



Huld Design Award 2020

§ 1 Name of the Competition

Huld Design Award 2020

§ 2 Organizers

The competition is organized by Huld Oy. The subject was chosen and defined together with City of Vaasa.

Huld is a technology design house. We bring more intelligence to our customers' business - and to the entire world. We navigate smoothly between the physical and digital, and combine them in a creative way. We offer an internationally unique combination of software and product development expertise. With us, you build intelligent solutions that last for tomorrow - and beyond.

City of Vaasa is an active and developing city center undergoing a digital transformation. The city has a clear objective to provide digital solutions and services in order to enhance and ease their citizens' and businesses' daily lives and performance. As part of this transformation City of Vaasa and Huld Oy are announcing a design competition in order to advance these operations.

§ 3 Subject of the Competition

The subject of this competition is to innovate and design new user centric services for City of Vaasa.

This competition is a single-stage design competition.

§ 4 Entry Conditions

Huld Design Award 2020 competition is organized in Finland. The competition is primarily meant for industrial and product designers and students thereof, but ultimately anyone who has the competence to produce the material specified in the program, may participate.

Huld Oy's own employees are not allowed to take part in this competition.

Entries must be product design concepts that are not yet on the market or in production.

There is no fee to participate. Submissions from all countries will be considered. The number of entries per person is not limited. However, every concept can only be registered once.

Entries can be submitted by individuals or groups, and there is no limit to the group size. Please, designate one contact person and fill in that person's data in the contact information document. The names of all other team members must also be listed.

§ 5 Assessment criteria

The subject and assessment criteria for the competition are described in the program.

§ 6 Discarded submissions

The jury can discard entries if they are not delivered in time or if they do not meet the requirements stated in the rules and program.

§ 7 Prizes and Publication of Winners

By default, the jury will nominate three award winners (first, second, and third). Jury can also nominate honorable mentions and/or by unanimous decision share the prize money in different proportions than described in the program.

The results will be announced during Alihankinta 2020 trade fair and the winners will receive their prize money within one month after the results are published.

The decision of the jury is final and abiding. There is no correspondence between jury and participants.

§ 8 Copyright and rights to use submitted material

Copyrights of the competition entries belong to the creator(s). Competition organizers have the right to publish the submissions.

By submitting a design concept to the Huld Design Award competition, participants agree to multiple reproduction and promotional publication of product material associated with that person's data.

By submitting a design concept to the Huld Design Award competition, participants agree to multiple reproduction and promotional publication of product material associated with that person's data. The payment of the prize money grants organizers the right to negotiate with the designers for the usage of all rewarded projects within 6 months after the results and winners are published.

Organizer may stage an exhibition or use the submitted material on www-pages, social media or press releases etc. after the winners are published. Participants that do not win a prize, hold the right to refuse exhibition or publication of their work.

In case of team participation, the team must include a document of team members sharing the prize and rights for the work.

By submitting a design concept the participants confirm that their entry does not infringe anyone's intellectual property rights. Participants can protect their ideas/designs before submitting them.

§ 9 Jury

Huld Design Award 2020 competition's winners are selected and nominated by a jury named in the program. The jury has also approved these rules and the program.

Organizer holds the right to substitute a jury member in case of illness or unavailability.

§ 10 Competition representative

Huld Oy has nominated Hannu Havusto as a competition representative. His task is to register submitted design concepts, to compose a presentation of them for the Jury and to answer all the questions concerning this competition. Competition representative does not have a right to vote in Jury's meeting.

§ 11 Competition program

Competition's timeline, registering/submitting design proposals, material requirements, prizes and rules for taking part in the competition are explained in the program.

§ 12 Responsibility for submitted material

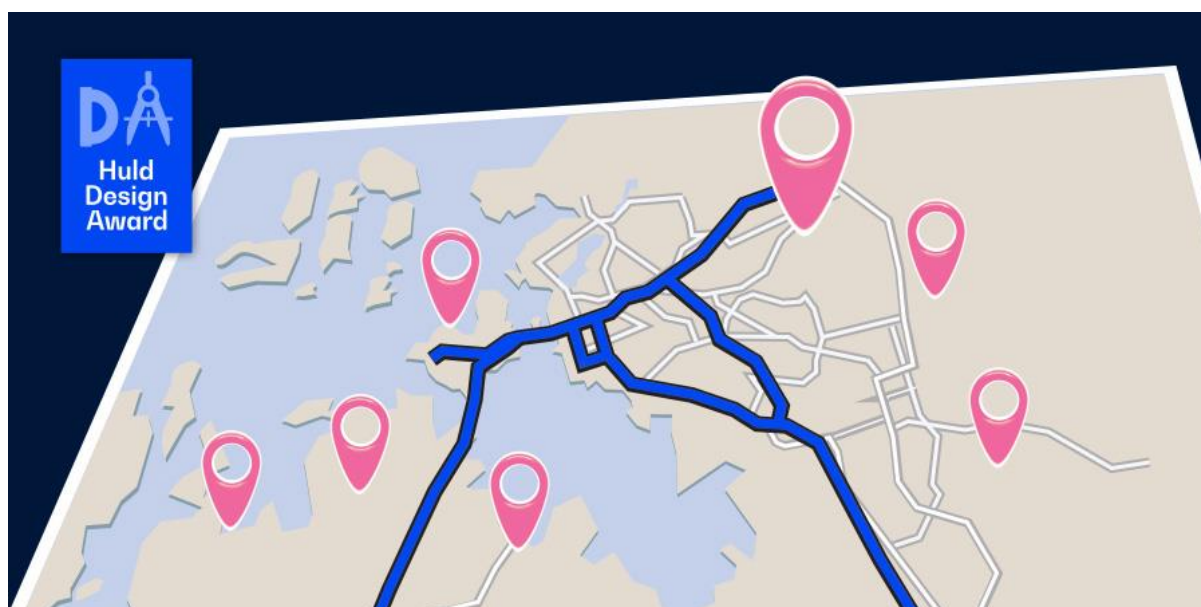
Organizer looks after all of the material after it is submitted and received.

§ 14 Confirmation regarding the rules and program

By submitting a design concept to the competition, the participant confirms to accept the rules, the program and all its terms and obligations, and confirms owning all the rights to the submitted design.

Program

This year the competition's theme is: "Smart and sustainable city"



Create an intelligent and digital solution which contributes to City of Vaasa being an intelligent and sustainable city.

Design a system to utilize spatial data of people's movements in Vaasa. Where, when and how the people move around. The service and the ideas should be based on the open data and digital technology and it should offer something new that the city does not yet have.

What kind of service would help you to get around in your everyday tasks and spare time? When could it be nice to know where people are or where it is peaceful and quiet? Do you desire company or solitude for your hobby? Could the city services and their locations be more visible in real time? What would be the best way to find and use this kind of information? Are you an entrepreneur - where would be the best location for your business? How could you utilize the spatial data of people's movements?

Public

Create a service structure which assists the citizens and businesses to further and maintain their functions. Describe the service model and its use. Who benefits from the system and how could it be implemented?

The jury will value the following aspects:

- Fresh new ideas that help citizens' everyday life
- Good and clear presentation

Schedule and timeline

Timeline for the competition is between 7. April 2020 - 31. August 2020. Winners will be notified personally by 14th September 2020.

The Award Ceremony will be held on 22. September 2020 at Subcontracting Trade Fair (Alihankinta 2020; 22.-24.9.2020) at Tampere Exhibition and Sports Centre (Tampereen Messu- ja Urheilukeskus).

Participation guidelines

Identification and documentation

Competition is anonymous. All documents must have a unique project name or pseudonym. Participant's contact information must be included in a separate document.

NOTE: document pages that contain design proposals must not contain any information that reveals participant's name or company.

Required documents

Design proposals must be submitted by 31. August 2020 by e-mail to the address designaward@huld.io. Use text "Huld Design Award 2020" in the e-mail subject field.

Submissions should contain following files/documents:

Design proposals as either PDF document or JPG files (resolution must be 200 dpi in A3 size documents). File name should be the participant's project name or pseudonym (+ number when delivering more than one file). Do not use words that reveal participant's name or company.

Separate document (word.doc or txt-document) containing participants contact information (name, address, e-mail address and phone number). Individual or team participations are accepted and there is no limit in group size. Please choose one contact person and mark that person's data in the document. The names of all other team members must be listed in the respective field and all team members will receive equal recognition.

The total size of the files sent to e-mail must not exceed 8 MB (if files are bigger, send a download link).

Presentation must contain information (for example: illustrations, renderings, visualizations, service descriptions, user interface concepts, sketches and description text).

*Public***Questions concerning the competition**

Participants have the right to ask questions concerning the rules or program. Questions must be sent by email designaward@huld.io. by 24th June 2020. Answers are published on web page: www.huld.io/designaward

Price money

Price money is a total of 5000 € and by default it is paid to the winners in a following way:

1. Prize 3.000 €
2. Prize 1.500 €
3. Prize 500 €

See competition rules § 8 for details.

Jury

Mika Kiljala, Huld Oy, Chairman of the Jury

Maurizt Knuts, City of Vaasa

Teemu Lehtonen, City of Vaasa

Tuomas Martin; Digital innovations, Huld Oy

Henri Ulmanen, Huld Oy

Ville Nenonen, Huld Oy

Hannu Havusto, Huld Oy, secretary, (no voting right)

Vaasa

The Nordic Energy Capital Vaasa is a growing municipality full of positive energy. In proportion to population, Vaasa is one of the biggest student cities in Finland, with 6 university faculties.

A total of 30% of Finland's energy technology exports comes from the Vaasa region and 100% of the counties in the world have energy technology from the leading energy hub in the Nordics, from Energy Vaasa cluster (www.energyvaasa.fi), in their electrical network systems. The city of Vaasa has set a tough target; to be a carbon neutral city by 2035.

In Vaasa, energy is a positive force that is not only visible in business, but also in people's everyday lives and the development of the city. (www.vaasa.fi)

THE TIMELINE OF THE COMPETITION

Competition opens (Huld organises and prepares all the material + www-site)	week 15/2020	Website Media release Social media posts
Deadline for questions	July 24th	
Deadline for submitting design entries	August 31st	
Jury meeting	September 4th - 13th	
Notifying winners	September 14th	Not yet public information
Winners' award ceremony in Alihankinta 2020	September 22nd	Press release of winners