



TFbD

The Future by Design

**Product Design
Competition 2020**

**Theme : Objects of Comfort
in Confined Spaces**

www.idhalabs.com

Background

Our race is in a constant flux of evolution. Every day brings new challenges, new agendas and issues that we as a community, try to resolve by applying our acquired skill sets. These challenges are absorbed, ingested and internalized and finally these transform our everyday life. Each time this metamorphosis occurs, a new era opens up to our sensibilities. This transition is as much inwards as it is outwards.

Apt examples of this “world-view-changing” events are the world wars. These brought a drastic change in the lifestyle of the people. Propaganda led to the development of a lot of iconic graphic work, scarcity of food items led to a certain diet, architecture became simpler, devoid of “excess” and life, in general, became more frugal. This change didn’t extinguish itself in the vacuum of the time frames around the wars. It was a seamless transition in the lifestyles of the people. This was further recycled revamped through the passing generations in newer forms, but the lingering effects of the wars remained. We are lucky that we have not had to go through the trauma of a worldwide war. Our generation has been challenged by a different kind of crisis; a pandemic.





Context

Humans have evolved as social creatures and our society finds comfort through interactions with other humans. The support system for our mental and physical well-being has always been away from our homes. The urban fabric has been designed in a way that these design inserts were an essential part of planning a town or a city; parks, beaches, cycle lanes, pubs, restaurants, cinema halls, clubs, libraries, co-working spaces and innumerable other elements comprised of these “inserts”.

The current situation has confined most of these activities within the boundaries of our homes/primary spaces of cohabitation. The smell of wet earth, the texture of the decaying walls of monuments, the comfort of your workspace and the interactions, the flickering disco-ball at your favourite pub, the solace and silence of your favourite temple, the silent reading under the lamp in the library; these were experiences that made us “human”.

In the current context we have been stripped of these experiences or we have tried to emulate these within the confines of four walls. This pandemic is, undoubtedly, causing discomfort to all, to some more physical, while others a mental imbalance. It is going to change the way we live our everyday lives and this competition revolves around finding solutions for this “new way of life” by way of “design”.

Design Challenge

Design is a problem-solving equation and we are looking at creating these “humane” experiences within the spaces that we are confined in, and help people adapt to change. Use your own experiences and challenges, that you might have experienced within the lockdown periods as a design brief. You can take your own space as a context or a “Site”.

We are open to design solutions of a varied nature and scales. It could be a design that makes working from home easier, it could be a light fixture, it could be a furniture-system that morphs into various functions, it could be a system that helps you finish your health routines or just a cosy corner that you want to curl up to. Explore design in its maximum potential; objects, textures, visuals.

Design Guidelines

The product you design

- Solves a problem faced by people during the lockdown.
- Serves the function of the new ‘normal’ lifestyle and reconnects people with their old experiences.
- Enhances the spatial quality of the home/space.
- Need not be site specific
- Follows modularity, if possible
- Doesn't exceed 10 ft x 10 ft x 10 ft in scale.
- Uses innovative materials sustainable, break-proof, easy to maintain and low carbon footprint materials are recommended.



Submission Guidelines

- Submission format - A3 sheet in PDF format. (max.3 sheets in landscape format)
- Should explain the concept and the design process.
- Should consist of technical drawing and 3D renders.
- Mention the description of the materials used.
- Rename the PDF - Category_Name.pdf
If student, use *Student_RajVarma.pdf*
If professional, use *Professional_RajVarma.pdf*
- Entries should be mailed to **submission.idhalabs@gmail.com** with 'Product 2020 Competition Submission' as the subject.

Registration & Timeline

Early Bird Registration : 11th July 2020 - 26th July 2020

Category : Student - ₹ 150 Professional - ₹ 300

Regular Registration : 27th July 2020 - 9th August 2020

Category : Student - ₹ 250 Professional - ₹ 500

Submission Deadline : 23rd August 2020

Winners Announcement : 30th August 2020

Prizes & Internships

Professional Category : Prizes worth ₹ 15,000

Student Category : Prizes worth ₹ 7,000

Internship Opportunities for Top 10 shortlist

Queries & Questions

All the questions related to the competition can be mailed to us at team@idhalabs.com with 'query - product design competition' as the subject.

Rules & Regulations

- Participant will be disqualified if any of the competition rules or submission requirements are not considered. Participation assumes acceptance of the regulations.
- The registration fee is non-refundable.
- IDHA Labs as the competition organizer, reserves the right to modify the competition schedule if deemed necessary.
- Contacting the Jury is prohibited.