

# REWIND

## BLUEDOT DESIGN COMPETITION 2021



Stichting BlueDot

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# REWIND



It's that time of the year again, the BlueDot Design Competition is here! The one and only Design Competition specially for all the students from the TU Delft.

This year's theme is 'Rewind', which can be interpreted in different ways. Nowadays, our lives are busy and overwhelming. Since Covid-19, the normal is set to a new norm. Our surroundings have changed dramatically, we want to go back to life before the pandemic. Let's just stop for a second and look back. Go back to the basics, when things were more simple. Look at what we need, not only what we desire. Concentrate on what matters the most, what are the primary or fundamental needs. For example, we all currently have different needs than before, for what products are you searching now in your new daily routine? What products could help you find these fundamental needs? Oh, and appreciate the little things!

For this competition, it is important to keep in mind that your idea fits in with the values and brand of BlueDot. BlueDot's products can be described as products which are original and have an inspiring story behind it. The products are modern, sustainable and ambitious; which are perfect for the upcoming label for students!

## BlueDot

The BlueDot foundation is a non-profit organisation that offers students a learning process by developing their ideas and bringing it to the market. BlueDot links conceptual work from students with the market and supports them in the development and production of their design.

## Criteria

Your entries will be judged on the following criteria:

- Fit to theme: Rewind
- Story behind your design
- Originality of your design
- Aesthetics of your design
- Manufacturability of the design

## Submitting your idea

- All imagery and accompanying texts need to be presented in poster format, pasted on foam board, approximately A2 size.
- A description of the entry is mandatory, 100-300 words in length.
- A structural-design drawing / sketch is required, showing the construction of the design.
- A physical model/CAD model\*
- Mark your entries not with your name but your competition identification number (assigned to you after registration)

You need to hand in all your materials at the BlueDot office or email before February 27th 2021

\*Keep in mind that it is not possible to make a model at TU Delft due to COVID-19.

There will be four jury members to criticize all the submissions and choose the winners. The jury members will be announced later.

## Activities

For the design competition there will be helpful and fun workshops to get inspiration for your design. You can join these for free. More information about the workshops will be provided later after you have signed up.

## Prizes

- 1st prize: €1000
- 2nd prize: €500
- 3rd prize: €250
- Public prize: TBA

For the winners there is a chance of further development and perhaps even manufacturing of your design.

## Important dates

Deadline for handing in design: February 27th 2021

Award ceremony: TBA, during IDE Business Fair