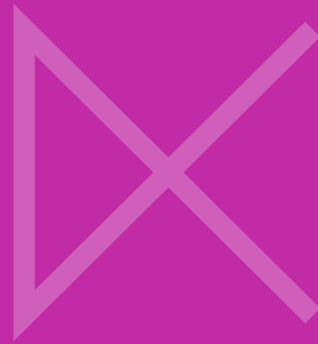


BEST IN DESIGN READY TO SCALE

2019 PROGRAM BRIEF



2019 PROGRAM BRIEF

DesignPhiladelphia is excited to announce the second edition of **Best in 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 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 2019. 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...

- ✓ 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

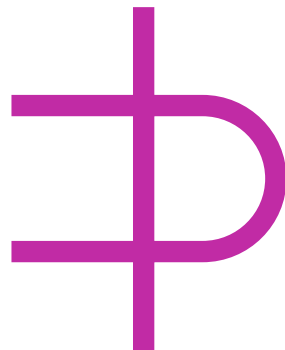
Finalists **will be required** to exhibit their selected design during DesignPhiladelphia at our Cherry Street Pier and are responsible for the production of their own display.

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

- Social media
- Website's **Best in 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)

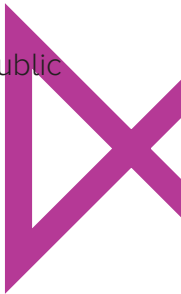




Lia Diagnostics Team and Jury, Winner of Best in Design 2018

TIMELINE

March	Competition Registration available on DesignPhiladelphia website	Sept 16	Notification of Loading Times Final update on display fabrication DUE
May 15, 11:59 PM	Completed submissions DUE	Sept. 30	Begin showcase installation at Cherry Street Pier
Early June	Finalists announced	Oct 2	DesignPhiladelphia Kickoff Party
Mid-/Late-June	Finalists meet-and-greet info session Scheduled Site Visit	Oct 2-11	Best In Design Showcase open to the public Winner selection/announcement
July 12	Concept plan for display DUE	Week of Oct 14	Exhibition strike (scheduling TBD)
August 12	Progress update on display fabrication DUE		





Juror and Cuoco Cart,
Best in Design 2018

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





Budmen Industries,
Best in Design 2018

THE JURY

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

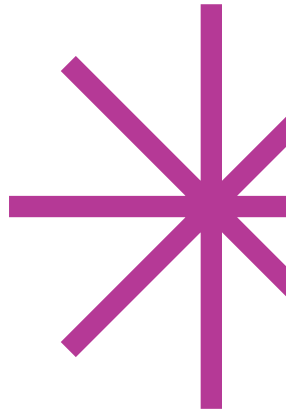
JUDGING CRITERIA:

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.



Best in Design 2018



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).