

In co-operation with the following companies:



Intention

With the VDA Design Award, offered for the second time this year, the organisers would like to encourage international young designers to grapple in visionary ways with the theme of freight transport on the roads in 2020.

Theme and task

The task set in the competition is to work on the concept and the outline design of visionary solutions for utility and commercial vehicles for freight transport on the roads in 2020.

The designs should take account of the following considerations:

- The expected doubling of freight transport on the roads by 2020.
- Protection of the environment and the environmental acceptability of the product, also bearing in mind increasing energy costs.
- Vehicle safety.
- Ease of loading and unloading as well as the security of the load of parcel or bulk goods and liquids.
- Protection for other road users (Compatibility).
- Flexibility use of vehicles or special bodies, like multi-functional transport systems.
- Social acceptability and minimisation of road use.
- The cockpit as a place to be and work.
- Consideration of a coherent aesthetic for the design of the interior and the exterior, including the interaction between vehicle and special body.

Utility and commercial vehicles are understood by the sponsors to range from small vans right up to heavy goods vehicles including their special bodies, articulated vehicles and trailers.

The sponsors see the visionary aspect of the designs as of prime importance. Nevertheless the design must remain within the realm of technical feasibility.

Competition entries

Entries may consist of designs specially created for the competition or a piece of work already completed as part of a course of study. Pieces of work submitted for assessment for a university degree will not be accepted.

Format for competition entries

The preferred format for the submission of entries is a model (minimum scale 10:1, but with a maximum length of 1.8 metres). Submissions in the form of clear drawings or CAD models (animations) are, however, also acceptable.

Each participant may submit a maximum of two separate entries.

Drawings and sketches must be submitted in A2 format (420mm x 594mm, 16.535 x 23.385 inches) mounted on card or rolled. Each entry must occupy no more than three charts.

Digital entries can only be submitted if they involve animations or films (no photo files). Digital entries should be saved in MPEG-2 format only and submitted on CD-Rom or DVD. Only one file is allowed per entry.

Each entry should be accompanied by a text in English of no more than 1,800 characters containing explanatory notes on the design.

The name of the participant should not appear on either the front of the entry or on the explanatory notes. The participant's name and address may be included on the reverse side. The same holds true for digital submissions and their packaging.

The entry form must be appended to the submission as a separate item.

Participants

The competition is open to people all over the world and is aimed at students of all design areas and artistic disciplines i.e. industrial and product design, visual communication, interior design, architecture, art and media studies courses. All students who are registered for a specific course of study at university level or equivalent and who have not yet finished their studies are entitled to participate.

Entry form

Ms. Mr. Surname		First Name	
Street		Postcode / City	
State	Country	Telephone	E-mail
University		Faculty	Course of Study Semester
Project Title		My entry consists of	
measures of the design model (length / height / width) in cm		weight of the design model in kg	insurance value of the design model in Euro

- The following documents must be included with the entry and the entry form:
- ☐ Copy university registration certificate
 - ☐ Printed copy of the explanatory text for the design in English
 - ☐ I would like my project back in accordance with the rules of the competition as laid down in the description.

By signing this form, I accept the rules of the competition laid down in the description.

Place / Date	Signature
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PANEL OF JUDGES

The chairman is Professor Dr. Bernd Gottschalk, President of the German Association of the Automotive Industry (VDA, Verband der Automobilindustrie). Jury members are also members of the Commercial Vehicle Board of Directors of the VDA involved in the Design Award project as well as journalists of automotive trade press.

EVALUATION CRITERIA

Work submitted will be judged principally on the following criteria.
The judges are free to choose the weighting of the individual criteria.

- Conceptual quality and vision
- Innovative substance
- Quality of design and presentation
- Technical execution of the mock-up or outline design

PRIZES

A total of 5 work-experience placements in the design departments of participating automotive companies will be awarded as prizes. Duration and remuneration of the placements will follow the usual arrangements in each individual participating company.

The panel of judges has five prizes to allocate, which will each be rewarded with one of the placements already mentioned. As well as the work-experience placements there will also be money prizes (1st Prize € 2,000, 2nd Prize € 1,000, 3rd Prize € 500).

In addition, the judges have the right to choose further pieces of work for special mention as runners-up among the finalists and these pieces will be on show in a special exhibition at the IAA Commercial Vehicles 2006.

AWARD CEREMONY AND EXHIBITION

The award ceremony will take place during the International Motor Show IAA Commercial Vehicles 2006 (September 21 -28, 2006) at a special occasion on September 22, 2006. During the IAA Commercial Vehicles 2006, pieces of work selected by the judges will be displayed in an exhibition at the show.

DATES

Last date for registrations and submissions: July 01, 2006 (Date of post stamp)
Adjudication period: July 20, 2006
Award ceremony: September 22, 2006, IAA Commercial Vehicles, Hanover
Exhibition: September 21 - 28, 2006, IAA Commercial Vehicles, Hanover
Collection of submitted work: by October 31, 2006

LEGAL RIGHTS

Copyright relating to work submitted for the competition remains at all times with the individual participant. For the duration of the competition and for publicity directly connected to the competition, the participant grants the organisers, the German Association of the Automotive Industry (the VDA) and the German Design Council rights to use and publicise the material. Participants are themselves individually responsible for all issues relating to intellectual property rights (rights of use, ornamental design rights, copyright and patent rights). The competition sponsors and members of the jury shall in no way be held responsible in respect of any claim by a third party. By signing the registration form the participant agrees to accept these conditions.

COSTS

Participation in the competition is free of charge.
Responsibility for costs of delivery, collection and insurance is explained in the appropriate sections.

INSURANCE AND SHIPPING OF SUBMITTED WORKS

Responsibility for and costs of insuring the submitted pieces while they are being delivered fall to the individual participants. During the period of preparation by the jury and during the adjudication period, the drawings, mock-ups and models are insured by the organisers. The same applies in the case of prize-winning drawings, mock-ups and models, which are displayed in the exhibition. In the light of the rules concerning return / collection of submitted pieces (see relevant section) insurance in respect of return / collection of the items shall be the responsibility of the participant.

The models must be delivered in reusable packaging.

Participants are responsible to clarify customs regulations in advance so that the submitted works can be delivered to the organisers without problems. Any costs that might appear with customs relations must be paid in advance by the participants as the organiser will not bear these expenses

RETURN OF SUBMITTED WORK

Submitted pieces of work will not be returned automatically and without order by the participant.

Works that have not been selected for a prize or for being in the exhibition can be returned right after the jury meeting. These participants will be informed about the possibilities of returning the works. However, on request, the pieces of work can be collected from the German Design Council, by appointment, up until 30 August 2006. Participants can equally arrange for collection by a courier service.

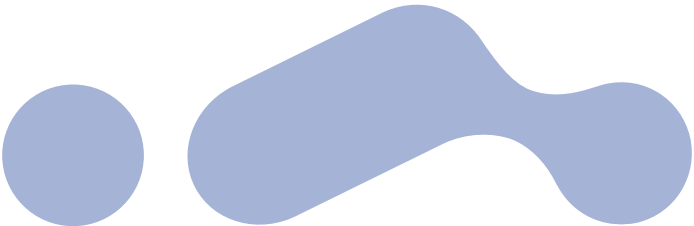
Works that have been awarded or have been selected for the exhibition will be returned after the fair IAA Commercial Vehicles. Participants will be informed about the dates. The collection of these works has to be done until 31 October 2006.

The organisers reserve the right to destroy any pieces of work which have not been collected by 31 October 2006.

CONTACT

Please address any questions you have about the competition to:

Rat für Formgebung/German Design Council
Ms Helge Aszmoneit
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Fax +49-69-74 74 86 19
E-mail info@german-design-council.de



ADDRESS FOR SUBMISSION OF COMPETITION ENTRIES

Rat für Formgebung / German Design Council
Messegelände / Dependance
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GERMANY