

## The House and Home MAKE IT Awards 2014

In association with the Design & Crafts Council of Ireland and Fund it



Have you got what it takes to **MAKE IT?**

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### Overall **MAKE IT** Award

(Sponsored by the Design & Crafts Council of Ireland)

For a product that boasts intelligent design which combines form and function, innovative use of process and materials, commercial viability and addresses a gap in the market. Win €2,000 cash plus expert mentoring from both DCCol and Fund it, plus a photoshoot and feature in House and Home magazine.

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### The **MAKE IT: SMART DESIGN** Award

(Sponsored by Fund it)

For a product created using new digital technologies i.e. 3D printing/laser cutting/etching/CNC milling and/or other digital fabrication technologies. Win mentoring sessions with Fund it and an opening pledge of €300 to get the campaign started from Fund it plus a profile in House and Home magazine.

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### The **MAKE IT: READERS' CHOICE** Award

(Sponsored by House and Home Magazine)

Voted for by the readers of House and Home Magazine. Win mentoring sessions with Fund it and a profile in in House and Home magazine.

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*\*Winners may be eligible to win more than one category*

The awards are open to anyone who is born in or resident (for a minimum of two years) in Ireland or Northern Ireland, including professionals, graduates and students in the Irish design and craft industry.

Closing date for *application* is 4pm, Friday 15<sup>th</sup> August 2014.

Closing date for *submission of product* is 4pm, Friday 22<sup>nd</sup> August 2014.

Please read pages 6, 7 & 8 for criteria, submission guidelines and terms & conditions.

## APPLICANT DETAILS:

Name:

Discipline:

Nationality:

PPS Number:

Address:

Email:

Phone

Website:

Twitter:

Are you registered with the Design & Crafts Council of Ireland?

Yes

No

Do you currently produce products for retail?

Yes

No

If yes, please list stockists:

## PRODUCT DETAILS:

Product Name:

**Product Description:** *(a brief description of the product, its function, motivation/inspiration)*

**Product Dimensions:** *(size of product; length x width x height in mm)*

**Materials Used:** *(list of main materials used in the making of the product)*

**Production Method:** *(describe how the product is made and include details on where you envisage the product will be produced)*

**Product Capital Investment:** *(proposed source of investment for getting the product produced)*

**Packaging Ideas:** *(brief description and samples of your ideas for branding and packaging)*

**Marketing Ideas:** *(brief overview of your ideas on getting maximum exposure for your product)*

**Target Market:** *(brief description of who you expect will buy your product)*

**Distribution Channels:** *(your ideas on the easiest and most cost effective way to get your product to the end user)*

**Production Costs:** *(details of all costs associated with the production of the product including time, materials, packaging etc. to arrive at the production cost per unit)*

**Wholesale Cost and Recommended Retail Price** *(considering your production costs please give details of your wholesale price and RRP. Please note must be between €20 and €200)*

## **Application Criteria:**

- The award is open to anyone who is born in or resident (for a minimum of two years) in Ireland or Northern Ireland, including professionals, graduates and students in the Irish design and craft industry.
- A prototype is eligible if it has been produced between January 2013 and the application closing date of 15<sup>th</sup> August 2014.
- Submitted designs should be commercially viable and retail between €20 and €200. Full cost breakdowns to demonstrate this must be included in each application.
- The competition is not open to on-paper only entries. The product must physically exist in market-ready prototype form by the product submission closing date of 22<sup>nd</sup> August 2014.
- Shortlisted candidates will be notified by 4pm on 27<sup>th</sup> August 2014.
- Unsuccessful candidates will be asked to collect their products at House and Home Office, Newmarket House, Newmarket Square, Dublin 8 between 10am-4pm on 28<sup>th</sup> August 2014.
- Winners will be notified within 4 weeks of entry deadline.

## **Ineligible Applications:**

Applications will be considered ineligible if:

- Your application or supporting information arrives after the submission deadline.
- You don't fill out all of the relevant sections of the application form or you don't provide all of the information requested.
- Your application does not fit the purpose of the specific award.

## **Award Assessment Criteria:**

### **Criteria for selection:**

The selection panel will assess applications on the criteria outlined below, based on the scoring mechanism / weighting of each heading.

- Design (25/100) - The panel will assess the product on design, aesthetic, function and form, technical ability and innovative use of process and materials.
- Suitability to market (25/100) - The panel will assess how and why the product is suitable to market, focusing on relevance of design, quality, price, positioning, packaging etc.
- Market knowledge and understanding (20/100) - The panel will assess the viability of the product and the retail market potential, the designers understanding of the target market, with reference to key information such as the size of the market, the number and type of buyers, the sales potential, the PR/marketing potential etc.
- Export capacity (20/100) - The panel will assess the product based on anticipated sales projections and capacity to fill potential orders.
- Quality of the application (10/100) - The panel will assess the overall quality and professionalism of your application.

## **Terms & Conditions:**

- Any individual entering the competition will be deemed to have given the competition organisers an irrevocable free licence to use and reproduce any designs or other material provided for all purposes connected with promoting the competition. The design teams shall retain copyright of their design proposals.
- All work being submitted for consideration must be wholly original. It must be free from copyrights and any kind of obligation. The design must not in any way infringe upon any third party's right, including but not limited to copyright logos, trademark, trade names, or other proprietary rights of publicity or privacy.
- Products that have been already mass-produced, made available to purchase either privately, in a retail premises, at a fair or trade show or online in any country are not eligible.

- An expert panel will review all applications. All decisions of the judging panel are final.
- Applicants and winners may be eligible to receive more than one award
- Supports and awards are offered subject to the availability of funding

### **Payment Terms:**

- Applicants are required to supply a PPS number in order to receive payment of awards.

Please tick that you have read and understood the terms and conditions

### **Deadline and Application Instructions:**

- A) Completed application to be sent to [innovation@dccoi.ie](mailto:innovation@dccoi.ie) before the closing date of 4pm on Friday 15<sup>th</sup> August 2014. Early application is advised.
- B) Submit product prototype & support material to; House and Home Office, 3<sup>rd</sup> Floor, Newmarket House, Newmarket Square, Dublin 8 before 4pm on Friday, 22<sup>nd</sup> August 2014.
- All products must be adequately packaged (in a stiff cardboard box, using bubble wrap, jiffy foam, packing nuts or acid free tissue where necessary)
  - All packages must be labeled with image of the product on the outside assembly instructions where necessary, applicant name and contact information must be clearly displayed.

Enquiries to [innovation@dccoi.ie](mailto:innovation@dccoi.ie)