



The Faces of Design Awards 2010 – promoting design talent worldwide

Summary

Faces of Design (FoD) is launching a new interdisciplinary competition to raise the visibility of hot design talent worldwide.

The competition is based on candidates' existing portfolios, and culminates in the publication of a printed volume, showcasing the 25 most promising design talents, by design discipline (e.g. industrial, fashion, or graphic design). This collection of profiles will be distributed to over 1.000 key decision makers at more than 300 companies, including firms such as vitra, IKEA, the Richemont Group (including prestigious brands such as Montblanc, Cartier and Chlo  ), designers' studios such as the Campanas' and Bouroullecs', design institutions and the international design press.

In the first round of the Faces of Design Awards, the candidates have the opportunity to present the best elements of their portfolios to the judges in a safe online environment, followed by a second round with our high-profile panel.

The winners of the Faces of Design Awards will then have their profiles published and distributed to opinion leaders and key decision makers in design worldwide.

To promote emerging talents in particular, there is a special discount to encourage student participation in the competition, and participation grants to support design talent from developing economies.

The competition opens on October 1st; the deadline for portfolio submission is December 15th, 2009; an early bird registration discount is available until October 31st. The winners of the design competition will be announced in January 2010.

Background

What are the Faces of Design Awards about? Simply put: the Awards are about you.

At Faces of Design, we are constantly stunned by the quality of design talent out there – and even more so by how many amazing designers do not get the recognition they deserve. To address this issue, and to raise the visibility of great design talents worldwide, we have created the Faces of Design Awards.



Join the Faces of Design Awards for your chance to shine, and to have your work showcased to international design leaders – including manufacturers, design studios, journalists and design institutions.

In two competition rounds, leading international design experts from a wide range of backgrounds review your work. We (Faces of Design) then actively promote the 25 best candidates by discipline and their work to opinion leaders, the press and potential employers/clients around the world.

The full list of companies that will receive a volume of the winners' publication will be announced upon the opening of the design competition on October 1st.

Benefits

The Faces of Design Awards provide you with the opportunity to substantially raise your international profile. This includes:

1. Gaining visibility to an international panel of renowned judges (see below)
2. Having your work showcased in a printed volume, and distributed to over 1.000 key decision-makers at more than 300 companies and design studios, as well as leading design publications and institutions worldwide
3. Meeting with the client or employer you would most like to work with: for each of the three participants that receive the most panel votes, we will do our utmost to secure at least one meeting or interview with the design companies of their choice. These can be firms from our distribution list of international design leaders, or other companies specifically chosen by the winners;
4. Having your work showcased in a special competition gallery on Faces of Design, which will be widely promoted to the international design press;
5. Winning the right to display the Faces of Design Award Winner's Seal on your website and in other marketing materials. Seals are awarded for the following categories:
 - a. Winner (awarded based on the total number of Panel votes received)
 - b. Special Mention (by personal selection of one or more Panel members)
6. An electronic copy (PDF) of the final publication, to support your marketing efforts
7. The Faces of Design Award trophy

Of course, all participants in the design competition will benefit from being able to showcase their work to potential clients and employers on Faces of Design, and the additional attention the Awards generate.



Eligibility

The Faces of Design Awards are open to individual designers, design studios, in-house design departments, individual design students and student groups. The design competition is international in nature, and open to representatives of any design discipline.

The Panel

Submissions to the design competition are judged by an international panel of renowned judges including:

1. Pio Barone Lumaga, Editor-in-Chief of LOFT - the Nordic BOOKAZINE - Italian
2. Alexander von Vegesack, Founder & Director of the Vitra Design Museum - German
3. Gala Fernandez, Head of the MA Programme 'European Design Labs' of the IED - Spanish
4. Sigga Heimis, Designer and Design Manager (IKEA, Fritz Hansen) - Icelandic
5. Maarten Baas, Designer - Dutch
6. Agnieszka Jacobson-Cielecka, Design critic and curator – Polish
7. Alain Lardet, Founder of Designer's Days, Paris - French

Panel members' detailed biographies can be found at:

<http://facesofdesign.com/content/faces-of-design-awards-2010-panel>

Deadlines

Submission: October 1st, 2009 to December 15th, 2009

Early bird registration: October 1st, 2009 to October 31st, 2009

Shortlisted candidates will receive the invitation to participate in Round 2 of the competition on December 21st, and need to submit their entries for Round 2 by January 10th, 2010. Winners will be informed in the week commencing January 25th, 2009, and the publication date of the winners' profiles is scheduled for February 2010.



Entry fees

- Regular participants: €40 (early bird discount) / €90 (standard)
- Students: €20 (early bird discount) / €50 (standard)

Please note that student entries will be clearly marked as such for presentation to the Panel, and in all subsequent communications, including the printed volume of Award winners!

We have done our best to keep entry fees to the competition as low as possible, however, a limited number of special Faces of Design Award Grants is available to talented designers otherwise unable to afford participation.

These Grants are awarded purely based on applicants' merit and need.

To apply for a special grant, you have to take the following steps:

1. Register for your (free) account on Faces of Design;
2. Create a compelling profile for yourself, and show us the quality of your work in your portfolio;
3. Send us an email at awards@facesofdesign.com with detailed arguments for why you should be eligible for an Award Grant. We will then carefully assess your case.

There is only a limited number of grants available, and they are targeted solely at individuals otherwise unable to afford participation. Organising this design competition takes a lot of time and effort, and we will not be able to provide the Grants if we are swamped with fake grant applications - so please do not abuse this option!

We also reserve the right to ban anyone from taking part in the competition if we find them cheating on the Grants application.

Payment Options

You may pay by PayPal or credit card, via the payment module on the Awards page. Payments have to be made before the submission deadline on December 15th, 2009. Please note that submissions for which payment has not been received by the submission deadline will not be considered for the Faces of Design Awards.



How to submit an entry

Submission to the Faces of Design Awards is possible only through the Faces of Design website.

Submission takes the following steps:

1. Free registration on Faces of Design
2. Payment of the Entry Fee.

Upon receipt of payment, you gain the right to join the Awards Group on Faces of Design. Awards Group members enjoy the following benefits:

- Receiving tips and advice on how to best present your profile and portfolio, to maximise your chances of winning the Faces of Design Awards;
- Visibility on who else is participating;
- The opportunity to clarify issues or questions in direct dialogue with the Faces of Design Awards team.

Membership of the Awards Group substantially increases your chances in the competition; early registration is therefore highly recommended. This also means that you benefit from an attractive early bird discount on the Entry Fee (see Entry Fees).

3. Creating an online profile and portfolio for the first evaluation round of registered participants on Faces of Design, in time for the submission deadline on December 15th.

Select candidates are then shortlisted based on the Evaluation Criteria.

4. In the final step, the short listed candidates are invited to craft a printable PDF using templates provided, demonstrating their best work for the second evaluation round.

The winner's templates will form the basis of the final publication distributed to over 1,000 key decision-makers and opinion leaders in design worldwide.

In the winners' publication, candidates are distinguished as follows:

- Winner (awarded based on the total number of Panel votes received)
- Special Mention (by personal selection of one or more Panel members)

The publication will also distinguish between students and design professionals.

Please note:

We will notify shortlisted candidates by December 21st, 2009, and winners in the week starting January 25th, 2010.



All texts that form part of a candidate's submission must be in English.

All designs must be the entrant's own original work. Submissions may include designs currently in production, and previously published and exhibited projects, provided that these do not violate the Use of Materials by Faces of Design and Other Award Rules.

Evaluation Criteria

1. Profile

- Informational value: does the profile communicate clearly the candidate's background, qualifications, areas of strength, and interests?
- Presentational value: does the profile present the candidate's qualifications in a professional and visually attractive light? E.g. consistent formatting, spelling, punctuation; creative and appealing use of the presentation format, including the About Me section of the profile?

2. Portfolio

- Informational value: does the portfolio showcase effectively the breadth of the candidate's skills and qualifications detailed in the profile? Is the portfolio clearly structured to be easily accessible by the panel, potential clients and/or employers?
- Quality of the design work shown.

Portfolios should strike a sound balance between quality and quantity; if in doubt, we would recommend submitting fewer images rather than examples of everything you have ever done. Students in particular may want to focus on about three examples of their best work.

Legal Information

Use of Materials by Faces of Design (FoD)

By entering, you confirm that the designs submitted have been created by you, and that you are entitled to confer the right of use of materials to Faces of Design as follows: by submitting, you have cleared any material submitted to the competition for use by Faces of Design as per this documentation, and in accordance with Faces of Design's Terms and Conditions. Materials may be used by Faces of Design for marketing and promotional purposes directly related to promoting the Faces of Design Awards, and Faces of Design in general. Any material used by Faces of Design shall carry the designer's credit line.

Copyright and all other rights remain that of the entrants or their clients.



Faces of Design is not liable for any copyright infringement on the part of the entrant and will not become involved in copyright disputes.

If you have additional questions, please e-mail us at awards@facesofdesign.com

Other Award Rules

5. All entrants are regarded as having a full understanding of the regulations for the competition and being willing to comply with every rule
6. Faces of Design (the organizer) will reject incomplete, inconsistent or improper documents and submissions
7. Late submissions will not be admitted to the Awards
8. Entry Fees are not refundable, unless the Awards should be cancelled, in which case Entry Fees will be returned to the participants
9. The decisions of the Panel are final and binding
10. Applicants have no legal rights to Faces of Design Award Grants, and management's decision on awarding Grants is final and binding. The management of Faces of Design reserves the right to withdraw the Grants in case of systematic abuse by applicants.
11. Entrants submitting designs that infringe intellectual or industrial property rights (trade marks, utility models, patents or similar rights) will be excluded from participation in the competition. The qualification of any prize-winning entries that violate third-party rights will be canceled and an official announcement made. The entrant shall be liable for damages and any claims made by third parties, resulting from the infringement of property rights
12. The quality of the final publication is crucial to ensure its benefit to participants. The organizer therefore retains final editorial rights to the documents produced to promote Award winners and their work, in order to ensure quality standards. Should revisions of candidates' submissions be necessary after the submission deadline has passed, the organizer will inform candidates accordingly. Candidates then have a choice of either making the necessary adjustments themselves within a specified time frame, or having the organizers make the necessary corrections, which will be charged to the candidate at an hourly rate of €60. Participants who do not make the necessary adjustments on time, and do not agree to pay the aforementioned fee will be withdrawn from the Awards competition
13. The organizer reserves the right to amend the total number of winners in order to ensure that the publication fully reflects the quality of contributions submitted
14. The organizer reserves the right to amend the list of organizations to which Award winners are promoted, and the means of doing so, as required to maximise the impact of the competition



About Faces of Design

Faces of Design is an information portal and career platform for designers. Interdisciplinary and intercultural in nature, we seek to help designers raise their game by providing them with inspirational and informative content, and by building connections with industry players.

If you have any questions about the competition, please do not hesitate to contact us directly at info@facesofdesign.com.