

VOLL  
HOLZ  
MODUL  
MÖBEL

DESIGNPREIS



tender documents

## **Sustainability in practice: natural values and value creation**

The Bavarian Forest and the Kalkalpen Alpine regions have much in common: both are national park and both produce wood of the finest quality. Wood that needs time to grow and mature – this is what quality in wood means and it is a material that simply cries out to be perfected by the hand of a master craftsman.

Respect for nature is reflected in the professional manner in which this superb natural material is treated. Those regions which are rooted in a strong sense of tradition all have outstanding craftsmanship cultures which successfully combine the art of the master with all the latest manufacturing technologies and methods.

The availability of local timber plus rich experience in craftsmanship are the fruitful soil from which classic furniture of incomparable and timeless beauty emerge as a result of the creativity and assured aesthetic perception of the people who make it.

## **Table and chairs: focus of communication and expression of stylish living.**

The table and its chairs are the epicentre of the communicative decision-making process. At both an emotional and rational level:

When we meet and wish to get to know someone we invariably invite them to share a meal. The food we serve is important, but the first impression is even more so. The atmosphere created as an expression of our own personality or taste – and self-esteem. No matter what phase of life: The table-fellowship evokes powerful emotions that find expression in the chosen setting

Decisions are made at the table. This is a fact firmly anchored in the language we use. We never make important decisions “on our feet” and all disputes are dealt with at the “round table”, openness and preparedness for dialogue are recognised by the “offering of a place” or an “invitation to the table”. Decisions with the most profound existential effects are made around the table – and this regardless of whether it is a kitchen or a conference table. Plans for life are unthinkable without a table and chairs – a fact unchanged by the centuries or by the pace of modern life.

## **Modularity: expression of clarity and flexibility**

Modularity is distinguished by simplicity in use. A limited and clearly defined and differentiated number of separate elements are the essentials that allow variety. And a distinguishing mark of the professional is the ability to offer customers many variants using one and the same assembly kit family. Customers then have the opportunity to adjust the modular interior to their own circumstances in life.

For example: good table talk leads to the establishment of relationships, which frequently extend up to and including the decisions of living together in future as a couple, or of sharing the same place together as part of a family. The proven and clearly successful centre of communications can never be done away with in its entirety: the successful table is always skill-

fully adapted to each new situation in life. None of its elements is ever left unused, as is the case with standard extending tables. Each element has its own place in our everyday life. Modules are the symbol of our time: They fulfil the expectation of flexibility while allowing us to remain loyal to our own personal style.

### **Comprehensive regional cooperation: the initiators**



#### **STUDIA – Studienzentrum für international Analysen**

This study centre for international analysis has been committed to the implementation of European, domestic and regional projects focussed on regional economic development over many years. STUDIA is project partner and co-ordinator.

The organisation takes on the leadership for the compiling of the product specifications, tender relevant requirements and for a sales oriented product philosophy.



#### **Clusterland Oberösterreich GmbH Möbel- und Holzbau-Cluster**

The furniture and timber construction cluster is a network for everyone involved in building and furnishing activities using wood. 274 companies, above all furnishing and cabinet makers, joiners, timber constructors, designers and architects use this cluster as an agency for cooperation between companies.

MHC is involved principally at the level of practical organisation in international competition.



#### **Bayerwald Marketing GmbH**

The corporate purpose is regional marketing using the seal of quality and origin “Bayerwald Premium” and since 2008 also providing support for the Bavarian Forest wood network “Netzwerk Forst und Holz Bayerischer Wald”.

BWM brings in experience in brands and network development, the planning and implementing of events, the planning and implementing of competitions and trade exhibition management.

The initiators cooperate with the management of both the Bavarian Forest and the Upper Austrian Kalkalpen National Parks and with bodies representing interests within these regions. The aim is to ensure that the results of the competitions stay in the regions: in the interest of a fair price for wood and as a contribution to keeping the order books of domestic craftsmanship enterprises full.

The competition is being jointly financed by funds provided by the European Union and the European Fund for Regional Development within the scope of the "INTERREG Bayern – Österreich 2007-2013" programme.



EUROPÄISCHE UNION  
Europäischer Fonds für Regionale Entwicklung

gemeinsam grenzenlos gestalten

**INTERREG**  
Bayern – Österreich  
2007-2013



## The invitation to tender subject

The design of high quality, modular adjustable tables and seats for the dining area in solid wood. It must be possible to combine the furnishing modules in the most varied manner, and to re-arrange and change them in a modular manner. In addition to innovative design attention must be paid to establishing a manageable number of basic elements / components for highly varied applications and implementations. The use of triple-layer panels and non-wood materials should be avoided to the greatest extent possible.

## Schedules

Online colloquium: written inquiries are possible by Thursday, 04.04.2013 to: [weller@studia-austria.com](mailto:weller@studia-austria.com)

**Deadline for submission: receipt up until and including 28.06.2013, STUDIA Schlierbach, Panoramaweg 1, A 4553 Schlierbach**

Prize jury session: Monday, 23.09.2013

Results: information will go out to the participants in CW 40, 2013

Award presentation event: Public prize award ceremony in November 2013 following schedule discussions with all the participants

Publications: by December 2013

## Prize money

The prize money will be paid to the student participants. These may be either individuals, or working groups established for the purpose of the competition.

1<sup>st</sup> Prize € 3.000,-

2<sup>nd</sup> Prize € 2.500,-

3<sup>rd</sup> Prize € 1.500,-

The jury has the right to define for itself how the overall prize money in total will be distributed.

## The jury

The jury will consist of five members and their names will be published in January 2013. The jury will be chaired by an internationally well-known university professor for design. In addition to two representatives of the wood processing trades in the regions and an additional design expert, a representative of an internationally published specialist magazine will serve on the jury.

## Conditions for participation

The competition is aimed at students in graduation classes (bachelor and/or masters courses) in faculties of design, applied arts and interior design / architecture of further educational institutions participating in the competition. The students will represent their institution with the work they submit.

## The work of the participants

The participating persons or teams will submit designs on the basis of sketches, drawings and renderings in a printed format that should not exceed ISO/DIN A 0. Table and seating variants are to be submitted as separate plan documentation. The submissions should include explanatory text in printed formats insofar as this is required.

The dimensions and representations must all be clearly visible, and the modular concept must be logically and comprehensibly presented: the diversification the application possibilities bring must be shown.

## Logistics

1. **Printed documentation submission:** The submissions must be provided in DIN/ISO A0 dispatch formats together with the fully filled in and signed participation forms ( pages 7 to 9 of the tender documentation) and sent to the following address:

STUDIA Schlierbach - Studienzentrum für internationale Analysen  
Panoramaweg 1  
4553 Schlierbach  
Austria / Europe

The documents must include the following data in the top left hand corner:

**The name of the higher educational institution, the first and family names of the participant, the title or product name of the idea.** To the extent that the submission is **team work**, the **name of the team** should be given instead of the individual names.

2. **Electronic submission via e-mail:** Simultaneously with the postal dispatch of the printed documentation the submission must also be made in the form of a PDF file (72 dpi) as an e-mail to the following address: [weller@studia-austria.com](mailto:weller@studia-austria.com)  
The file size must not exceed 5 MB.

**Competition entries can only be accepted and evaluated when the participant forms have been completely filled in and signed and both versions required (the printed and electronic submission versions) have been duly received by the organiser on time.**

We draw attention to the fact that it will unfortunately not be possible to return printed submissions at the end of the competition. Your kind understanding is requested in this matter. The winning results will be published, but none of the printed media submitted will be made available to third parties.

## Evaluation criteria

- Material selection
- Modularity
- Innovation level
- Functionality
- Technical feasibility
- Environmental compatibility
- Emotional stimulus
- Conciseness
- Safety
- In-depth elaboration
- Production costs

## Patent rights

The application for patents is the responsibility of the competition participants. The rights for the work submitted must not have been already transferred to a third party. All intellectual property rights and rights of use remain exclusively with the participants, whereby the competition organiser shall be given a priority for achieving the implementation of the competition results in by craftsman enterprises in the Bavarian Forest and Kalkalpen National Parks within a six month period following the publication of the competition results. The six month period is to be seen as a deadline in terms of independent use made of the results by the participants, to the extent that this use is to be made outside of the Bavarian Forest and Upper Austrian Kalkalpen National Park regions.

All intellectual property claims are subject to the statutory regulations. Attention is specifically drawn to the fact that the organiser has the right to present the competition results in public and also to present the winning results to the media in the presence of the winners in the form of a press conference. Publication of the competition results is intended.

On signing the tender forms the participants declare their acceptance of the participation conditions and also declare that they are the originators of the submitted ideas.

<p>STUDIA Schlierbach          Studienzentrum für internationale Analysen          Panoramaweg 1          4553 Schlierbach          Austria / Europe</p>	<p>Contact partner Karl Weller          T +43 7582 81981-92          F +43 7582 81981-94          E <a href="mailto:weller@studia-austria.com">weller@studia-austria.com</a>  <a href="http://www.studia-austria.com">www.studia-austria.com</a></p>
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## Submission documentation

**INTERNATIONAL IDEAS COMPETITION**  
**“SOLID WOOD MODULAR FURNITURE FROM THE NATIONAL PARK REGIONS”**

## Participant form: participant personal data

Family name (or team name)	First name (not by teams)	Idea title (product name)

## Contact person/participant data

Contact partner (for teams only)	
Road / building number	
Postcode	
City/town	
Country	
Course of study	

For teams: Further participants	Family name	First name

**Participant form: Description of the work submitted**

Project-/ product name:	
Material data	
Style target group	
Innovation	
Number of separate pages submitted	
Short description of the design:	

All personal data submitted will be treated confidentially by the initiators under the terms of the Data Protection Act and none of it shall be made available to third parties.



I/we confirm that the idea submitted is my/our own development and the work is not subject to the rights and claims of third parties. The work is my/our intellectual property.

I/we agree to the terms and conditions of the competition.

Place / date

Participant signature

(for teams: signatures of all participants)

\_\_\_\_\_

\_\_\_\_\_

#### Confirmation of participating higher educational institution:

The competition contribution has been checked and released for submission as one of four contributions by our institution.

Place / date \_\_\_\_\_

Name of institution	Accompanying Professor	Signature of Professor / institution stamp