



WORLD DESIGN
CAPITAL
CAPE TOWN 2014



2014

COLOUR
DESIGN AWARDS



DESIGN AWARDS BRIEF



THE POWER OF CREATIVITY

At Plascon, we know that creative thinkers have the power to change the world for the better. We're also big supporters of budding design and architectural talent. That's why we started the Colour Design Awards – a competition that celebrates colour, innovation and creativity.

The awards give young talent a platform to showcase their skill as well as encourage interaction between learners and their peers.

They also help students focus on making a difference where it matters most – in everyday urban spaces.

COLOUR DESIGN AWARDS 2014: upLIFT



The Colour Design Awards are focussed on neglected everyday spaces – and the impact that activating them can have.

For entrants, the task is simple: find a public space that has the potential to be revitalised and then show how it can become a reality using a design and colour intervention.

Entries need to incorporate one or more of the Plascon 2014 Colour Forecast palettes into their designs. The Forecast's theme of 'Colour Nation' celebrates the way that we define our world with colour and each of the four palettes offers an inspiring perspective on how we do this.

To get your own copy, visit your nearest Plascon stockist.

WORLD DESIGN CAPITAL 2014

The Plascon Colour Design Awards 2014, is recognised in the official programme of World Design Capital Cape Town 2014. Visit their website to find out more;

www.wdccapetown2014.com



WHAT ARE WE LOOKING FOR?

Four key factors will be assessed when judging entries:

- Insight into the theme of upLIFT – i.e. will the concept make a difference to the people who use the space?
- Innovation – how different and creative is the solution?
- Aesthetics – how good is the overall design treatment?
- Use of colour – has the entry used colour with impact?

Make sure you show which Forecast theme(s) you are inspired by. Also ensure that you reference the codes for all the colours that you use.

A LITTLE ADVICE

Even the most innovative thinkers need some help getting started sometimes. Here are some ideas from us to help spark your creativity...

- Take to the streets of your town and search for spaces and places that can inspire your solution.
- Meet the people who use the space so that you can understand how they live in it and see it.
- Read Plascon Spaces Magazine for an insight into the power of colour.
- Work out what your unique perspective is... and then share it...

SUBMISSION FORMAT

1. Each submission must include:
 - Student's first name and surname
 - Student's cellular contact number
 - Name of the institution & course name
 - Lecturer's name & cellular contact number
2. All work submitted is to consist of one PDF file, maximum of 2 x A1 pages in size, not larger than 3MB.
3. The title of your work, a brief description of your project and a rationale on the use of colour must be included in the PDF submission. Save your PDF as: name_surname_ institute_ project title.
4. The only way to enter is electronically. Your lecturer can be approached for assistance.
E-mail your project to [**colour@kansaiplascon.co.za**](mailto:colour@kansaiplascon.co.za)
A confirmation email will be sent once your project has been received.
5. Please make sure that the electronic boards are well laid out and logically presented. We need to see the design process clearly.
6. Make sure the PDF file is not corrupt before making your electronic entry.
7. Entries close on Wednesday 28th May 2014.
8. Judging will take place at the end June 2014.
9. The finalists will be announced in August 2014 with their projects being displayed at Decorex Joburg 2014.

PRIZES

FIRST

The winning student wins a trip to London Design Festival 13 - 21 September 2014 as well as entry into 100% Design, Tent and Design Junction.

SECOND • THIRD • FOURTH

A R5,000 cash prize for each student.

ADDITIONALLY

Top 3 Institutions each receive a R5000 grant.

Top 20 Students will have their entry showcased at Decorex Joburg 2014.

THE JUDGING PANEL

Who better to judge the entries to the Plascon Colour Design Awards 2014 than some of South Africa's top creative thinkers? All entrants will have their work reviewed and scored by five well-known industry leaders.



ANNEMARIE MEINTJIES



ANNE ROSELT



ALAN FENNELL



LAURENCE BRICK



DION CHANG

THE RULES:

1. Plascon promotes creativity and originality, so all entrants must ensure that their own work is submitted. All resources are to be cited.
2. Entrants retain copyright of their entries.
3. Plascon reserves the right to use selected entries for exhibition publicity purposes for a period of one year from the date of prize giving.
4. Plascon reserves the right to keep all electronic entries after the competition closing date.
5. There is no guarantee that any of the entered designs will be implemented. If any are physically executed it will be at the desecration of Plascon.
6. Plascon and its agencies do not accept liability for corrupt or unloadable files.
7. The competition is only open to design students who are currently enrolled at a registered tertiary institution.
8. The overall winner must be prepared to leave the country on a valid passport.
9. The judges' decision is final and no correspondence will be entered into.

DATES:

Submission Deadline: May 28th 2014 (judging will take place in June)

Winner Announcement: August 2014

QUESTIONS & QUERIES

Should you have any questions, please email the competition co-ordinator - sam@internet-sa.co.za or call **082 574 2014**. Be sure to also visit the Plascon website www.plascon.co.za for inspiration and more.