

# 2<sup>nd</sup> Annual A BETTER WORLD BY DESIGN/ DCI CONSUMER PRODUCT CHALLENGE

## ABOUT

DCI/Decor Craft Inc., in partnership with A Better World by Design and Autodesk, is proud to announce the 2<sup>nd</sup> Annual **A Better World by Design/DCI Consumer Product Challenge**. Open to all designers from around the globe, this product design competition aims to inspire innovators from multidisciplinary backgrounds to create a tangible consumer product. The *A Better World/DCI Consumer Product Challenge* adds new depth to our conference.

## WHO IS ELIGIBLE?

The design competition is open to any designer worldwide.

## COMPETITION STEPS

1. Research the following issue: In today's society, many people are spending more time indoors than ever before and missing the beauty outside.
2. Think of consumer products that can solve the problem. For example, a kitchen, home or modern necessity item for the great outdoors (BBQ, camping related, etc.)
3. Design a product to solve the problem. Suggested materials include recycled paper, plastic, silicone, and metal. Other materials are also welcome. Designed product should not exceed 8 in. (L) x 8 in. (W) x 8 in. (H).
4. Present your idea in the form of text and images.

Submissions will be judged based on function, creativity, design aesthetic, and ability to market to consumers.

## HOW TO ENTER

Projects must be submitted via email attachment to:

**[abetterworldbydesign@dcigift.com](mailto:abetterworldbydesign@dcigift.com)**

by **April 1, 2012 at 11:59 PM EST**. If an attached file is corrupt, applicant cannot be considered for the competition.



## SUBMISSION CONTENT

Required:

1. Up to five images in explaining your consumer product (at least 150dpi in JPEG).
2. One .pdf or .ppt document explaining and supporting your consumer product along with any research material (10MB max).
3. One .pdf or .ppt document containing brief designer biography.

Applicants are encouraged to use the modeling tools and free sustainability tutorials available at **[www.autodesk.com/sustainabilityworkshop](http://www.autodesk.com/sustainabilityworkshop)**.

Please note that all photos submission content are the property of *A Better World by Design/DCI Consumer Product Challenge* and may be used for promotional purposes.



a better world  
by design

## AWARDS & ACKNOWLEDGEMENTS

Experts in the field will select finalists.  
Awards include:

1. **First Place** – \$1,000
2. **Second Place** – \$500
3. **Third Place** – \$250

***\*All finalist submissions have the possibility of being produced and distributed by DCI, and all finalists also have the possibility of being offered an internship with the DCI design team.***

Winners will be featured on the A Better World by Design website, recognized at the A Better World by Design 2012 conference, and receive free admission to the A Better World by Design 2012 conference.

***If the winning product is produced and distributed by DCI, DCI will donate 5% of the royalty to A Better World by Design.***

## THE JURY

The jury is composed of members of the design and higher education community and DCI staff.

## ORIGINAL WORK

By submitting an entry, whether as a proposal or a working design, the entrant warrants that it is his/her original work and that they have permission to publish the material. Submissions should be the applicant's own creation, shall not currently be in production, and shall not previously have been published or exhibited.

## INTELLECTUAL PROPERTY RIGHTS

The applicant represents and warrants that the work submitted is his/her own creation and that the work does not include nor infringe any third party intellectual property rights. The applicant grants *A Better World by Design/DCI Consumer Product Challenge* a non-exclusive territorially unrestricted right to use the work free of charge for evaluation purposes as well as the right to feature them in any and all public material for promoting the conference.

## USE OF THE APPLICANT'S PERSONAL DATA

*A Better World by Design/DCI Consumer Product Challenge* will use the personal data you submit in connection with the competition for the purpose of administering the competition and evaluating the work. In case you would have any questions with regard to the use of your personal data or would want us to correct your personal data, please contact [abetterworldbydesign@dcigift.com](mailto:abetterworldbydesign@dcigift.com).

## ABOUT DECOR CRAFT INC. (DCI)

Decor Craft Inc./DCI is a consumer product design and distribution company based in Providence, RI. Originally established in New York City in 1998 by Roni Kabessa, the company designs and sells a wide array of categories in the gift market.

DCI sells to thousands of small "mom & pop" retailers nationally and internationally, and our items can be purchased through a wide variety of outlets including The Museum of Modern Art, Urban Outfitters, Pattern Barn, CVS, Target, and Old Navy to name a few.



For more info contact us at [info@dcigift.com](mailto:info@dcigift.com) or visit us online at [www.dcigift.com](http://www.dcigift.com) or [www.design2retail.com](http://www.design2retail.com).