

CONTEXT

A challenging competition recognizing how **design and travel work in sync and help to rejuvenate creativity and innovation**. The goal is to empower deserving design students by offering them the opportunity to gain an international experience to broaden horizons and to promote fresh manifestations that increase their employability.

THE DESIGN BRIEF

Design a functional product with one cubic foot of wood.

The design should be based on ones journey which should be seen.

Here are some inspirational images to get your brain ticking:



THE REWARDS

The competition is open to all under graduate students; from Architecture discipline to see if their creative product has what it takes to excite any Italian company to manufacture it. The two finalists get selected to go on the Archotour 4 – a 10 day trip to the UK this year, organized by Archohm to visit various design and architectural landmarks of England, Scotland, Wales, Ireland and Northern Islands. In addition to this, they get a chance to be published in the newsletter – the Archometer.

Entries may be in sent individually or in group. (In case of a group submission, only one member of the group will be entitled for the Archotour, selected from the group) Each entry must meet the criteria for originality and functionality of idea & display its unique selling proposition.

Why Is This Trophy A Great Experience For You?

- A chance to see your idea getting manufactured.
- An occasion to enjoy a fantastic experience, with a 100% sponsorship of a design expedition to the UK.
- A means to get some recognition in the industry – by being talked about in the newsletter.
- It will build your confidence. Learn how to take an idea from seed and see it grow. Interact from the experts about how things work in the real world and in business. Stand out from the crowd. Make yourself more employable for having this experience to talk about in interviews and include on your CV.

Programme

Q.1

What is the name of your Idea? Why did you choose to name it so? (Maximum word count 100 Score range: 10/100)

Give an appropriate name to your invention. Justify it.

Q.2

What makes it functional and original? Describe The X-Factor Of Your Idea? (Maximum word count 300 - Score range: 75/100)

Clearly state your idea and then provide a comprehensive explanation of the idea with reasons why the idea is creative, innovative and special? You can give some supporting materials. Students should balance the level of creativity and innovation against a certain level of realism, which includes an understanding of the skills you bring to the proposition and the support that would be required to take the idea further- to a manufacturing level.

You can use this section to include any visuals and illustrations that will support your application. These may include:

- Drawings and designs
- Models
- Photographs
- Product literature
- Technical specifications

Any other relevant material

Q.3

Describe the market for your idea. What/who is the potential end user? Identify potential competition if any? (Maximum word count 300 - Score range: 15/100)

Who/what is the target consumer?

Students should demonstrate that they have some understanding of the market potential for the idea. This section tests your ability to understand the potential return of your idea.

You should identify competition issues and detail similar products in the market in order to understand what the direct and indirect competition may be.

You are not expected to provide a full financial market analysis or product cost analysis.

Q.4

Personal Statement (Maximum word count 300)

This last section is about you!

What subject do you specialize in? What are your ambitions? What are your skills? What are your interests? How did you come up with the idea?

This section will not be scored but will provide assessors with useful background information.

SUBMISSION REQUIREMENTS

- A hard copy of maximum four A3 size sheets with the above details, mounted on lightweight rigid panels.
- A CD containing identical data on the sheets in a non editable and an editable format.
- Choice of sheet, scale is left to the discretion of the participants to the condition that all the drawings, lettering etc should be clear and legible.
- Sheets should be numbered properly
- The format shall contain correct NASA Logo
- Entries with incorrect NASA logo shall not be considered and submitted to the jury for the marking purpose.