

1 October 2013

Brand new design award challenges design students

Today, the VELUX Group launches VELUX International Design Award aimed at spotting tomorrow's trends and talents and, for the first time, at discovering new, inventive blinds for the roof window.

What does the blind of the future look like? This is one of the challenges the new design award, VELUX International Design Award 2014, poses students of design. The Award spurs students to explore the theme "Innovation by Experiments" and to invent the future blind for roof windows. It is based on the wish to discover the best and most innovative blinds of the future and rethink current perceptions.

The design of roof window coverings (be it sun screening, shades, curtains or blinds) empowers us to change our indoor environment by softening the brightest sunlight and managing day and night as we wish. Window coverings provide the opportunity to interact with the surroundings, and either connect or separate our immediate environment from the outside world. They boost our imagination and form who we are. The design award therefore rewards solutions with the potential to make a real difference in the quality of people's lives.

Design students from more than 20 European countries are invited to participate in the design award which is to be presented in May 2014.

Jury represented by internationally renowned designers

The design entries will be reviewed by a jury of internationally renowned designers. The jury has been carefully put together to strike a balance between fields of excellence, diversity and geographical representation. The members of the jury are the initiator of the Red Dot Award Professor *Dr Peter Zec*,

the Dutch textile designer *Petra Blaisse*, and the Italian-Danish furniture design duo *Gamfratesi*.

Nominees for the design award are selected based on four evaluation criteria: innovation, quality of life, sustainability and market potential.

First prize awarded 6,000 Euros

The winner of the first prize will be awarded 6,000 Euros at an award ceremony in May 2014. The winner of the second prize will be awarded 2,500 Euros, and all design proposals will be featured in a web exhibition.

Contestants for the design award will have the opportunity to share their ideas in a social media community where everyone can vote for their favourite. The winner receives a prize of 1,500 Euros.

A golden opportunity for design students

The VELUX Group is behind the initiative, which is a unique opportunity for design students to take part in the progress of the VELUX Group's innovative approach to product development – most recently expressed through the collaboration with the world-famous designer Karim Rashid. The sun screening industry has gone through a lot of changes the past years with respect to use of textiles and production methods. This opens up for lots of new opportunities within the use of e.g. materials. According to the VELUX Group the design award is also a new way of seeking inspiration and bringing the development one step further.

2014 VELUX
International
**Design
Award**

Kent Holm, Director of Decoration and Sun screening Products, the VELUX Group, says: "Many design students will be among tomorrow's trendsetters. Our aim is to find the most gifted and maybe give one designer a chance to influence the future of the blinds industry. The design award is an alternative way of working with innovation and product development and we are very excited to see what's moving in the minds of the creative young designers and to see what a blind also could look like."

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Editors' notes

About VELUX International Design Award

The VELUX International Design Award 2014 aims to discover and proclaim the best and brightest ideas and invites students to rethink concepts for roof window coverings. The award spurs young upcoming designers to express their creativity and offers a lifetime opportunity to be publicly acclaimed by a jury of internationally acclaimed designers.

The award is not aimed at a specific discipline of design students but encourages projects of high excellence, developed from a solid foundation of creativity, intelligence, quality and personality.

The timeline and deadlines are:

- 1 October 2013: registration opens
- 31 December 2013: registration closes
- 3 January 2014: submission of projects opens
- 31 March 2014: submission deadline, project upload
- April 2014: jury assessment – evaluation of all submitted projects
- May 2014: award ceremony, official announcement of winners and web exhibition of all submitted projects.

For further information about VELUX International Design Award, please visit designaward.velux.com.

Jury members of VELUX International Design Award

Professor Dr Peter Zec: an internationally acclaimed design expert and author, best known for initiating and leading the Red Dot Design Award. Since 1991, Zec has been president of the renowned Design Zentrum Nordrhein Westfalen, where the Red Dot Design Award is organised. Source: <http://en.red-dot.org/2098.html>

Petra Blaisse: The highly esteemed Dutch designer works in a multitude of creative areas, including textile, landscape and exhibition design. She founded Inside Outside in

Amsterdam in 1991. Her career started at the Stedelijk Museum in Amsterdam, in the Department of Applied Arts. From 1987, she worked as freelance designer and won distinction for her installations of architectural work, in which the exhibited work was challenged more than displayed. Gradually her focus shifted to the use of textiles, light and finishes in interior space and, at the same time, to the design of gardens and landscapes. Source: <http://www.insideoutside.nl/en/petra-blaisse.htm>

Gamfratesi: The acclaimed design duo of Danish Stine Gam and Italian Enrico Fratesi takes its creative drive from a fusion of tradition and renewal. They both adopt an experimental approach to their chosen materials and techniques in their design of furniture. With their dual traditional background, Gam and Fratesi draw on the classic Danish furniture and craft tradition as well as the classic Italian intellectual and conceptual approach. Source: <http://gamfratesi.com/studio/>

About the VELUX Group

The VELUX Group creates better living environments with daylight and fresh air through the roof. The VELUX product programme contains a wide range of roof windows and skylights, along with solutions for flat roofs. The Group also supplies many types of decoration and sun screening, roller shutters, installation products and products for remote control. The VELUX Group, which has manufacturing companies in 11 countries and sales companies in just under 40 countries, represents one of the strongest brands in the global building materials sector and its products are sold in most parts of the world. The VELUX Group has about 10,000 employees and is owned by VKR Holding A/S, a limited company wholly owned by foundations and family. For more details, visit www.velux.com.