

GRAPHIC DESIGN

READY TO PAINT - DESIGN COMPETITION

DEADLINE

09 AUG 2020

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
9 Jul 2020	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

OPEN Cycle and DT Swiss, two companies active in the bicycle industry, are organising the Ready to Paint Design Competition. The purpose of this competition is to pick up on the current trend towards the individualisation of everyday objects such as bicycles and bicycle frames and give selected products of the organising companies an individual design.

The competition is primarily aimed at artists, designers and students in art, design and visual communication and invites them to submit drafts of a customized design.

The choice of motif is entirely up to the participants. However, participants shall have a personal connection to the motif submitted and be able to verbalize it - especial- ly with regard to the topic of "bicycle" and/or "cycling(culture)". The participant shall adapt the basic motif to a bicycle frame, bicycle wheel set, bicycle jersey and a chair.

There is no entry fee.

ELIGIBILITY

Open to everyone worldwide.

PRIZE

The prizewinning motif will be used as the surface design for a limited edition of OPEN bicycle frames, DT Swiss wheelsets, bicycle jerseys and Artek chairs. Besides, a selection of the best submissions from the design contest will be published in a coffee table booklet.

Moreover, the artists of the three best submissions will be invited to the event on 23 September 2020. Costs for accommodation and travel will be covered by the organizers. The winners of places 1 - 20 will be send a copy of the booklet.