



# Creative ASEAN 2018

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ASEAN Furniture Design Contest

Regulations

**The Department of Intellectual Property  
Ministry of Commerce of Thailand**

## **BACKGROUND**

The ASEAN Furniture Design Contest is launched by the ASEAN IP Offices with the collaboration of the ASEAN Regional Integration Support by the EU (ARISE Plus Program), in order to encourage research and creativity in the field of furniture manufacturers and producers throughout ASEAN region.

ASEAN IP Offices collaborated with ARISE Plus Program, and in particular with the Department of Intellectual Property (DIP Thailand) in the preparation of the grounds for the ASEAN Furniture Design Contest initiative for which the ASEAN country champion is Thailand (initiative 16 of the ASEAN IPR Action Plan 2016-2025).

The ASEAN Furniture Design Contest is a specialized contest opens to both concept stage and realized furniture designs by new talented designers with the final determination to firmly support the creativity in the ASEAN region. It is the indicator of quality and perfection in design which intends to encourage interaction between designers, creators, and suppliers from different nationalities as a source of cultural and creative enrichment.

Ultimately, the ASEAN Furniture Design Contest wishes to protect and raise awareness about the importance of designs and related rights, intellectual property rights (IP Rights) in creativity areas, appreciating and ensuring protection of the inestimable work of creators, awarding the result of their hard work.

## **PARTICIPANTS**

Any furniture designer experienced or not – furniture designer, professional in the industry, student, craftsman, artist – whose nationality is one of the 10 countries member of the ASEAN.

## **SUBMISSION**

The submission form (in annex) must be properly filled out and be accompanied by the dossier.

## **THE COMPETITION**

### First stage: National Selection

Each participant should submit the high-resolution images of the furniture design together with a presentation of its usage and application guides. The submission will be evaluated on multiple dimensions such as innovation, uniqueness of the design, social impacts, environment friendliness, energy utilization, and project specific criteria. The most important criteria are highlighted as design, engineering, and presentation.

Materials and sizes: the furniture design shall be under 2x2 Sq.m.

The furniture design submitted shall be executed and produced; unexecuted designs will not be accepted. The furniture design presented shall be original, unique, singular and novel.

All participants must submit a dossier in English about the design in digital format (word processors or PDF in a CD):

- Curriculum vitae:
  - o Participant data - name and surname, gender, date of birth, passport number or identity number, nationality, contact details;
  - o Resume - explanation of previous professional experience, school education, educational and vocational training, skills
- Pictures: at least 3 pictures in digital support (CD) of the furniture design presented (format tiff o jpg, 300 dpi, size 10 x 15 cm at least). The pictures must be of good quality showing clearly the details of the design and at least one of the pictures must show design with a neutral background. Additionally, a video recording showing the design can be submitted.
- Technical record of each of the design presented describing sizes, materials and technique used and year of design and production.
- Conceptual report of each piece or collection presented: explanation maximum 2.000 characters about the themes and inspiration sources that will allow understanding the piece and appreciating its singularities.

The documents submitted will not be returned to participants. Those participants willing to withdraw their documentation have to arrange pick up or parcel return with the corresponding IP Office by contacting them. The costs of withdraw and return will be borne by participants.

The digital information about the design must be clear and accurate as it may appear in catalogues or booklets promoting the competition.

On the basis of the dossiers and pictures received, up to 5 participants per country will be selected to participate in the second stage of the competition by a selection boards set up at each ASEAN country by its National IP Office in accordance with its own criteria. The selection board at each ASEAN member state will be assessing technical, aesthetic, innovation and originality aspects of the furniture design presented.

Each ASEAN IP Office will submit the dossiers and pictures of the 5 selected designs to IP Promotion and Development Office, Department of Intellectual Property, Ministry of Commerce of Thailand, 563 Nonthaburi Rd., Nonthaburi Thailand 11000. The last day of submission shall be provided by the Department of Intellectual Property, Thailand in due course.

### Second Stage: Regional Selection

In this stage of the competition, the 5 selected finalists in each country member of the ASEAN will participate. From that selection, an Expert Regional Jury will choose a winner from each country that will be part of the winners' podium of the ASEAN Furniture Design Contest.

The organization will contact the winners to communicate them directly and arrange further steps described below.

### **AWARDS**

The winners' podium will have the chance to showcase their furniture design in the STYLE Bangkok Fair 2018 which will be taking place in Bangkok (Thailand) in the month of October 2018.

Within the context of the fair, there will be an awards giving ceremony in which a trophy will be given to each of the winners.

During the award ceremony each of the winners will have time to explain to the audience the characteristics and values of their furniture designs.

Subject to availability of resources, each of the winners will be also awarded with a "study visit" for in a well-known furniture design company in ASEAN. The exact time and venue of the study visit shall be determined in cooperation with the ARISE Plus Project.

## **JURY**

The Experts Regional Jury on the ASEAN Furniture Design Contest will be:

- Spain (chairperson)
- Indonesia (member of the jury)
- Malaysia (member of the jury)
- Philippines (member of the jury)
- Thailand (member of the jury)

The Jury will be assessing technical, aesthetic, innovation and originality aspects of the furniture design presented. The jury has the faculty to solve unforeseen problems and take decisions in unforeseen situations. The verdict of the jury will be final.

## **RULES AND CONDITIONS**

Official language of this competition in terms of documentation will be English.

The copyrights and property rights of the furniture design will always belong to the participant and at under any circumstance will not be transmitted to the organization or any agent or person related to the competition.

The winners will be liable to legal action if it is found that their winning designs are infringing on Intellectual Property rights of other persons.

The participants accept that the information contained in the dossiers and the pictures of the furniture design might be included in promotional and advertising material of the competition (printed or digital), in promotional material of the STYLE Bangkok Fair 2018, and promotional and advertising material of the ASEAN IP Offices and ARISE Plus Project.

Participation in the ASEAN Furniture Design Contest 2018 implies fully acceptance of these regulations and conditions.

## **CONTACT**

For any further enquiries you can contact:

Intellectual Property Promotion and Development Office

Department of Intellectual Property

Ministry of Commerce of Thailand

563 Nonthaburi Rd.

Nonthaburi 11000, Thailand

Telephone number: +66 (02) 547 4652

E-mail: [ippromotion.dip@gmail.com](mailto:ippromotion.dip@gmail.com)

## SUBMISSION FORM

Title: \_\_\_\_\_

Name and surname:

\_\_\_\_\_

Date of birth:

\_\_\_\_\_

Name of company:

\_\_\_\_\_

Address and country:

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\_\_\_\_\_

ZIP code: \_\_\_\_\_

Phone number:

\_\_\_\_\_

Email:

\_\_\_\_\_

Website:

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Title of the Furniture Design:

(Piece 1) \_\_\_\_\_

(Piece 2) \_\_\_\_\_

(Piece 3) \_\_\_\_\_