



# WABI-SABI

BLUEDOT DESIGN CONTEST  
2021-2022



SCAN TO SIGN UP!

STICHTING BLUEDOT

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<https://stichtingbluedot.nl/design-competition/>

blue ●



BlueDot's yearly design competition will be held again. All students are able to join the competition and win prizes! This year's theme is **wabi-sabi**.

Wabi-sabi is a Japanese worldview: 'wabi' expresses the beauty of simplicity and functionality, while 'sabi' displays the effect that time has on a substance or any object. Together, wabi and sabi express simplicity and the truest form of an object, and embrace the idea of aesthetic appreciation of aging, flaws, and the beauty of the effects of time.

We challenge you to link the philosophy of wabi-sabi to your daily life. The pandemic made us realize that nothing is permanent, so enjoy the simple things in the present! What are those new, joyful rituals that you have adopted? How do you find beauty in the simplicity of objects or the aging of natural things? How does a product add value to itself over time? Design an everyday object, in appreciation of transient beauty in nature.

We are looking for an original product with an inspiring story behind it. When designing, keep the BlueDot values in mind. The typical BlueDot products are modern yet low tech, sustainable and ambitious: perfect for an upcoming student label.

Tip: Take a look at BlueDot's instagram ([@stichtingbluedot](https://www.instagram.com/stichtingbluedot)) to learn more about the seven aesthetic principles of Wabi-Sabi!

## About BlueDot

The BlueDot foundation is a non-profit organisation that offers students an unique learning experience by helping them to develop their ideas and bringing them to the market. Hereby, BlueDot bridges the gap between students and companies resulting in the production of limited edition design products.

## Criteria

Your entry will be judged on the following criteria:

- **Fit** to theme: wabi-sabi and the product portfolio of BlueDot
- **Story** behind your design
- **Originality** of your design
- **Aesthetics** of your design
- **Manufacturability** of the design

## Deliverables

In order to take part and have chances to win the competition, you must submit the following before the deadline:

- A2 poster presenting your design
- Description of the entry (~100-300 words in length)
- Drawing/sketch, showing the construction of the design
- Physical model

You need to hand in all your materials in the BlueDot office, more detailed information about this will be provided later.

## Prizes

- 1st prize €500
- 2nd prize €250
- 3rd prize €100
- Public prize (TBA)

During the IDE Business Fair (IOB), the winner of the BlueDot design competition will be determined by four jury members and there will be an award ceremony. These jury members will be announced later. For the winners there is a chance to further develop and manufacture your design.

## Workshops

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.

## Important dates

February 18, 2022	Deadline for handing in design
March 2, 2022	Day for presenting your design to the jury
IDE Business Fair	Award ceremony

## Questions?

Feel free to e-mail us: [competition@stichtingbluedot.nl](mailto:competition@stichtingbluedot.nl)

