



GOT AN  
EYE FOR  
DESIGN  
?

Calling all creatives,

The Dubai Institute of Design and Innovation has announced a new product design competition challenging students, entrepreneurs and the wider community to redefine one of the world's most popular furniture pieces: A CHAIR.

iForDesign encourages participants to use everyday materials to create a miniature seat for the UAE competition, supported by Dubai Design District.

The open design challenge has three categories:

DESIGN FOR CULTURE	DESIGN FOR SUSTAINABILITY	DESIGN FOR THE FUTURE
CHAIRS THAT EVOKE ARABIC CULTURAL IDENTITY	CHAIRS FOR A CIRCULAR ECONOMY	CHAIRS WE WILL USE IN 2050, POSSIBLY FOR LIFE ON MARS

Entries should respond to one of the three categories by, for example, exploring recycled materials, expressing Arabic heritage or exploring how design can solve future challenges in knowledge and innovation-based sectors.

To enter iForDesign you need to submit a PDF presentation in the following format:

- Landscape format with 10 slides or less.
- Entries should include a short description on the product, concept and inspiration, as well as why the design meets one of the three categories.
- Information about the materials, dimensions and technologies used in the product.
- Four scale model or prototype photos, sketches and evidence of iterative design.

Winners will be selected by a five-person judging panel made up of industry leading figures.

DEADLINE: 20 OCTOBER

#iForDesign

[CLICK HERE TO PARTICIPATE](#)

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