

# 3. INTERNATIONAL INDUSTRIAL DESIGN CONTEST (Primal)Chair



FESTIVAL LESA

The Festival of Wood invites open applications to the International Contest (Primal)Chair with this year's theme - regeneration.

The grand jury will select 3 authors or groups of authors who will be presented at the award ceremony "The Chunk of Wood Award" during the Festival of Wood 2017.

Participation in the contest is open to all designers, students and authors worldwide and above 18 years.

## Awards

First award: prototype production + 40 hours usage of prototype workshop\* + free board costs at the Bearlog hostel during the Festival of wood 2017 (4 nights)

Second and Third award: prototype production

\*Usage of organizer's prototype workshop in Kočevje one year from the reception of the award. Included in the prize is the usage of carpentry machines and professional support of the technologist. Material is not included in the prize.

## Important dates

Call for entries: 6<sup>th</sup> June 2017

Release of members in the grand jury: 1<sup>st</sup> July 2017

Deadline for entries: 1<sup>st</sup> September 2017

Selection of winners by the grand jury: 10<sup>th</sup> September 2017

Award ceremony: Festival of Wood 2017, 5<sup>th</sup> October 2017, Kočevje

## The Contest is invited by

Festival lesa, z.o.o., so.p.

## Partners

Regional Institute for Tourism Kočevsko, Municipality of Kočevje, Kočevski les Timber Management of Municipality owned forests, Gimnazija in Srednja šola Kočevje





The Festival of Wood invites open applications to the 3rd International Industrial Design Contest of a wooden chair as a tribute to the primeval forests of Kočevska region in Slovenia, home of the Festival. Wood is the raw material we have in abundance. Yet, it is far from being exploited in allowable ranges. By taking part in this design competition, you get a chance to materialize your design idea as a prototype and further development of idea or product.

Contest is accompanied by the text Relaxation in harmony with nature written by prof. dr. Jasna Hrovatin, which serves as a basis for reflection in the direction of this year's themes - regeneration

#### **We look for**

Functional, modern wooden piece

#### **Judging criteria**

The entries will be evaluated according to the following 5 aspects:

1. design aspect; (innovativeness, functionality, ergonomics, aesthetics, feasibility)
2. material selection; taking into account the use of wood as a primary material
3. marketing stance; usefulness and market applicability
4. presentation; clear and high-quality presentation of entry presentation)
5. compliance with the tender theme – regeneration

Every member of the grand jury will evaluate each entry according to one of the five aspects by the individual judging criteria. Jury's decisions are final and cannot be appealed.

#### **Participation and application of entries**

- Participation in the contest is free of charge
- Applicants may be individuals or group of authors World Wide.
- Applicants must be older than 18 year.
- The number of entries for each author is limited to two solutions.
- The applications can only be registered via application form on competition website [www.festival-of-wood.si](http://www.festival-of-wood.si).
- Applicants must fill in all fields of application form, otherwise application will not be valid.
- A visual representation of the product in the form of drawings, plans and visualization of the proposal in its usable capacity; (PDF file / minimum 225 dpi / A3 Landscape / color / up to 5 pages).
- The story of the designed chair; a written description/ presentation of the product and the concept behind the designer's idea - up to 1500 characters (including spaces).
- CAD files compatible with AutoCAD, SketchUp, or Rhinoceros software (all files to be combined in a single ZIP file).
- No part of the attachments should be marked in a way that allows the identification of the author.
- Language of the competition application is English or Slovene

#### **IMPORTANT**

**The title of authors, their names or other recognisable signs should not be mentioned or seen anywhere in the written description or visual files. Noncompliance with these rules results in disqualification of the entry.**

#### **Contest conditions**

- By applying entries, authors agree to all the contest conditions, evident from the call for applications.
- Authors also agree to public presentation and promotion of their entries and prototypes for the purposes of Festival and contest.
- The winners of the competition, presented at the Festival, agree to actively cooperate with prototype production and the preparation of the contents for the brochure containing shortlisted entries in accordance with instructions, given by the organizers via e-mail.
- Prototype award-winning proposals will be manufactured in 2 copies – one for the exhibition at the Festival of Wood and the other for the author.
- The prize is not transferable. The Prize winner is not entitled to any money compensation.
- The winners who will not attend the public Award Ceremony without a justifiable reason will thus express the decision to renounce the prize.
- The winners may waive participation in the prototype production for justifiable reasons.
- In case one author applies more than two solutions, the organizer will include the last two applied entries from the author in the competition.
- Entries must be entirely produced in Slovenia, made predominantly from materials, present in Slovenia.
- To authors of entries who will not be awarded, organizer will not reimburse any costs, connected to participation in the contest.
- The Grand Jury will turn down all the incomplete or unsuitable applications. The Grand Jury will disqualify every applicant who will breach these conditions of application, send in false or misleading information or in any way violate the integrity of the contest.
- Participation in the contest is not permitted to Grand Jury members, their family members and close co-workers. A Jury member withdraws from assessing the work that he/she is personally involved in or in case of other personal reason the Jury member expresses.
- The organizer is not responsible for mistakes, connected to website, network or other communication malfunctions that could cause the applicants to miss the deadline.

- Copyright shall be guaranteed in accordance with the Law on Copyright and Related Rights. The participant guarantees to be the exclusive owner of the copyright (moral and material) to a work and that no third party has copyright or other intellectual property rights, which would result in challenges or asserts of a legal claim against organizer of the contest. The participant assumes responsibility for third-party claims that may derive from authorship and plagiarism.
- The organizer assumes the costs of postal services for sending the prototype. Other related costs (customs, etc.) are the expense of the participant.

#### **Additional information**

All the questions, related to the content of the contest can be sent to [natecaj@festival-lesa.si](mailto:natecaj@festival-lesa.si) by 30<sup>th</sup> August 2017 the latest. All the answers will be sent to applicants or will be published on the Festival's website.

The jury will conclude its judging and inform the winners by 15<sup>th</sup> September 2017 the latest.

The results will be presented at the award ceremony on 5<sup>th</sup> October 2017.

The organizer retains the right to change the contest in case the change would be necessary to maintain the integrity of the competition. Possible changes will be published on the Festival's website.





## Relaxation in harmony with nature

Most of us imagine forest as an oasis of peace and relaxation. A sound of rustling leaves, birds singing, pleasant forest scents relax and calm us. The question is whether a carefully designed piece of nature in the form of wood can create a feeling of homeliness and connection with nature? Can a wooden recliner be an island of peace and regeneration in our home? Can a wooden lounge chair on the one hand be a functional piece of equipment that we will happily use because of its comfort and on the other hand can it function as a designer piece of furniture that will give to a place that distinctive mark because of its sophisticated form and selected material.

The fact is that people are different, each of us imagines his own idea of rest and consequently of the optimal recliner. At the same time we all imagine a recliner as a piece of furniture, the primary role of it is a good rest and a piece of furniture that can usually be used for lying down comfortably and often has a possibility to modify the inclination of the backrest.

A carefully designed recliner can be an element that represents pleasure for body and soul. By sitting back in an ergonomically designed recliner we will be able to rest and relax. The essence of a good lounge chair is to offer comfort and to be comfortable. Therefore, the shape of a recliner must fit the body in dimension and in shape. The ideal angles in recliner are identical to those of the body floating in water. It is especially important to take into account anthropometric data for resting and seating furniture pieces because of constant physical contact when using it.

One of the biggest problems in designing seating furniture is that sitting is most often considered as a static situation, whereas in reality it is dynamic. We rarely just sit on a chair and lie on the couch and even then we constantly change position and burden the different muscles. Active sitting or active lying is more common, which means that we use furniture to write, read, eat, in short, we move and change the seating position. Therefore, the fact that the seating furniture is anthropometrically appropriate does not guarantee its comfort. A deck chair has to be designed in the way to allow the transfer of body weight on a larger surface and to allow varying the body position. If this requirement is not met, we feel fatigue and pain due to the continuous use of the same muscles, tendons, and impaired blood circulation. The comfort when seating down and getting up is also important. Henry Dreyfuss, one of the pioneers of industrial design in America, wrote in his book *Design for People*: "The products we design are going to be ridden in, sat upon, looked at, talked into, activated, operated, or in some way used by people individually or en masse. If the point of contact between the product and the user becomes a point of friction, then the industrial designer has failed."

A quality recliner requires appropriate choice of material. There are quality recliners made of different materials, but we can all agree that wood is a genuine human friend, his companion and, as such, the most commonly used material at home. Wood has a number of advantages compared to other materials. It is renewable, that, unlike the plastic, grows its value over the years as it gets patina and the value of historical memory. Professor Niko Kralj once wrote: »Wood is unique in his own image, the beauty of its texture and palette of natural colors is magical.

Therefore we never get tired of wood in all its forms, types, colors and variants." Wood as such is without competition in its aesthetic point of view, the perspective of naturalness and reproducibility the material that is healthy and eternally topical and has always been associated with humans. Wood is nice to touch but it is also important because of psychological value associated with it: sentimental memory, authenticity, hospitality, connection with nature, harmony and warmth. Ernest Dichter wrote: »Wood is the incarnation of peace.« As such, it is an ideal material for objects associated with meditation and rest.

There are several world famous recliners in history of design. Among them are Le Corbusier LC-4 Chaise longue, Eames Lounge Chair from Charles and Ray Eames, The Gravity Balans Chair from Peter Opsvik. All three solve the problem of relaxation and comfort in a unique way, and all three are considered as »cult« recliners that despite the fact that they were designed in the last century are still successfully sold. Some believe that the world has so many items that it is practically impossible to make anything new. I do not agree, because we can always do better, our product can be more functional and be in deeper harmony with nature. I am convinced that the recline chair can be a wonderful challenge for every creative designer.

Professor Doctor Jasna Hrovatin