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THE 2010  
DELFT  
TABLEWARE  
DESIGN  
COMPETITION

*An ideas competition open to all  
Delft University Of Technology Students*

BRIEFING



CREATING HISTORY

*The objective is to provide the Delft Catering industry with tableware that portrays the Delft brand. Tableware can be interpreted in the broad sense of the word. From cutlery to plates to chandeliers.*

*Solutions need to be surprising, elegant, simple and/or just plain useful. They must portray a “Delft” feeling, giving the Delft “Brand” as such a strong, innovative and recognizable exposure.*

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# JOIN THIS COMPETITION

## *THE INVITATION*

The objective of the Delft tableware design competition is to provide Delft based entrepreneurs as well as Delft based companies and institutions with real Delft tableware. Solutions need to be surprising, elegant, simple or just plain useful. The “Delft Tableware design competition” is open to all registered students of the Delft University of Technology (DUT), from any faculty. Students who have completed their studies at one of the DUT faculties less than one year ago are eligible as well.

The contest is open to individuals, but teams of up to two students are also encouraged. You will be able to register for this competition at the Delft Tableware web site after the 13th of October 2010: <http://www.delfftableware.nl>

### *Awards and Prizes*

A total prize fund of € 2.500 will be awarded for the top three winning entries.

Up to 5 honorary mentions will be awarded as well.

# COMPETITION OVERVIEW

## TIME SCHEDULE

*Time schedule  
for the Delft Tableware Design competition:*

*Information event:*

Wednesday 13th of October at “i.d-Kafee”  
Faculty Industrial Design Engineering. (Landbergstraat 15,  
Delft)

*Entry submission deadline:*

Friday February 4th, 2011.

*Notification of the results and award ceremony:*

Thursday February 10th, 2011.

Exhibition(s): The organizing committee is planning several exhibitions of the final results in Delft. See the BlueDot website for the exact dates and location(s).

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## OBJECTIVES

### *A real Delft Tableware Design*

The City of Delft has a strong image worldwide. On one hand it is famous for its historical importance, as it was the old seat of the Dutch House of Orange-Nassau. It is even notable today as it is the city where the members of the Royal Family are still buried. It is important as the place where Johannes Vermeer - one of the most important Dutch painters - created his famous paintings “View on Delft” and “Girl with a Pearl Earring”. And of course, when you think of Delft, you think of Delftware. Which is no surprise when you consider that Delft ceramics have been an important export product for more than 400 years.

But Delft is also the place in the Netherlands today where the future is being made. It hosts the “Delft University of Technology”, a leader among Technical Universities in the world with over 15.000 students. And Delft is proud of its students! They win competitions worldwide, such as the Solar Challenge (winning 4 years on a row with their Nuna solar car!), the Frisian Solar Challenge 2008 (1st place with their solar boat), the Formula Student Germany 2008 (1st place), and with their “Eco-Runner H2” they won the Shell Eco-Marathon in the UK in 2008 (driving 2.282 kilometers on 1 liter of petrol!). But it is not just the students who have shown their skills. The City of Delft has ambitions as well. With a brand new logo for the City marketing, the City has put its promotion as a tourist and business centre in high gear.

Last year Delft needed small series of business gifts that somehow portrayed these unique qualities. The results of this competition can be viewed on the Delft Tableware website.

This year we challenge you to design a piece of tableware. The catering business in Delft has encouraged us to come up with pieces of tableware which reflect the unique qualities of Delft just described.

As in the best of Delft tradition, the ambitions for this project are high as well.

### *Program of requirements*

- Solutions need to be surprising, elegant, simple and / or just plain useful. They must portray a “Delft” feeling, giving the Delft “Brand” as such a strong, innovative and recognizable exposure;
- There are no restrictions in the use of material(s);
- The Delft City Marketing logo (as shown on the right) must be visible on the product;
- Companies buying the product for their own purpose need to be able to put their own logo on it as well;
- Think of how the product is wrapped or packaged (if it needs to be) and incorporate this in your design(s).

The series size will be about 100 - 500 products.

## *PARTICIPATING ORGANIZATIONS*

*Participating in this contest are 4 different partners:*

*- The Delft University of Technology*



As one of the future distributors and vendors of the designed tableware, the university participates with the help and input of its Marketing and Communication department, and in hosting the BlueDot foundation.

*- The City of Delft*



The City of Delft is a partner in this competition to express the special relationship that the City has with the Delft University of Technology, as well as to promote the City in a striking and distinctive way.

*- The BlueDot Student Foundation*

This student-run organization is where students can go whenever they have a good idea or product that could possibly be marketed. BlueDot assists them in doing so, and as such functions as a springboard to entrepreneurship in an early stage. Organizing this contest is the main task of BlueDot in this context. For further information, see the BlueDot website at: [www.stichtingbluedot.nl](http://www.stichtingbluedot.nl).







# THE RULES

## COMPETITION RULES

### *Entry requirements*

In order to enter the BlueDot design contest, you need to be a student of the Delft University of Technology, studying at one of the faculties. Students who have completed their studies less than one year before the start of this contest, are eligible as well.

### *Registration*

To enter the Delft Tableware design competition you must first register. Go to <http://www.delftableware.nl> and fill out the entry form. After registration you will receive a competition identification number. This number you will eventually use to identify your entry / entries.

There is no limit to the number of entries for each participant or team of two participants, but you need to fill out a separate entry form with each entry.

Should there be any problem when you register, please send an e-mail to: [blue@tudelft.nl](mailto:blue@tudelft.nl)

### *Submitting your work*

All submitted items must be printed and submitted together as a whole at the following address:

2010 Delft Tableware Design competition  
Room 4B-24  
Faculty of Industrial Design Engineering,  
Landbergstraat 15  
2628 CE Delft

***The submission deadline is Friday February 4th, 2011.***

***The following is required when sending in material destined for the jury:***

- All imagery and accompanying texts need to be presented in poster formats, preferably pasted on foam board, approximately A2 size.
- A description of the entry is mandatory, 100~300 words in length.
- Next to the physical A2 size Poster a digital image is required for the catalogue. This picture should have a resolution of at least 1000x1000px - Send it to [blue@tudelft.nl](mailto:blue@tudelft.nl) - Subject line: DTDC “your individual number”
- A structural-design drawing / sketch is required, showing the construction of the design.

***With regard to models:***

Making a model is not mandatory. (Scale) models or virtual models (3D-Studio / Rhino / Solid Works etc.) are encouraged.

(Scale) model(s) must be well-packaged. BlueDot will not be responsible for any damage or repair. Participants must accept the possibility that evaluation might be affected by damage caused during shipping, and that no appeal is possible.

***Every entry should be marked with:***

- The competition identification number.

Do not put your name on any entry, but instead use the competition identification number that was assigned to you after registration.

The BlueDot organizing committee will reply by email within 7 working days to confirm receipt of your entry/entries.

FIRST  
PRIZE  
€1500,-

### *Prize money*

The Jury will select a first, a second and a third prize.  
The first prize is € 1500,-.  
The second prize is € 500,-  
The third prize is € 500,-.

A special ceramics prize will be awarded as well.  
All prize winners will be announced at the award ceremony.  
Products selected by participating organizations or Delft companies or institutions will be put in production. The respective designer(s) will be offered a BlueDot royalty agreement. This is independent of any prize awarded by the jury. The copyright will remain the property of the designer at all times.

### *Anonymity and confidentiality*

To ensure that the judging is fair, the submitted items must be in no way directly identifiable. Make sure that all submitted items carry the supplied competition identification number. Items that carry no competition identification number may get lost in the process!

### *Copyright and intellectual property*

All designs must be the entrants own original work. This is the entrants own responsibility and concern. Any entrant or entrants who submit(s) a design that infringes upon intellectual or industrial property rights from another party or parties (trade marks, utility models, patents or similar rights) will be excluded from participation in the competition immediately. The qualification of prize winning entries will be cancelled and an official announcement made. BlueDot as organizing committee cannot and will not protect the entrants against liability for damages and any claims made by third parties, resulting from the infringement of their property rights.

### *Criteria for assessment*

The entries for all categories will be judged on the following five criteria:

#### Aesthetics / appearance

- representation of the Delft Image

#### Innovation

- novelty of mechanical components, combinations of materials, or production

#### Manufacturability

- manufacturing technology and mass-production feasibility

#### Marketability

- safety, cost-effectiveness, and possibility of being well liked

#### Other considerations

- environmental impact, ergonomic considerations and drawing/model presentation, etc.

### *The jury*

The jurors for this contest are:

#### Cees de Bont

Dean of the faculty of Industrial Design Engineering at the Delft University of Technology.

#### Gerwin Hoogendoorn

Creative brain behind SENZ Umbrellas

#### Gert Batenburg

Owner of van Waay & Soetekouw

Entrepreneur from the Delft Catering Industry

The decisions of the jury are final and binding, and no correspondence about the results can be made.

### *Languages*

Dutch and English are the official languages for this competition.

### *Questions board pages*

Participating students may ask the BlueDot design competition committee clarifying questions about the rules and / or procedures. Send question to [blue@tudelft.nl](mailto:blue@tudelft.nl). All questions will be posted on the competition site under “FAQ”.

Please review these “FAQ” pages before posting a new question to make sure your question is not already answered.

### *Declaration for Intellectual Properties*

Premise: All designs must be the entrants own original work. If legal protection for intellectual property rights has been applied for, the holder of the patent rights must be the entrant.

1. To protect the entrants intellectual property, the organizer encourages entrants to apply for legal protection for intellectual property rights before they submit their entries.

*See: <http://www.belastingdienst.nl/download/1056.html>*

2. If your design is chosen for production, you will be offered a BlueDot royalty agreement. This is a contract that you sign with BlueDot, in which your fees from the agreement are settled upon. Usually a 3-5% royalty with regard to the gross manufacturing price is agreed upon.

3. Based on the requirements of research and publicity, the entrants grant BlueDot all rights to copy, photograph, video-record, publish, display in public or publicize the documents / pictures of all entries. All entrants are obliged to provide relevant photographs and information regarding entries.

### *Other Regulations*

1. BlueDot will reject incomplete, inconsistent or improper documents and designs. Furthermore, it is the sole responsibility of the participant(s) to collect any entry materials themselves.
2. Entries can be collected by the participants after the contest. The BlueDot website will give information about where when and how.
3. The decisions of the jury are final and binding.
4. To ensure the fairness of judging, entrants may not publicize their prize winning entries before the announcement of the results.
5. After the announcement of the results, entrants may publicize their prize winning entries. In order to integrate and generalize the result of the whole activity, entrants must notify BlueDot once their designs are put into the public domain through any media.
6. Entrants should notify BlueDot once they sign any agreement with a third party regarding prize winning entries. The BlueDot will also notify entrants if a third party is interested in any prize winning entries and willing to cooperate.
7. All entrants are regarded as having a full understanding of, and willingness to comply with, the regulations for the competition.
8. The competition is organized by the BlueDot student organization in cooperation with the City of Delft, the Delft University of Technology and Royal Delft. Please do not contact any of these supporting organizations directly regarding this competition.

## QUESTIONS

### *- How do I register?*

Registration is free. To register for the competition entrants must complete the electronic registration form on the BlueDot website ([www.delfftableware.nl](http://www.delfftableware.nl)). Once registered, entrants will be e-mailed a competition identification number by the design competition committee.

### *- What is the purpose of the competition identification number?*

The assigned competition identification number is to be used on all submitted materials.

Entries submitted without the assigned competition identification number will not be accepted by the Competition Registrar.

### *- How can I submit multiple entries?*

If you have three different designs to submit, you will have to register three separate times. Only one entry per registration will be accepted.

### *- What is the theme?*

You are asked to design a piece of tableware. “Delft” is the main theme to be represented: the “Delft” feeling, the “Delft” experience, and “Delft” qualities.

### *- Who is eligible?*

All individuals or groups (maximum 2 people in each group) interested in the competition are welcome to participate regardless of nationality, gender, race or age. All participants must be registered students of the Delft University of Technology. BlueDot staff members are not eligible.



### *- How much is the entry fee?*

No entry fee will be charged.

### *- Who will produce the chosen products?*

Foundation BlueDot will select several entries, after which they will find partners in production.

The entrants are involved in the preparation of the production.

### *- Can I send in more than one entry?*

Each participant or team of participants can send in more than one entry, it is however not allowed to send in one and the same entry under different participant names.

### *- How do I deliver my entry?*

Deliver your entry before February 4th 2010, 17.00 hours at:

2010 Delft Tableware Design Competition  
Room 4B-24  
Faculty of Industrial Design Engineering,  
Landbergstraat 15

### *- What are the prizes?*

There will be a first prize of Euro 1.500,-, a second prize of Euro 500,- and a third prize of Euro 500,-. Apart from these prizes there will be given a maximum of 5 honorable mentions. The prizes are given independent of the categories.

### *- How is determined which products will be produced?*

The catering industry of Delft will be asked to give feedback on the products, through the jury and afterwards. Taking this into account, BlueDot will select the products.

The designers of these products will then be offered a BlueDot royalty contract.

## *- When will the names of the prize winners be made public?*

The winners of the 2010 Delft Tableware Design competition will be notified at the results and award ceremony on Febr. 10th, 2011.

## *- Do I need to make a model?*

The submission of a (virtual) model is optional.

## *- Where will the winning designs be exhibited?*

The winning entries will be exhibited at several different places in Delft. See the BlueDot website for details.

## *- How is anonymity guaranteed?*

After registration you will receive an identification number. This number instead of your name is to be put on all the material(s) you would like to submit. Your name will therefore not be known to the jurors as they will not see the registration and / or entry forms.

## *- What does winning a BlueDot contract mean?*

In the case where your design is chosen by one of the participating parties, you will be offered a BlueDot contract, which is in fact a royalty agreement. This means that you will receive a certain percentage of the factory price of the product. Winning the first, second or third jury prize may not include a BlueDot contract, when it does, the prize money is not deducted from the eventual royalties.

*Organizing committee:*

*BlueDot ([www.stichtingbluedot.nl](http://www.stichtingbluedot.nl)): Elsebeth te Kiefte, Suzanna Weeda, Elise de Kok & the BlueDot Foundation board.*

*BlueDot contest website: Guido Knook & Niek Marks*

*Editor Booklet: Ger Bruens & Guido Knook*

*Graphic Design: [www.darticle.com](http://www.darticle.com), Suzanna Weeda & Guido Knook*

*With many thanks to:*

*Delft University of Delft*

*City of Delft ([www.delft.nl/stadsmarketing](http://www.delft.nl/stadsmarketing)): Liesbeth van Rietschoten*



Delft

CREATING HISTORY