important career contacts and exchange ideas with other students from around the nation.

IWF will provide two nights complimentary lodging at a hotel selected by IWF staff for finalist students and their instructors who plan to attend IWF 2020. Travel to and from the fair is at the student’s or staff’s expense.

The Fair will also pre-register all instructors and students participating in the competition to attend IWF 2020 at no charge. If you do not register through the Fair Office, you will be charged a $35 pre-registration fee or a $50 on-site registration fee.

IWF will prepay the freight costs for shipping finalists’ projects to and from Atlanta. Shipments must be made through the freight handler designated by the Fair or delivered personally by the student. 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.

Who May Enter

Any student currently enrolled in a degree program at an accredited college or university and enrolled in an undergraduate furniture design course at the time the entry is designed may enter a project in the competition. Projects must be designed or completed in the Spring, Summer, or Fall Semesters of ’19 or Spring Semester of 2020. The competition is intended for full or part-time undergraduate students, not for continuing education students who have established design shops or careers.

Student Entry Instructions
Categories for Judging

Seating
To include upholstered and non-upholstered seating. Structural components should 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 and design 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
Traditional tables 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.
Prizes
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: $1,500
- Winner in each category: $1,000
- Merit in each category: $500
- Honorable Mention in each category: $250
Entry Process and Instructions

Requirements and Registration

Project Requirements
- Design Emphasis 2020 must be the first competition in which the piece has been entered.
- Entry projects can be made of wood, wood composite or related materials.
- Students may enter more than one design, but must use separate entry forms for each entry and a separate zipfile/link or email for photos of each entry.

School Registration
Any accredited college or university may enter their school by completing the “School Registration Form” which can be downloaded from the IWF 2020 website (www.iwfatlanta.com/The%20Show/DesignEmphasis) or by calling IWF at 404-693-8333. **All schools must be registered to enter by February 28, 2020.**

Once the School Registration Form is received, instructions on student registration process will be emailed to the school.

Student Registration and Project Entry
**All students who wish to enter a project must register no later than May 1, 2020.** Instructions on Student Registration will be sent to the registered school’s instructor contact. Note: All registrations must be endorsed by the instructor of the furniture design course in which the student is enrolled.

Submit Photographs
All registered students must submit 4 unaltered high resolution digital photographs of the project (without props and on a blank background - preferably white or light colored) showing front, back and any distinguishing features of the project. **Do not submit schematics or ‘life-style’ settings.**

Photographs can be emailed or mailed and must be in a PC compatible format: TIF, JPEG, EPS. Thumb drive, CD or zip file are acceptable. **All photos must be received by May 1, 2020 to be included in the judging.**

**IMPORTANT:** Resolution must be 600 DPI or higher.
Please send separate entries in separate emails, CDs, or thumbdrives.
Label the disk or email and file with your name and project name or number.

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.
If the project is selected as a finalist in the competition

Students whose projects are selected as finalists will be notified in late May 2020 and will receive detailed instructions on preparing their project for shipment and judging at the show.

Finalist Entry Requirements
Final entries must be accompanied by an illustration board. This must be 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. Please email a picture of your board to Debbie@iwfatlanta.com before including it in your shipping container.

Finalists must ship furniture, assembly instructions, and illustration boards to Atlanta between July 10 - August 8, 2020, or deliver in person to the Georgia World Congress Center on August 23, 2020. Detailed shipping instructions will be provided to all finalists.

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
3520 Piedmont Rd., NE, Suite 120
Atlanta, GA 30305

Phone: 404-693-8333
Fax: 404-693-8350
Email: debbie@iwfatlanta.com
www.iwfatlanta.com/The Show/DesignEmphasis