



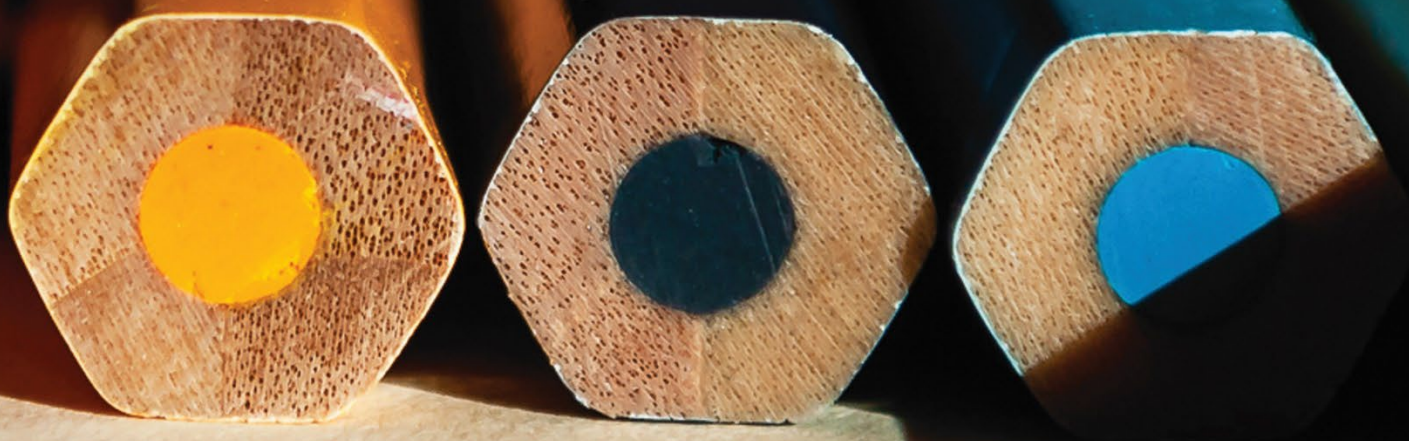
HULD
DESIGN
AWARD

2023

huld

RULE BOOK

18TH OF JANUARY 2023



Official Partner



Organizer reserves the right to make changes.

§ 1 Name of the Competition

Huld Design Award 2023 (“**Competition**”).

§ 2 Organizer and Official Partner

The Competition is organized by Huld Oy (“**Organizer**”).

“Our values, humane and bold, are guiding our way of working. Bold ideas and actions are needed to overcome the challenges in the world. We believe design and technology help our society, but they are the answer only if we choose the best solutions for humans and for our planet.”

KONE Oyj (“**Official Partner**”) partner in the Competition.

“We are a global leader in the elevator and escalator industry, and our job is to make the world’s cities better places to live.”

§ 3 Theme, Assessment Criteria and Program of the Competition

The Theme of the Competition (“**Theme**”) and its Assessment Criteria (“**Assessment Criteria**”) are chosen together with the Organizer and Official Partner. The Theme and Assessment Criteria are released on kick-off.

The Theme, Assessment Criteria and other important information such as timeline and specific requirements are provided in the Competition’s Program (“**Program**”). The Program is released on kick-off.

The theme of the Competition is to innovate and design a concept. The task is to create a new concept design. This time, the Competition has key focus to make people’s everyday life easier. Another important aspect to consider is that design must be environmentally responsible. The object for the design will be released on kick-off.

§ 4 Entry Conditions

Only students (“**Participant**”) may enter the Competition. The Competition is aimed for design students of any field. Any participant who has the competence to produce the design concept specified in the Competition may enter. There is no entry fee.

Students employed by the Organizer or Official Partner may not enter the Competition.

Entries (“**Entry**”) to the Competition can be submitted by individual Participants or groups. There is no limit to the group size.

Entries must be design concepts that are not yet on the market or in production. Entries from all countries are considered. The number of Entries per individual Participant or group is not limited. Each concept can only be submitted once.

§ 5 Discarded Entries

Entries are discarded from the Competition if they do not meet the Assessment Criteria. Entries not submitted on time are automatically discarded.

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§ 6 Jury

The Organizer nominates a Jury (“**Jury**”) to judge the Entries of the Competition. Winners of the Competition are selected by the Jury.

The Organizer holds the right to substitute a Jury member e.g., in case of illness or unavailability.

§ 7 Prizes and Announcement of Winners

The Prize (“**Prize**”) of the Competition is announced on kick-off.

By default, the Jury nominates 1st, 2nd, and 3rd place Winners (“**Winner**”). The Jury can nominate honorable mentions. By a unanimous decision, Jury can share the Prize in different proportions than described in the Program.

The Jury’s judgement is final and abiding. There is no correspondence between Jury and Participants.

The Prize will be sent to deliver within one (1) month after the Winners have been announced.

§ 8 Copyright and Rights to Use Competition Entries

By submitting an Entry, the Participant confirms that their Entry does not infringe on intellectual property rights. Participants can protect their design before submitting the Entry. Copyright of the Entries belong to the creator(s).

Organizer and Official Partner have the right to publish the Entries for example on their web page, social media or press release after the announcement of Winners. Participants that do not win a Prize hold the right to refuse publication of their work.

Official Partner has the privilege to negotiate ownership of Entries in accordance with their general regulations before publishing the Entries.

The payment of the Prize grants Organizer and Official Partner the right to negotiate with the Participants for the usage of the Winner Entries within six (6) months after the announcement of Winners.

In case of an entry submitted by a group of Participants, the Participants must include a document how the prize and rights for the work are shared between the group members.

§ 9 Competition representative

The Organizer nominates a Competition Representative (“**Representative**”). Their task is to register submitted Entries, to compose a presentation of them for the Jury and to answer all the questions concerning the Competition.

The Representative does not have a right to vote in the Jury.

§ 10 Confirmation

By submitting an Entry to the Competition, the Participant confirms to accept the terms of the Competition as stated in this Rule Book and the Program.

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The Participant also gives the Organizer permission to collect, process and store personal information e.g., name and email address of the Participant. The information is used to contact the Participant.

The Participant also confirms owning all the rights to their Entry.

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Huld Design Award 2023 Program

Theme

The theme for the Huld Design Award this year is 2030: Cool Accessibility.

The Jury will value the following aspects:

1. Feasibility, viability, and desirability of the design concept.
2. Visual clarity and a well-structured presentation of the design concept.
3. Creative thinking behind the design concept - The Jury would love to see how you came up with your idea.

Schedule and timeline

Huld Design Award launches on January 18th, 2023 and ends on April 30th, 2023.

The Award Ceremony will be held on 24th of April 2023. Winners will be contacted before the Award giving ceremony.

Participation guidelines

Identification and documentation

Huld Design Award is judged anonymously. All documents must have a unique project name or pseudonym. Contact information of the participants must be included in a separate document.

Make sure that your entry doesn't include any information that reveals the names of the participants.

Required documents

Design concepts must be submitted by 30th April 2023 by an email to designaward@huld.io. Type *Huld Design Award 2023* in the subject field so we can identify the entries from other emails.

Submissions should contain following files/documents:

- Design concepts as either a PDF document or JPG files (resolution must be 200 dpi in A3 size documents).
 - File name should be the name or pseudonym of the design concept (+ number when delivering more than one file). Do not use words that reveal participants names or companies.
- A separate document (word.doc or txt-document) containing participants contact information (name, address, email address and phone number).
 - Both individual and team participations are accepted. There is no limit in group size. Please choose one main contact person and mark that person's information in

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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 email must not exceed 8 MB. If the files are bigger, please send a download link.

In your presentation, you can include for example illustrations, renderings, service descriptions, sketches, and descriptions to bring your idea alive.

Questions?

If you have any questions about Huld Design Award, the rules or the program, please feel free to ask anything. Send your question to designaward@huld.io. We will keep the [Huld Design Award web page](#) updated with the most common questions and answers.

Prize

The prize of Huld Design Award is a total of 5 000 €. It will be divided for 1 to 5 entries as unanimously decided by the Jury.

Jury

The Jury for Huld Design Award 2023 is:

- **Hannu Havusto**, *Chairman of the Jury* - Design Manager, Huld
- **Aapo Saari**, Senior Design Expert, Global Industrial Design Team Leader, KONE
- **Visa Rauta**, Design Director, Head of Design Global, KONE
- **Johanna Paukkunen**, Industrial Design and Packaging Design Team Leader, Huld
- **Mimosa Sukanen**, Service Designer, Huld