

International Student Design Competition

2008 Call for Entries

About SURTEX

As the only tradeshow dedicated to selling and licensing original art & design, SURTEX provides a valuable opportunity to meet art buyers and licensees from around the world. As the largest marketplace of its kind in North America, the show features an unparalleled range of color, design & pattern trends while drawing professionals looking for unique and innovative art & design from every product category imaginable. SURTEX is held annually at the Jacob K. Javits Center in New York City alongside the International Contemporary Furniture Fair® and the National Stationery Show®. Visit www.surtext.com for more information.

Awards

The best overall entry will be awarded the Grand Prize. First Place will be awarded to the top entries in each of the 4 categories: Apparel/Personal Accessories, Commercial Interior, Home Elements & Stationery/Paper Products/Craft.

Grand Prize

\$1000 USD plus a trip to SURTEX 2008 including round-trip transportation, accommodations and an internship within the design industry, taking place the week of SURTEX, May 18-20, 2008. Entry will be prominently displayed at SURTEX.

First Place

(1 winner in each category)

\$500 USD plus a two-night hotel stay in New York City during the Show. Entries displayed at SURTEX.

Honorable Mentions

Entries displayed at SURTEX and a mention in SURTEX printed materials.

All winning entries will be featured in a display during SURTEX 2008 and mentioned in SURTEX printed materials. The award-winning design students will also have an opportunity to participate at SURTEX in the New Talent Showcase designed as a meeting place for students and design professionals. Students are encouraged to bring their design portfolio, business cards and resumes to hand out. Details will be provided by the SURTEX Show Team after the competition winners have been announced.

Competition

Since 1986, SURTEX has hosted an annual International Student Design Competition honoring outstanding art & design students for their exceptional surface design work. Students and their work get exposed to thousands of worldwide industry professionals – a terrific path for beginning your career. We invite you to participate in our 2008 Student Design Competition.

2008 Theme – Movement

This year we challenge students to create a minimum of 6, maximum of 9, original and coordinating surface designs inspired by the interpretation of movement. These designs are to be applied to the surface of products from one of the following 4 categories:

- Apparel/Personal Accessories
- Commercial Interior
- Home Elements
- Stationery/Paper Products/Craft

We encourage you to be creative, inventive and dramatic as you develop your concept. A successful entry will be comprised of a coordinated design collection rendered on products that relate to each other within your chosen category. Visit a retail outlet selling items in your chosen category for product ideas. When creating your designs for your products consider how patterns, colors, shapes and textures will work together harmoniously.

Following are examples within each category of products for which surface designs can be created:

Apparel/Personal Accessories

- Apparel
- Personal Accessories (scarves, hats, shoes, belts, i-pod covers, handbags & wallets)

Commercial Interior

- Retail/Office (furniture, upholstery, floor and wall coverings, & decorative accessories)
- Restaurant/Hotel/Spa (furniture, upholstery, floor and wall coverings, tabletop, & linens)

Home Elements

- Elements for any interior room:
 - Bedroom (sheets, comforters, curtains, & floor and wall coverings)
 - Dining (table cloths, dinnerware, & wall coverings)
 - Home Office (desk accessories, upholstery, floor and wall coverings, & curtains)
- Elements for any exterior room (patio furniture, seat cushions, awnings, table umbrellas, & floor coverings)

Stationery/Paper Products/Craft

- Celebration (invitations, gift bags, wrapping paper, paper plates & napkins)
- Personal (journals, note cards, writing paper, boxes, & photo albums)
- Craft (scrapbooking paper, stickers, rubberstamps, & quilting fabrics)

Eligibility

There is no cost to participate in this competition. All participants must be students in their 3rd or 4th year (Junior or Senior level) in college/university and enrolled in a surface design-related program. Submissions must adhere to the competition requirements in order to be considered.

Participating is Easy

1. Have your instructor/professor register you and your school by October 31, 2007. He/she may do this by going to www.surtext.com/ISDC.
2. Get creative, have fun and complete your project – keeping the jury/criteria in mind.
3. Fill out the Official Entry Form.
4. Double check that you have met all the competition requirements.
5. Ship entries in sturdy packaging to: (We cannot be responsible for boards damaged during shipping)

SURTEX, Design Competition

Alessia Adler
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Note: If you would like entries returned, please provide a FedEx, DHL or credit card information including name, account number and expiration date when registering on-line at www.surtext.com/ISDC.

Dates

Online registration due: October 31, 2007
Entries Due: January 31, 2008
Judging: February 2008
SURTEX: May 18-20, 2008

All winning entries and honorable mentions will be displayed at SURTEX®, May 18-20, 2008 at the Jacob K. Javits Convention Center in New York City.

Questions

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Registration

For Official Entry Forms and additional information visit www.surtex.com/ISDC.

Good luck! We look forward to seeing all of your entries.

Requirements

The following requirements must be met to qualify the entry for judging. Each student must:

- Professionally present original artwork, demonstrating an understanding of surface design
- Be in his/her 3rd or 4th year (Junior or Senior level) in college/university
- Submit 2 rigid presentation boards, each sized 18"x24"
- Create one board to present the 6 to 9 surface designs. Create a second board to present renderings that show the application of the designs on products for the category chosen
- Label each design with its intended product application
- Submit a completed "Official Entry Form" placed in an envelope adhered to the back of 1 board (Please do not write the college/university name anywhere on the boards)

Jury/Criteria

The jury consists of professionals involved in the design industry including trade press. The judges will review entries based on the following criteria:

- Surface design development (ie. hand-drawn and/or computer-generated)
- Creativity, style and use of color and pattern
- Potential for viability in the marketplace
- Presentation of overall entry and surface designs

Official Entry Form

Please complete this form. Incomplete forms will disqualify entries for judging.

Student Name _____ Student Year (circle one) 3rd 4th
School _____
Department _____
Instructor/Professor _____
School Address _____ City _____
State _____ Zip Code _____ Country _____
Instructor's Phone _____ Fax _____ Instructor's Email _____
Student's Email _____ Student Phone _____
Students's lifelong Email _____
Permanent Address _____

Briefly describe your entry, its inspiration and intended use (please print clearly).

Title _____ Category _____
Description _____

Waiver: Student entry constitutes agreement to all conditions and rules set out above. Student grants permission for work to be photographed or reproduced for publicity purposes. Insurance for entries is the responsibility of the Student. Neither George Little Management, LLC, the JKJCC, the contractors, nor any of their officers, agents or employees assume any responsibility for theft or damage to any entry. Student agrees to indemnify and hold harmless George Little Management, LLC from any and all claims, demands, suits, damages and/or costs which might arise as a result of competition participation. Student agrees to accept the judges' decision regarding the outcome of this competition.

Entrant Signature _____ Date _____