



STUDENT FURNITURE DESIGN COMPETITION

FREEDOM TO CREATE | F3awards.com

F3 AWARDS | 5419 HOLLYWOOD BLVD., SUITE C373 | HOLLYWOOD, CA 90027 | 310.722.1644 | INFO@F3AWARDS.COM



REGISTRATION FORM

F3 AWARDS STUDENT FURNITURE DESIGN COMPETITION

NAME AND CONTACT INFORMATION

First, Last Name _____

Address _____

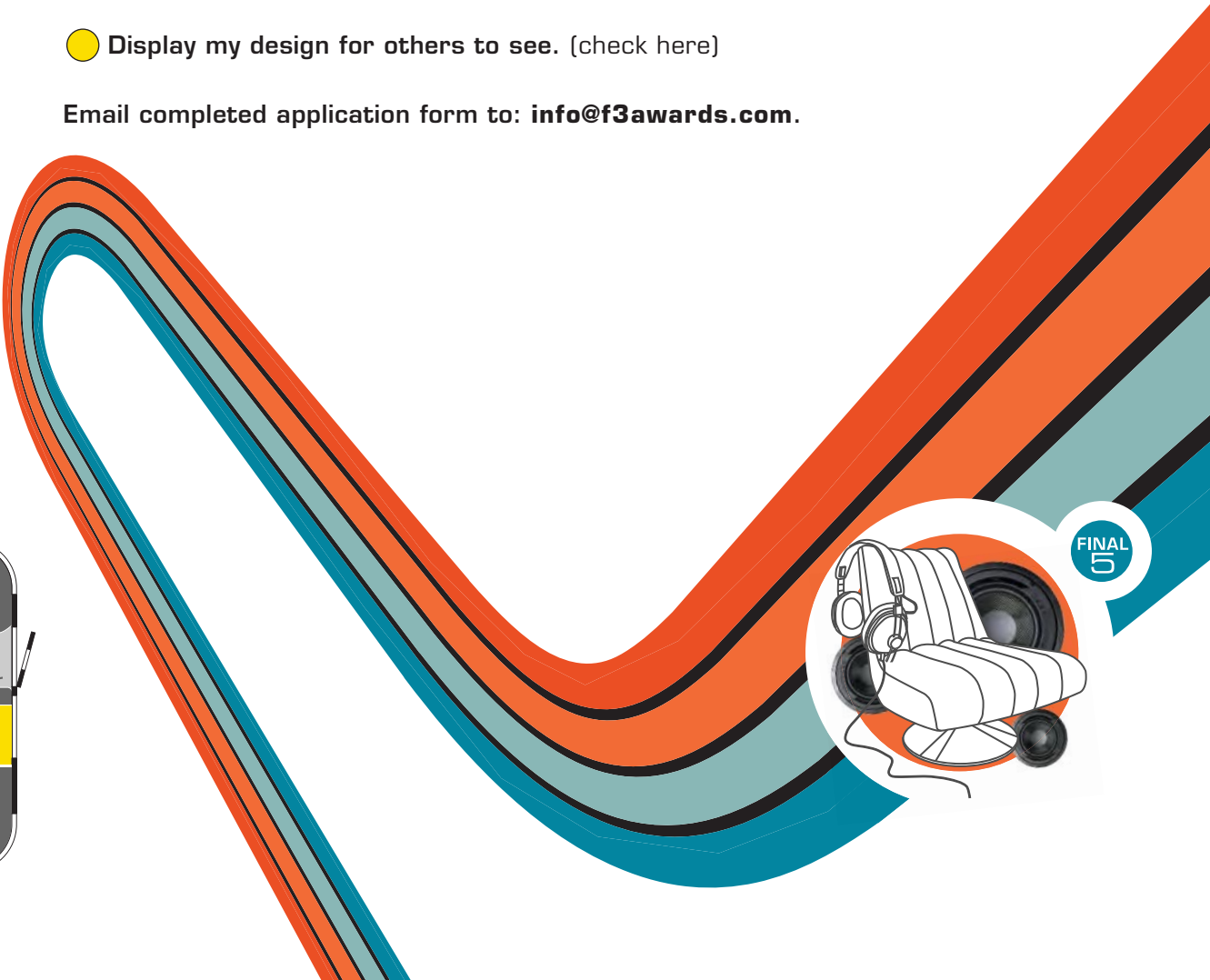
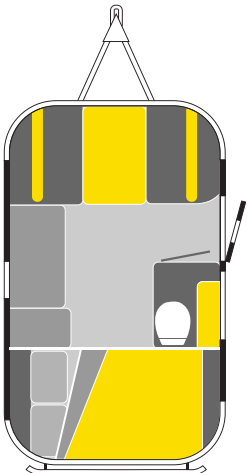
Phone Number _____

E-mail _____

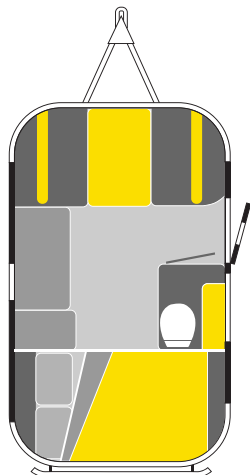
School Name _____

Display my design for others to see. (check here)

Email completed application form to: info@f3awards.com.



FINAL 5



RULES + GUIDELINES

ELIGIBILITY

F3 Awards is open to any students who are enrolled in an Interior Design and Architecture program from an accredited 2 or 4-year college or university on or before the March 12, 2010 registration deadline. Employees F3 Awards or Sponsors are not eligible. All entrants agree to be bound by the Official Rules.

REGISTRATION

All students must register by the official registration date using this form downloaded from the F3awards.com. All qualifying F3 Awards registration applications must be emailed before 11:59am on March 12, 2010. Email completed application form to: **info@f3awards.com**. Any registration emailed after the deadline may be disqualified. Upon receiving registration applications, F3 Awards will issue each registrant a registration number, which must appear on the first page of the Presentation Booklet, in the lower right hand corner.

ENTRY FEE AND DEADLINES

There is no registration fee for F3 Awards. The deadline for submissions is 6pm, PST on April 16, 2010.

ORIGINAL WORK

By submitting an entry, whether as a proposal or a working design, the entrant warrants that it is his/her original work and that they have permission to publish the material.

ANONYMITY

With the exception of the Personal Information section of the application, nowhere in your application, images, or supplemental material should your name or likeness appear.

COMPETITION RULES

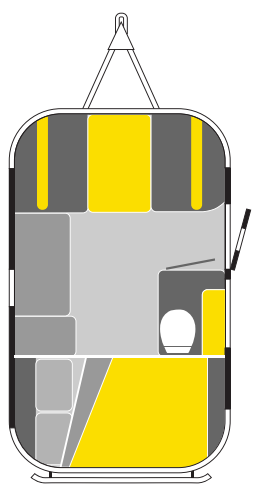
The complete F3 Awards Competition Rules are available for download on <http://www.f3awards.com/forms.php>

INQUIRIES

Email questions to info@f3awards.com, Sean Kim, Creative Director

COMPETITION

All entrants must submit an original design for the Music Utility Vehicle [MUV]. MUV is a pop-up mobile music store to be utilized as an in-store or an on-site promotion that's instantly reconfigurable to promote a recording artist to fans on the go. The footprint for the MUV is the Airstream Travel Trailer. The Competition is to conceptualize the exterior and interior of the MUV incorporating the programming based on the Airstream. The major part of the competition is to design and call out one custom furniture design that expresses the overall concept for the MUV. Adding special features to make your MUV



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PLAY > DISPLAY > DJ > PAY

Adding special features to make your MUV really sing, so to speak, is encouraged as long as the basic programming needs are met:

PLAY - Listening Stations, Seating and Lounge Furniture (built-in and free standing)

DISPLAY - Digital Billboard, Product Display for Merchandise

DJ - DJ Booth, Speakers, Mixing Station

PAY - Transaction Counter for POS

Scale model, fly thru, video or film, or anything cool gets extra bonus points!

WINNING CRITERIA

FORM - Does it look, feel, touch, touch and yes, smell like a MUV? Basic law of physics needs to be observed.

FUNCTION - Does it do everything that we asked for? Read the programming requirements in the Design Brief.

FURNITURE - Does the custom furniture express the overall vision of MUV? It should.

FUTURE - If it's out on the market already, then it's not visionary. It may require peeking into the crystal ball a little.

FORWARD - Technology is moving rapidly so boldly go where no man/woman has gone before but it still needs to be feasible.

FINISHES - Is it sustainable? Duh. But green doesn't mean beige and boring.

BRANDING - Slapping a logo on the side isn't enough. It needs to be tied to the overall experience of MUV.

PROCESS - How the initial doodles evolved to the final 3-D perspective renderings is part of your process. Napkin sketches to bark samples are welcome.

COOL - Is it Facebook and Tweet worthy? Really? Cool enough to broadcast over the Internet that you designed it?

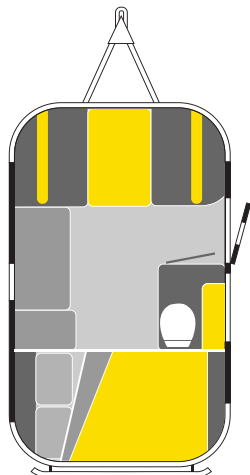
MANUFACTURE - Thinking outside the box is good but presenting a design that can actually be built is even better

PRELIMINARY COMPETITION

A separate panel of a professional architect, interior designer, industrial/furniture designer, music entertainment executive, branding/marketing guru and F3 Founder will judge the preliminary competition during the week of April 19, 2010 to choose the five finalists. The finalists will be notified by telephone or email on April 28, 2010. Judges' decisions are final.

FINAL COMPETITION

Five finalists will give a live presentation on May 21, 2010 in front of an audience and an all-star jury - music entertainment executive, branding/marketing guru, industrial/furniture designer, interior designer, architect and the F3 Awards founder. The critique is unedited, unfiltered and uncensored. That's what makes it so much fun!



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ALL STAR JURY

All Star Jury will be announced January 22, 2010 at the Launch Event at dTank Headquarters.

ANNOUNCING THE WINNER & RUNNERS UP

The winner and the runners up will be announced at the conclusion of the final competition on May 21, 2010. The winner and runners up will be featured on the F3awards.com website and in an exhibition at dTank Headquarters.

WINNING PROTOTYPE

dTank will coordinate with the winner the schedule for working with engineers and designers to develop the winning design into a prototype. The winner understands that some changes and modifications to the original design may need to be made during the production of the prototype.

WINNER'S OBLIGATIONS

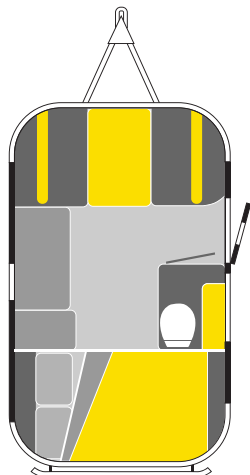
- The winner must sign a copy of his/her application assigning the rights to F3 Awards to use the design in publications, on its Web site, and in advertisements and publicity, and license others to do so.
- The winner will be asked for and must present publication quality images of the winning project, defined as 300 dpi at 10" x 12".
- The winner must provide a publication-quality headshot.
- The winner will be asked to provide image credits as necessary.
- The winner must be available for media interviews as necessary.
- The winner may be asked to present the progress or outcome of his/her project at the announcement ceremonies for the 2011 F3 Awards Student Furniture Design Competition, or in other public discussions.
- The winning project may be displayed by F3 Awards at events and trade shows.

RUNNERS UP'S OBLIGATIONS

- Runners-up will be asked for and must present publication quality images of their projects, defined as 300 dpi at 10" x 12".
- Runners-up must each provide a publication-quality headshot.
- Runners-up will be asked to provide image credits as necessary.
- Runners-up must be available for interview by F3 Awards.
- Projects of runners-up may form the core of a traveling exhibition.
- Runners-up may be asked to participate in public discussions of their work.

ACCURACY AND COPYRIGHTS

Information provided on the official entry form may appear in F3awards.com. Image credit information may need to be condensed or edited for space. F3 Awards is not



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responsible for incorrect information provided on entry forms that misrepresents the copyright of original ownership of ideas.

F3 Awards assumes that all entries are original and are the works and property of the entrant, with all rights granted there-in. F3 Awards is not liable for violations of any third-party rights, including, but not limited to, claims of copyright, trademark, patent infringement, defamation, trade secrets, or trade dress on the part of the entrant. F3 Awards assumes that all images provided with entries are free of any third-party rights. The entrant may submit images that are works for hire for an employer only if entrant has secured written permission for the submitted image(s) to appear in F3 Awards magazine and on F3 Awardsmag.com. F3 Awards will include photographer credits if that information is provided when high resolution images are submitted.

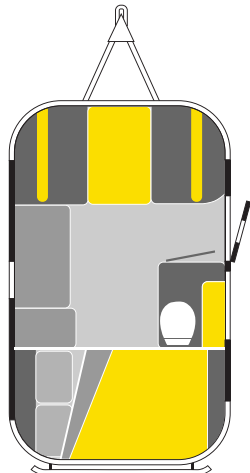
By entering this competition you agree to abide by these rules and you warrant and represent that (i) your entry is your original work, (ii) you have sufficient rights to the material you are submitting, (iii) these rights have been legally obtained and created, and (iv) publication of the material via various media will not infringe on any third party rights, including without limitation contractual rights, intellectual property rights, publicity and privacy rights, and rights against libel, defamation, and slander. By entering this competition and accepting the Prize, you grant F3 Awards the right to edit, publish, promote, and otherwise use your entry either as submitted or in edited form without further permission, notice, or compensation, including but not limited to magazines and publications and on the World Wide Web.

FORMAT

Submit an 8.5”X 11” spiral-bound presentation booklet using F3 presentation template including drawing template and title block. To download an application form and presentation template, go to F3awards.com/application.

Also, include a PDF file of the presentation booklet on DVD-R. The physical dimensions of each file should be no larger than 1000 pixels wide by 1000 pixels high. The dpi (dots per inch) should be set at 72dpi. And each individual file should not exceed 10MB in actual file size. If you are unclear on how to resize or format your images, visit Q&A of F3awards.com.

The finalists making a live presentation will be given specific formatting and presentation information and instructions after the finalists are announced. Deliverables for the final submissions will be the same but will need to be reformatted for a Power Point presentation and at least four 30X40 landscaped Boards. Other requirements, if any, will be determined in consultation with the finalists themselves (drawing types and scales, etc.). All finalists must agree to sign a “F3 Winner’s Agreement” prior to the final competition.



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SUBMISSIONS

All submissions must be received by 6pm PST on April 16, 2010. Please submit the spiral-bound Presentation Booklet and DVD-R to:

F3 Awards
5419 Hollywood Blvd
Suite C373
Hollywood, CA 90027

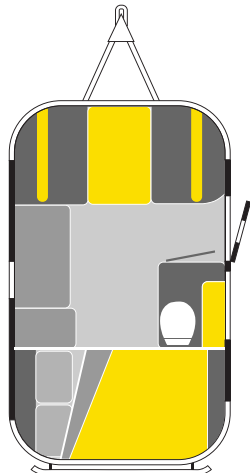


All submissions are non-returnable. Decisions regarding finalists and winners are at the discretion of the selected jury and F3 Foundation.

F3 Awards and F3 Foundation retain the right to use any and all submitted work for press, publication and/or exhibition purposes. It is the responsibility of all entrants to verify the viability and quality of their submitted DVD-R and files. F3 Awards will do its best to notify students if their submissions are damaged or corrupt, but takes no responsibility for loss or damage to files or mail. Please proofread, spell check, and test all files prior to final submission.

Each submission must be registered. Anonymous registration numbers will be assigned to each submission separately.

If chosen as a finalist, each student agrees to participate in the live final competition in Los Angeles on May 21, 2010, the exhibition at the finals, and the web-based exhibition of work.



FINAL CHECKLIST FOR SUBMISSIONS

Presentation Booklet and DVD-R includes the following PDFs:

1. Completed F3 Application (stapled to the outside of the presentation booklet)
2. Cover (with branded MUV logo with registration number)
3. Project description including a concept statement following the presentation template.
4. Logo/Branding Concept statement
5. Concept sketches, doodles and images are welcome, even if you can't draw
6. Rendered plan or bird's eye view 3D rendering
7. Two interior section elevations – longitudinal and horizontal
8. One 3-D perspective exterior rendering – digital or hand rendered
9. One 3-D perspective interior rendering showing the key furniture design – digital or hand rendered or hand rendering showing the key furniture design
10. Plan, elevations, section and exploded axonometric drawing showing how the key furniture is assembled – digital or hand rendered
11. Material and finishes – scanned images

Also, please include:

- A copy of the completed Registration form
- DVD-R case labeled with name and registration number

Any additional information you would like to include, including additional sketches and renderings, needs to be included in the Presentation Booklet. Any Supplemental Material [scale model, fly thru, film and videos] needs to be included in a separate DVD-R case labeled "Supplemental Material" with name and registration number.

All identifying information should be removed from the actual Presentation Booklet.

The above guidelines and requirements are subject to change by F3 Awards and competition organizers. Any changes to the above will be posted on the competition website, <http://www.f3awards.com>