

The 2nd DBEW
International Design Competition



Design beyond East & West

Call for Entries

Deadline for submissions:
Tuesday 17 September 2002

What is Design beyond East and West?

The history of Western industrialization in Europe was the history of the Reformation, the Renaissance, the French Revolution, and the Industrial Revolution, through which the Western world was utterly transformed by fundamental social changes. Nevertheless, throughout this process, industrialization was to remain essentially the providence of the aristocracy and the wealthy ruling classes of Europe. On the other hand, across the Atlantic, the United States equipped itself with the necessary political, economic, and cultural infrastructure to embrace the shift towards a civic society. The U.S. embarked upon a process of industrialization that brought the middle class to the center stage, and thus, achieved a different kind of industrialization than the European model.

The US thereby became a nation that acted as a model nation, and developed a democratic, egalitarian, and capitalist social system which proclaimed freedom and equality for all its people. Furthermore, the nation also supported developments in science and technology, and in turn created a dynamic popular culture in which everyone could share in the bounties of modern life, such as being able to own a car, telephone, computer etc, and enjoy movies, musicals, jazz, and popular music. The U.S. provided a model and vision for the welfare state, emerged as a world superpower, and mastermind of the frontier of a new age.

Sustainable Development, Sustainable Design

However, the development of such a mass consumption society has inevitably caused enormous abuse of the environment and waste in natural resources and energy. The fact that for every thirty years half of the life species on earth becomes endangered or extinct is an acute indicator of the state of crisis that our civilization has reached. The amounts of energy consumed, and the extent to which the environment is damaged by present consumption is already beyond the danger level and puts our future at peril.

What is more troubling is that Asian countries including China and India, whose combined population is over three times that of all the industrialized nations put together, are in full gear towards industrialization, which will exponentially increase the world's consumption of resources and further contaminate and damage the environment. This is a problem that concerns us all. If Asia continues to adopt the Western model of industrialization as they increasingly have been, it is obvious that this region, as well as the rest of the world, will be faced with a devastating future.

This scenario that we are now facing illustrates the acute shortcomings of the Western paradigm of modernization. Unfortunately we have already blindly and irrevocably embarked upon a trajectory of change which is fraught with dangers without any clear idea of how to avoid or extricate ourselves from them. Furthermore it is regrettable that the nation-states that have comparatively recently joined the race for industrialization, such as Japan, Korea and other East Asian countries, have not been able to develop a differentiated model, but instead have blindly and clumsily appropriated the Western model, thereby aggravating the dire condition of the world today.

We have now arrived at a point in history when we have no choice but to create a new model for sustainable development that will minimize the destruction of our environment and save resources. This also implies the need for a kind of industrialization that will be feasible for the information age and that can embrace the changes that are currently transforming our everyday life.

Design beyond East and West

Consequently Asia, in its struggle for modernization, should no longer simply imitate the Western paradigm of industrialized consumer society with all its shortcomings, but neither should it simply take refuge in looking backward towards a bygone age of traditional life and culture. Rather it should search for a New Vision for a differentiated society that will be universally applicable. This alternative vision should be built upon the twin foundations of respect for human dignity and harmony between man and nature which will lead to a healthy and balanced society.

From the perspective of design, some one hundred years ago, handicrafts movements were attempting to deny the onslaught of the Industrial Revolution and the shift towards a mass produced consumption society, yet the Bauhaus Movement reached out to directly engage with manufacturers in order to transform mass produced goods by utilizing more humane and friendly designs. It is with this historical precedence as an example that we can define the task ahead for our designers who are faced with the new unlimited challenges and opportunities that abound today.

The Hanssem International Interior Design Competition is an opportunity that is open to designers with vision; designers who are equipped with new values fit for these changing times. The theme for the competition, Design beyond East & West, embraces the aspiration towards creating a sustainable society in which man and nature co-exist in harmony, and for new paradigms by which such a dream can be realized. This theme calls for a regional vision of a new direction for industrialization in Asia, but it is also seeking a universal vision for a new mode of life in the global information age.

Theme of 2002

*Design for Digitalized Space
Cultural Kitchen
Creative Kid Room*

DBEW for the One Child Family

The progress of industrialization and urbanization has changed the roles and functions in the family. In a traditional family, the elders in the family led the family and all family members took part in running the household; but in the nuclear family, the housewife shoulders the burden of not only the housework but also of raising children. With the advent of communal living and electric home appliances, the workload of the housewife has to some extent been reduced. However, now that more and more women are working outside their homes, the family with only one child ("Dual Income Single Child Family") is becoming the most common type. The theme of this DBEW Competition is the creation of a new atmosphere which is best suited to these social changes.

In the One Child Family, all the members usually go out in the morning to work or school work and return home in the evening. All 3 members are active. A new living environment which corresponds to this lifestyle is required. Based on the following three keywords, a new convenient living space for the 21st Century is sought.

The first keyword is " digitalized space ". The domain of control over time and space which Internet usage imposes is increasing. Pursuit of digitalized space design, "Design for Digitalized Space" is required. This new space must also coincide with the individual desires of each family member and must be created as a space where communication, cooperation and binding among family members can harmoniously take place.

The second keyword is "kitchen culture". An intelligent kitchen may be a cooking space where utility and convenience are adapted to a kitchen, yet now, a cultural meaning should be added to the kitchen, as a space where family members gather and share their warm talks together. In other words, the kitchen is a SPACE ADAPTED TO LIFE. The so-called "CULTURAL KITCHEN", as a new concept, is expected to be a small cultural plaza for family members.

The third keyword is a " new inner environment for children". Various media such as Internet, multi-media, and multi-channel TV are giving our children a wider range of choices. Also, as the general living standard improves, children have access to a greater amount of furniture and products in their rooms and their physical growth patterns are changing. The relationship between parents and children, body and furniture, mass of information and products, space and spirit have to be re-established. To nurture the healthy, original and competent leaders of our future, a "Creative Kid Room" must be proposed.

Theme

Design beyond East & West for the One Child Family

Eligibility

The competition is open to anyone, either individual or as a member of a team, irrespective of country of domicile, gender, profession, major or otherwise.

Objectives

1. To develop best-seller designs in the home interior and furniture design field
2. To unearth talented professional home interior designers
3. To present new interior design concepts befitting Asian culture, lifestyle and sentiment

Design Categories

Category A : Architectural Design for an Apartment House Unit
for the Dual Income Single Child Family
Category B : Interior Design for the Dual Income Single Child Family
Category C : Furniture Design for the Dual Income Single Child Family

General Rules

1. All the entrants must register for the competition entry. Registration is completed by entering at the membership through the competition web site. Entrants entering as a group, as well as individuals, must register at the membership to have an ID in order to be eligible to submit their work.
2. Entrants may select one or more items from all items of Category A, B, or C.
3. All markings or labels on the work to be submitted must be in English and Arabic numbers. The metric system must be used for measurements.
4. The plan should be made on a scale of 1/50~1/100.
5. The principal measurements must be labeled inside the plan(unit millimeters).
6. There cannot be any IDs or names which identify the entrant appearing in front of the work.
7. The entries will be displayed on panels for judging.
8. Your work can be submitted only once, either by mail or on-line.
* Submissions via E-mail are NOT allowed.
9. For **<DRAWING & IMAGE>** submitted for each work, you can submit maximum of 5 panels or files, A3 size horizontally.
-By mail: maximum of 5 panels
-On-line: maximum of 5 files
10. Design Report must be written in the following format:
 - 1) The Design Report is mandatory for all categories.
 - 2) The Design Report should be in English, no more than 800 words in A4 size paper.
 - 3) The Design Report should include the following:
 - i) The present status and problem analysis of the item design through living situation research
 - ii) Solution to problems in engineering and marketing
 - iii) Design concept

Category A

Architectural Design for An Apartment House Unit for the Dual Income Single Child Family

1. Item : Choose one of the following:

Item - Code	Type
AC	Chinese Style
AJ	Japanese Style
AK	Korean Style

2. Planning of the unit household is limited to a 2B or 3B residence.
(ie. Studios and four-bedroom houses are excluded.)
3. Designing and reconfiguring plans are for the interior of apartment only of the selected item. Designs for buildings and apartment developments are not included.
4. There are no restrictions in terms of conditions regarding land, relating laws, acts, rules, and regulations.
5. Both hall system (direct access) and corridor system (balcony access) are possible.
6. What to submit :
 - < **REPORT** >
 - 1) A Design Description which includes area description, characteristics of design, and other necessary points to display. (no more than one page of A4 paper size in English)
 - 2) Design Report: refer to 'General Rules'.
 - < **DRAWING & IMAGE** >
 - 3) Plan (if necessary, Elevation, Section, or Perspective)

Category B**Interior Design for the Dual Income Single Child Family**

1. Choose one of the following:

Item - Code	Type
BC	Chinese Style
BJ	Japanese Style
BK	Korean Style
BC-D	Designed Chinese Style
BJ-D	Designed Japanese Style
BK-D	Designed Korean Style

2. This category includes furniture design and layout.

3. You can coordinate using the existing furniture, lightings, fabrics, floors, and wall finishes.

4. You may either :

1) make one choice from the plans provided or

2) present your own idea of the projection and make the interior design within the scope of that projection.

(1) Interior designing within the scope of the plans provided :

i) Make one choice from: BC,BJ,BK.

ii) Download the plan from the competition website.

iii) Do not change the basic structure of the plan.

(2) Interior designing using a new plan of your own :

i) Make a choice from: BC-D, BJ-D, BK-D.

ii) You may submit the new plan simultaneously with Category A.

5. **A Child's room must be included in the interior design.** The remaining areas may be freely allocated.

6. What to submit :

< REPORT >

1) Design Report : refer to 'General Rules'.

< DRAWING & IMAGE >

2) Plan, Elevation, Section. If necessary, Details.

3) No less than one-cut of rendering and perspective which describe effectively the design concept.

4) Scanned images of actual materials, such as furniture, wall finishes, floors, fabrics, or accessories can be used for details or renderings.

Category C

Furniture Design for the Dual Income Single Child Family

Item - Code	Type
C	Child Room Furniture

1. Design of children's room furniture should be targeted at the 5~12 age category(elementary school child).
2. Make a choice of design object from items such as desk, chair, bookshelf, wardrobe, bed etc.
 - 1)New items may also be proposed.
 - 2)If it is furniture for children, it can be for any room.
(e.g. living room,kitchen...)
3. There is no limitation to the number of items that can be chosen.
4. Distinctions between the styles of different nations are not required.
5. What to submit :
< REPORT >
 - 1) Design Report : refer to 'General Rules'.
< DRAWING & IMAGE >
 - 2) Plan, Elevation, Section (If necessary, Details)
 - 3) No less than one-cut of perspectives or renderings which effectively describe the design concept.

Submissions

The works can be submitted only once either by mail or on-line.

* Submissions via E-mail are NOT allowed.

Deadline for Submissions

September 17, 2002, Tuesday 6:00PM (Korea time)

-By mail : The entry must arrive at the Competition Committee Office by
Tuesday 6:00PM on September 17, 2002.

-Online : The submission must be completed and given a Confirmation Code by
Tuesday 6:00PM on September 17, 2002.

Application Form

-By Mail : Download an application form and print,
fill out and send it with every entry.

-Online : Fill out the form online.

Entry fee

Free

Submissions by mail or direct delivery

1. < DRAWING & IMAGE > (Panel)

1) The submitted work for <DRAWING & IMAGE> must be on
an A3(420 x 297mm) panel horizontally.

2) Each submitted work should be mounted with a 3~5mm thick foam backing.

3) A maximum of 5 panels can be submitted.

4) The panels must be arranged from top to bottom in sequence : 1,2,3,4,5.

2. A label for the work should be attached to the back of each < **REPORT** > and
panel. (The labels are included in the application form.)

3. All data(reports, drawings & images) which are submitted in the entry
should be in CD format also.

4. Address :

1) By mail :

Competition Committee

Hanssem Bldg. 757-1 Bangbae-dong, Seocho-gu, Seoul 137-060, Korea

2) Direct Delivery

1st Fl. Lobby

Hanssem Bldg. 757-1 Bangbae-dong, Seocho-gu, Seoul 137-060, Korea

Tuesday 6:00PM (Korea time) on September 17, 2002

Online Submission

1. The size of the files must be no more than 2MB per file.

2. < **REPORT** > File :

1) A report should be written in English.

2) MS Word or compatible S/W should be used to make the file.

3. < **DRAWING & IMAGE** > File :

1) Files to be attached for < **DRAWING & IMAGE** > should take into
consideration that each panel for a file is size A3 horizontally.

2) A maximum of 5 files can be attached.

3) Only DWG(*.dwg), DXF(*.dxf), JPEG(*.jpg), PDF(*.pdf) file formats are
available.

4) JPEG(*.jpg) file resolution should be 100 dpi and image size should be
1560 x 1102 pixels.

5) For A3 size output, DWG(*.dwg), DXF(*.dxf) files can refer to the given
reference frame for plans downloaded from the competition's web site.

6) DWG(*.dwg), DXF(*.dxf) files can refer to the thickness of the pen specified
in the given plan in order to be befitted in the Black & White printing out.

7) Size A3(420 x 297 mm) paper will be the standard for a PDF(*.pdf) file.

8) Address :

www.hanssemcompe.com

www.designcompe.com

Judgment

Judging schedule

1. Judging period : October 7 (Mon) -9 (Wed), 2002
2. Announcement of results : October 10 (Thu), 2002

Judging Panel

Alessandro Mendini (Italy)
Arata Isozaki (Japan)
Seok-Chul Kim (Korea)
Li Chung Pei (USA)
Yung Ho Chang (China)

Judging Criteria

1. Principal judging criteria
 - 1) Marketability : Appropriateness to environments, cultures, and life-styles in Korea, Japan, and China
 - 2) Functionality : Whether problems and innovative solutions drawn are viewed from users' point of views on functions
 - 3) Futurity : Insight and adequacy that suggest for new housing culture and life-style
2. Other judging criteria considered
 - 1) Creativity : Originality of design and value creation
 - 2) Modernity : Application of new technologies and materials
 - 3) Humor : Effective usage of humorous elements in appearance or operating process

Disqualification for the Competition

1. Designs already submitted or awarded in other contests
2. Designs the products of which have already entered the market or which are intended for independent marketing within six months after the competition outcome is made public.
3. Designs breaching others' copyrights and patents
4. Works displaying on the front the name of an entrant, his or her school or firm or its logo
5. Others:
 - 1) If many outstanding works are submitted, which meet the judging criteria, the number of award winners may be increased. In the event few works submitted meet the judging criteria, the number of winners may be decreased.
 - 2) In case it is found that works have been submitted with disqualification concealed, the entrants involved will bear civil and criminal responsibilities arising from them.

The number of prize winners and awards

Grand Prix	1	US \$20,000
Golden Prize	2	US \$5,000 (each)
Silver Prize	12	US \$1,000 (each)
Total	15	US \$42,000

(Winning entries will be awarded on an individual basis irrespective of chosen category.)

Royalty

If an award winning work is commercially produced and marketed, royalties will be paid as percentage of sales proceeds from it.
(Special contracts between winners and Hanssen will be considered.)

Opportunity to participate in Hanssem Design Venture Project

Regardless of award, designers having submitted work of high potential marketability will be given the opportunity to participate in the Hanssem Design Venture Project for cultivating talented designers.

Prizes

Returns of Works

1. No entry submitted will be returned.
2. Personal information submitted will be solely used for purpose of the competition and be kept confidential.
3. All proprietary rights of prototypes will belong to Hanssem Co. Ltd

Copyrights

1. All copyrights, patents, and other related rights to the winning works will be reserved by Hanssem for one year after the announcement of winners. The period of time, however, can be extended under the agreement between Hanssem and the winner.
2. Copyrights include all rights relating to production, distribution, and publicity, such as reproduction, unauthorized modification, advertisement/public relations etc.
3. All rights of entries that did not win will belong to entrants.
4. If the Hanssem needs to present entries that did not win to the public for publicity and so forth, it must get the entrant's agreement.

For Further Information

For more detailed information on the Call for Entries and updates, please visit the official competition web site.

Contact Information

Address Hanssem Bldg., 757-1 Bangbae-dong, Seocho-gu, Seoul, Korea 137-060
Phone (+82 2) 590-3472
Facsimile (+82 2) 593-8463
E-mail compe@hanssem.com
URLs www.hanssemcompe.com
www.designcompe.com