



DESIGN BRIEF

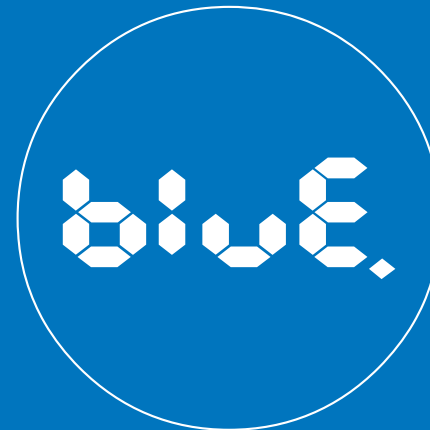
COMFORT TO GO

Every year BlueDot organizes a competition for all students of the TU Delft. This year the theme of the competition will be 'comfort to go'. We are looking for bright ideas about how consumers can bring the feeling of comfort along with them. It is up to you how you interpret the theme in a concrete or abstract way. Ideas can vary from small and handy tools, to innovative and mobile ways to relax outside the house.

BLUEDOT

The BlueDot foundation is a non-profit organisation that offers students a learning process by developing their ideas and bring it to the market. BlueDot links conceptual work from students with the market and supports them in the development and production of their design.

Every year BlueDot organises a design competition with a different theme. All the students of the TU Delft can participate by submitting their designs. A jury composed by professionals with expertise in the field selects the winners. For the winners there is a chance of further development and perhaps even manufacturing of your design.



SUBMITTING YOUR DESIGN

- All imagery and accompanying texts need to be presented in poster formats, pasted on foam board, approximately A2 size.
- A description of the entry is mandatory, 100~300 words in length.
- A structural-design drawing / sketch is required, showing the construction of the design.
- A physical model

DO I NEED TO MAKE A MODEL

Making a model is mandatory. Making your model as close to the end result is encouraged.

MARK YOUR ENTRIES

To ensure that the judging is fair, the submitted items must in no way be directly identifiable as yours. Make sure that all submitted items carry the supplied competition identification number. Do not put your name on any component of your entry, but instead use the competition identification number that was assigned to you after registration. The Design Competition committee will reply by email within seven working days to confirm receipt of your entry/entries.

ACTIVITIES

Workshops are being planned to boost your creativity. These will be announced soon.

CRITERIA

Your entries will be judged on the following criteria:

- Aesthetics and Appearance
- Commercial Feasibility
- Manufacturability
- Theme: Comfort to go
- Is it BlueDot or not?
 - Feasible in relatively small series
 - Originality

PRICES

1 st price	TBA
2 nd price	TBA
3 th price	TBA
Public price	

HANDING IN

You can hand in all the documents Thursday 22th of February (12:00 – 14:00) and on Friday 23th of February (12:00 – 14:00) at the BlueDot office: Room C-2-350

IMPORTANT DATES

November 21 st	Kick-off Design Competition hall IDE
February 23 rd	Deadline for handing in design BlueDot
March 6/7 th	Award Ceremony at IOB

Questions? Ask us at competition@stichtingbluedot.nl



Room C-2-350

Faculty of Industrial Design Engineering Landbergstraat 15

2628 CE Delft

competition@stichtingbluedot.nl

