

# Haier Design Prize 2015

Category: [Students Only](#)

Deadline: December 15, 2014

Website: [graphiccompetitions.com](http://graphiccompetitions.com)



For the second time, the **Haier Design Prize** is calling for entries. Students, graduates and young designers from different design disciplines are invited to enter their visionary concepts on this special theme.

The task for this competition is as follows:

« How can design help to solve everyday problems? We are looking for visionary concepts in the household appliance sector. Take a look in the future and develop new, bold, challenging solutions for the daily home life. »

There are six categories:

• **Home Furniture / Lighting**

• **Kitchen**

• **Household / Tableware**

• **Bathroom**

• **Textiles / Walls / Floor**

• **Survival + Emergency / Eco Solutions**

Furthermore there are five fields of change, the '*trend roots*', which they have developed in cooperation with the *Trendbüro* in Munich. They indicate a change in society that the entry is most likely to achieve. When registering, every entry has to be assigned to one discipline and to one trend root:

• **Social Change**

• **Cultural Change**

• **Economic Change**

• **Ecological Change**

• **Technological Change**

Every participant can register as many entries as he likes (*but registering the same entry twice, e.g. in different categories, is not allowed*).

**There is no entry fee.**

### **Eligibility**

Students and graduates (*if you graduated no more than two years ago at the time of registration*) from all over the world are welcome to submit their entries.

Projects should not be older than two years by the time they are submitted. In addition to projects by individual designers, works by small teams of designers with no more than 4 team members will also be accepted.

### **Prize**

The jury decides how the total prize money of **EUR 5,000** (approx. USD 6,375) will be distributed among the winners as recognition.

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