



# TDG STUDENT DESIGN COMPETITION. 2018-2019

GUIDANCE DOCUMENT

An opportunity for you to realise your own design, from initial concept to a stunning piece of commercial furniture. Win £500 and royalties from the sale of your design.

## About TDG

Touch Design Group (TDG) provide the ultimate in luxury furniture, kitchens and internal joinery for high end residential projects. We offer a comprehensive design and manufacturing service under one roof at our 30,000 square foot premises in Exeter, Devon.

This new student competition has been designed to enable new talent to showcase their design skills and see a concept design through to fruition.

## Design brief

TDG is calling for students to design a **domestic shelving/storage system**. Specification:

- TDG's facility is set up for manufacturing in timber-based products, and whilst we would expect timber to be utilised in the design other materials can be incorporated.
- TDG will produce the winning design, with an initial maximum production of 25 pieces.

See further information about design and guidance below.

## Prizes

The winning student will be given both a monetary prize and a unique work experience opportunity:

- The agreed winning design will be manufactured into a commercial piece of furniture and promoted and sold via TDG. The winner will receive a 10% share of the net profit from sales.
- £500 prize.
- One month's internship (date is Summer 2019) optional.
- Presentation of winner's status at the celebration and launch event at the TDG showroom.

There will be a 2<sup>nd</sup> and 3<sup>rd</sup> runner-up prize of £300 and £150 respectively and inclusion of their design drawings and submission at the launch and celebration event at the TDG showroom.

## Guidance on design

- Innovative use of materials and manufacturing techniques.
- Innovative use of CNC production, either within the construction method, or for decoration.

- Consideration of the visual appearance and connectivity if multiple units are used.
- Consideration as to the packaging, delivery and assembly of the piece (it does not need to be flat pack).

## Guidance on retail price & manufacturing costs:

- The estimated retail price of the winning design should be between £3,000 and £6,000, including VAT. As manufacturing costs are typically a third of the retail price, the manufacturing cost should be between £1,000 and £2,000, including VAT.
- The ratio of cost to sales price needs to be met and entrants are to provide evidence as to the proposed manufacturing cost for all elements. The more in depth and accurate the presentation of this information the better.
- The final retail price should be justifiable and evidence of this will be taken into consideration.

## Applications & eligibility

- All applicants must be over the age of 18 on submission of work.
- Must be studying in the UK and in at least years 2 or 3, studying an undergraduate course or studying a postgraduate course in any of the following: Furniture design, Product Design, 3D Design or a combination of the subjects OR studying a recognised furniture design course.
- Work must be checked by a tutor to verify originality/own work.

## How to apply

Submit your design digitally via [www.touchdesigngroup.com/student\\_competition](http://www.touchdesigngroup.com/student_competition) including the following details:

- Brief description of the piece including motivations or use.
- Scale drawings - including dimensions - produced on the software of your choice or hand drawn.
- Projected costs and pricing of the piece (using guidance provided).
- If preferred, you can also enter by sending your application by post (but please note that submissions will not be returned). Student Design Competition, Touch Design Group, 6 Marsh Green Road North, Exeter, EX2 8NY.

## Timeline, judges and judging criteria

Competition launch:	30 Sept 2018
Competition closed:	23 Jan 2019
Shortlist announced:	24 Apr 2019
Winner announced:	2 May 2019
Launch & celebration event at TDG	13 Sept 2019

The judges will be David Crosby (TDG Director) a senior project manager and Production manager at TDG, and an external design judge (to be announced). The judges will use the following criteria to choose a winner and two runner ups.

- Innovation & originality
- Attention to detail & presentation
- Creativity & aesthetics
- Commercial viability & usability
- Materials

## Terms & conditions

The winning student will be supported by our TDG designers in order to come to a final design and specification which will go into production, manufactured by TDG with any outsourcing, if any specialist elements are required.

Only one submission per individual.

Intellectual property rights will be given to TDG of the winning design. The rights will revert to the student if the design is not utilised by TDG within two years of the date the winner is announced. The winner will receive the prize stated above plus 10% share of the net profit from sale of the piece.

Initially a maximum of 25 pieces will then be produced, *if commercially viable*. These pieces will be sold by TDG and the winner will receive a 10% share of the net profit from these further sales.

The winner and runner ups, agree to allow TDG to publicise the work online and in any other press or marketing at the company's discretion.

## Contact

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