

SOLVE

new talent search

2010

Could you be SA's new design star?

PUT YOURSELF ON A PEDESTAL BY WINNING THIS YEAR'S SOLVE NEW TALENT SEARCH! 2010'S CHALLENGE IS TO DESIGN THE PERFECT BEDSIDE PEDESTAL...

Do you have what it takes to become South Africa's next design hotshot? Then enter ELLE DECORATION's prestigious SOLVE Design Competition. For 2010 we're focusing on the bedroom and the design problem that needs to be 'solved' is that bedside pedestals often just can't accommodate today's gadgets (such as ipods and laptops) and their storage and wiring needs. So come up with a pedestal that's more than simply a bedside glass holder – design one that offers convenience and a multifunctionality that's modern in intent.

THE BRIEF

- The pedestal should include a storage facility
- Wiring for a laptop, lamp or docking station should also be included, preferably hidden
- Eco-friendly or sustainable materials are an advantage
- Manufacturing should be easy and local
- Retail price must be under R3 000, so manufacturing costs should not exceed R2 000

REMEMBER

- Don't copy an existing design
 - Don't exceed the budget
 - Don't forget to label your entry correctly
- GOOD LUCK!**

HOW TO ENTER

- Entries must be submitted in A3 format
- Drawings and sketches should be clearly and simply executed, showing all detail and measurements
- Technical drawings may be included but are not a prerequisite
- You must explain your thought processes and include a design rationale
- Your name and contact details must be included on each page of your entry. If your entry consists of more than one page, each page must be clearly numbered and labelled
- Professional designers may not enter

SUBMISSION DEADLINE

31 July 2010

SEND ENTRIES TO

Kelly Berman, ELLE DECORATION, 2nd Floor, Wembley Square, McKenzie St, Gardens, 8001

No entries will be returned after the competition

AND THE PRIZE?

Watch this space! We'll be announcing the exciting Grand Prize in an upcoming issue!

FOR MORE INFO CONTACT KELLY BERMAN ☎ 021 488 1727 OR KELLY@ELLEDECOMAG.CO.ZA