

KUTAYBA ALGHANIM DESIGN AWARD

FURNITURE DESIGN 2023

Kutayba Alghanim Design Award Furniture Design 2023 Briefing Document



About the Kutayba Alghanim Design Award

The Kutayba Alghanim Design Award celebrates the remarkable skill and passion of creative professionals across the GCC. Committed to a legacy of philanthropy, Alghanim Industries Executive Chairman, Kutayba Alghanim has for decades fostered opportunities for learning and innovation in the region, inspiring and empowering the next generation of Gulf talent. This design award invites designers across disciplines to showcase their talent and innovative ideas. First launched in 2021 as an architecture prize in Kuwait, the Award's long-term ambition is to empower talent across creative disciplines.

About Safat Home

Safat Home, an Alghanim Industries company, aims to provide an exceptional home furnishing experience for all its customers. It offers a wide range of home finishing materials and furnishings such as: living, bedrooms and dining rooms, home decor and accessories, kitchens, tiles and sanitary in addition to office furniture.

Safat Home's extensive selection caters to various design preferences and styles, allowing customers to create unique and personalized living spaces. Safat Home has a celebrated history of working with local designers to introduce new design aesthetics catering to the Gulf region.

Furniture Design Competition

The 2023 edition of the Award invites GCC designers to re-imagine two of the most essential elements of any home: seating and tables in the living room.

- **The Seating category** welcomes design submissions for armchairs, lounge seating, sofas and so on.
- **The Tables category** welcomes designs for coffee or center tables, TV stands, and other auxiliary tables found in living room spaces.

Evaluation criteria

Designs in both categories will be evaluated according to a holistic set of criteria.

- **Production Feasibility:** Submissions should be designs that are feasible to produce, reproduce, and capable of scaling to meet market demand.
- **Innovation:** Designs should offer a unique proposition, either by introducing something novel to the market or by enhancing an existing product or service.
- **Aesthetics:** The artistic merit of the design will be evaluated considering form, shape, color, texture, finishing and engineering.
- **Durability:** The design should exemplify high quality and longevity with its materials and the way they are utilized.
- **Utility:** The design should serve its intended purpose effectively, meeting the needs of the user while providing good ergonomics.

Eligibility

The competition is open to citizens of the Gulf Cooperation Council (GCC) countries i.e., Kuwait, Saudi Arabia, Qatar, Bahrain, United Arab Emirates and Oman, who are 35 years old or below.

Contestants may compete as individuals only and can submit designs to only one of the two competition categories.

Alghanim Industries' employees and their first-degree family members do not qualify for participation.

Participation Process

Step one: Register

To participate, contestants must first complete and submit the registration form available at [this link](#).

Please make sure to provide the same email on the form that you will use to send your submission.

Registration must be completed by **Tuesday, October 31, 2023**.

You will then receive a registration confirmation email. Please wait for this confirmation before submitting your design.

Step two: Submit your design

Once you've received the confirmation email, submit your design files via email to competition@alghanim.com

Submissions must be sent by **midnight on Saturday, November 11, 2023**.

To be considered, each submission in either category must include the following in PDF format:

1. Plan (with dimensions in mm)
2. 4 elevations (with dimensions mm)
3. 2 perspectives, either hand drawn or rendered.
4. 1 cross section or call-out drawing detailing materials.
5. 1 part-of-a-whole diagram (anatomy of furniture)
6. A sketch showing the table/seating in use.
7. A 250–400-word description of the inspiration and approach behind the design (text can be distributed throughout the document)

Participation Process (Cont.)

Please ensure that your submission is an original creation and has not been submitted for consideration anywhere else. Plagiarism of any idea, form, design, or image will result in disqualification with a notice.

Submit all requested documents in a single email. Use this format for your subject line: "Submission- [competition category i.e. seating or tables]- [your full name]"

Following the submission deadline, shortlisted designs will be asked to develop and present a physical model/prototype of their design at 1:25 scale.

Awards

Tables category

- First place: USD 10,000
- Second place: USD 6,000

Seating category

- First place: USD 10,000
- Second place: USD 6,000

Key Dates

Registration deadline:

Tuesday, October 31, 2023

Submission deadline:

Saturday, November 11, 2023

Terms and Conditions

The contestants retain ownership over the intellectual property rights of their submissions. The contestants shall provide Alghanim Industries, its affiliates and subsidiaries with the right to use their names, any and all information shared by the contestants with Alghanim Industries during the competition period, including materials, submissions and designs. Alghanim Industries shall also have the right to publish, advertise and print the designs and/or submissions of the contestants for the purposes of promoting the Kutayba Alghanim Design Award in traditional and digital media.

The contestants warrant that the submissions and designs do not infringe any patent, design trademark, copyright, trade name or trademark. The contestants hereby undertake to defend, indemnify and hold harmless Alghanim Industries, its affiliates and subsidiaries, from and against any and all damages, costs and expenses incurred by Alghanim Industries, its affiliates and subsidiaries, as a result of any claim, suit or proceeding brought against Alghanim Industries, its affiliates and subsidiaries, based on the allegation that the use of the submissions and/or designs constitutes an infringement of any intellectual property rights.

The winners of the competition each retain ownership over their intellectual property rights of their individual submissions and/or designs. Each winner of the competition grants Alghanim Industries with the right to use such intellectual property rights, on an exclusive basis, for the purpose of exploiting, producing, manufacturing, and industrializing the design and/or submission of the winner worldwide for a period of 36 months, starting from the date of design submission. Each winner of the competition grants Alghanim Industries, its affiliates and subsidiaries, the right to advertise, publish and print the design and/or submission in its designs book and through its media partners. During such period, a winner shall only have the right to use the design in their portfolio, however, they cannot grant any rights to use the design or exploit the design and/or submissions to any third party without the prior written consent of Alghanim Industries.

Contact

For any additional information, please email competition@alghanim.com.

For any questions about a submitted design, the correspondence must be sent from the email used for registration. Use this format for the subject line:

“Question- [competition category i.e. seating or tables]- [your full name]”

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