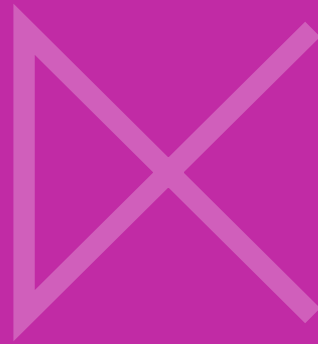




BEST IN EMERGING DESIGN READY TO SCALE

2020 PROGRAM BRIEF



2020 PROGRAM BRIEF

DesignPhiladelphia is excited to announce the second edition of **Best in Emerging Design**, a design challenge that asks regional designers and design companies to submit innovative, high quality products or design solutions that make life better. We are looking to support designers and companies that are ready to grow and promote products that reflect the business's scalability.

The **Best in Emerging Design** challenge is looking to propel Philadelphia's best design businesses/ designers forward by providing robust local and international exposure. Finalists will showcase work at DesignPhiladelphia 2020. The winning design solution will be awarded with a **cash prize of \$5,000**. All finalists will be covered in a design publication and gain exposure to a loyal audience of design enthusiasts and aficionados.



THE DETAILS

It is FREE to apply.

You should apply if you are...

- ✓ an EMERGING professional... in this case we define emerging professional as designers with less than 10 years of professional experience.
- ✓ Local to the Greater Philadelphia region (Philadelphia + 5 surrounding counties)
- ✓ Creating products or design solutions that have the capacity to scale in production
- ✓ Designing innovative, original, products or solutions

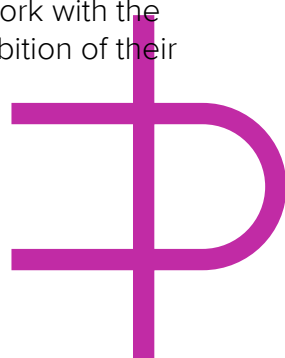
Finalists **will be required** to exhibit their selected design during DesignPhiladelphia at our Cherry Street Pier and are responsible for the production of their own display.

Select designers will be promoted through DesignPhiladelphia's...

- Social media
- Website's **Best in Emerging Design** page
- Festival **designfeed** features during and after the festival
- Any festival press outreach

WINNER'S PACKAGE

- **\$5,000 cash prize**
- Opportunity to exhibit at partnering design festival after DesignPhiladelphia
- \$1,000 stipend to attend another design festival and exhibit your work (we have partnerships with most design festivals across the country and internationally. We will work with the winner(s) to select the best fit and negotiate exhibition of their work at another festival)

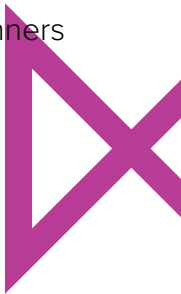




CoLab Philadelphia, Winner of Best in Design Impact Award 2019

TIMELINE

- | | | | |
|----------------------------|--|-----------------------------|--|
| Feb 25 | Competition Registration available on DesignPhiladelphia website | Aug 13, 3:30-5:00 PM | Installation Design Review |
| May 11, 11:59 PM | Submissions Deadline | Oct 5, 3:00-5:00 PM | Finalist display review + jury deliberation |
| Jun 18 | Finalists informed of selection | Oct 7 | DesignPhiladelphia Kickoff Party + winners announced |
| Jul 2, 5:00-6:00 PM | Finalists info session meet the jury at Cherry Street Pier | | |





Hapti, Best in Design 2019

SUBMISSION GUIDELINES

We're looking for designers and companies to submit one design that can be showcased during DesignPhiladelphia at our Cherry Street Pier FestivalHub. *The competition is not limited to physical products*, but all designs should have an interesting visual element that can be displayed. Examples of designs include: home products, digital products, furniture, medical devices, wearables, lighting, building materials, and the list goes on. Architecture projects will not be accepted, however, design solutions or processes within an architecture project that applies to the brief will be considered.

Please submit the following items to the DesignPhiladelphia website:

1. Entry title and concept tagline
2. 3-4 images of your design, can include photos, sketches, renderings and/or drawings*
3. Headshots + Bio of your company (and team members)*
4. Narrative describing your design problem, process, and solution (500 words max)

**Only .PNG, .JPG, or .TIFF files are acceptable, each file limited to 2MB*





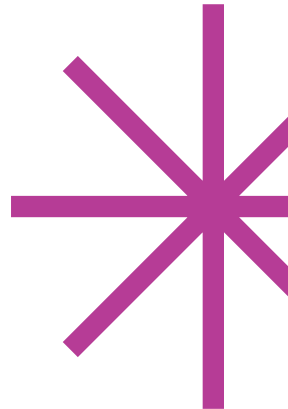
THE JURY

The jurors of **Best In Emerging Design** will be a multidisciplinary group of design professionals from the Philadelphia region.

JUDGING CRITERIA:

1. Application of global principles of good design
2. Evidence of applied research and process
3. Originality and creativity of concept
4. Construction and organization (craft of submission)
 - a. Quality of graphics at submission
 - b. Craftsmanship of final installation at exhibit floor upon finalist selection
5. Ability to be reproduced
(i.e. material source, production costs, etc.)

If your team has any administrative questions about the competition, please contact Erike De Veyra, at erike@philadelphiacfa.org.



By submitting an entry to this competition, the designer acknowledges that all work submitted is original and is the intellectual property of the applicant. The design competition organizers--DesignPhiladelphia, the Center for Architecture and Design--claims no responsibility or accountability in any form for any misrepresentations or other legally infringing matters of authorship. Design competition organizers reserves the right to publish and/or reproduce images and copy from any and all submissions, with credit to its creator(s).