



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

FURNITURE DESIGN COMPETITION

CALL FOR ENTRIES 2024

Are you a South African Designer?

- Do you believe that furniture needs to improve the quality of life, be functional and complimenting of the space it is located in?

...then enter the **Furniture Design Competition** now!

ENTRIES CLOSE

14th February 2025

Proudly brought to you by

the Department of Trade and Industry (**the dtic**), the South African Furniture Initiative (SAFI), Proudly South African and their industry partners.

Join them on this journey to bringing about change and improving the local furniture industry and quality of the product offering.

OUR AIM

- ✓ We want to raise and nurture the design capabilities within this country.
- ✓ We want to raise the image of the South African Furniture Design and Manufacturing Industry, locally and internationally.
- ✓ We want to advance local industry through the introduction of new products.

THE THEME

CATEGORIES FOR ENTRY

Established Manufacturing Category

You are invited to submit your best furniture design piece for the year - that's already in production (and will be readily available for exhibition in March 2025)

Your designs should focus on the following:

- Aesthetics, proportions, ergonomics, practicality and ease of production are key elements.
- Try keep materials local and sustainable - and focus on telling the South African story.

PRIZES

Prizes include:

Professional

- One-year **Proudly SA** membership
- One-year Institute of the Interior Design Professions (**IID**) Membership
- An opportunity to participate and exhibit at selected platforms e.g Decorex
- Design Software training by Meced Solidworks
- Profiling of winners in relevant publications & related media exposure

ENTRY FORM

- Entry Forms can be downloaded at www.thedtic.gov.za or by contacting us on FurnitureDesign@thedtic.gov.za
- No registration fees are required
- It is possible to enter multiple times provided each entry has a separate entry form
- Completed entry forms must be signed and submitted together with the compulsory submission requirements

COMPULSORY SUBMISSION REQUIREMENTS

- A digital (pdf) Technical drawing of the product with renderings
 - Technical drawings must include final product dimensions and 3D drawings
- Description of materials and inputs to be used in production
 - The use of locally manufactured materials and inputs wherever possible is mandatory
- A description and presentation of the design, explaining the concept and motivation not exceeding 300 words
- A company profile.

SUBMISSIONS

Submissions can be delivered by hand or posted or emailed to
FurnitureDesign@thedtic.gov.za

By hand

Department of Trade and Industry
Sectors Branch
Furniture Sector Desk
1st Floor, Building A
77 Meintjies Street
Pretoria

By courier

Department of Trade and Industry
Sectors Branch
1st Floor, Building A
Private Bag x84
Pretoria
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ADJUDICATION CRITERIA AND PROCESS

The adjudication criteria and weighting thereof is decided by the judges in line with the annual theme and a scorecard will be used.

The criteria focus on the following areas:

- Concept behind the product – responding to the theme
- Functionality / usability of the product
- Degree of innovation
- Ease of manufacturing
- Local materials and inputs used
- Commercial viability
- Local & export market appeal

The judging panel comprises industry experts and designers from related fields. Judging is a two-stage process.

- The finalists will be announced on/or before 28th February 2025.
- Finalists will be contacted telephonically and electronically.
- Finalists will be invited to exhibit their pieces at a chosen exhibition.
- Final judging will take place at the exhibition in February/March 2025.
- Winners will be announced at the exhibition.

IMPORTANT DATES

Entries open	06 January 2025
Entries close	14 February 2025
Final judging	February 2025
Winners announced	February / March 2025

TERMS & CONDITIONS

- **the dtic**, and its partners, reserves the right to refuse entry of products that are not eligible or do not comply with applicable entry criteria, or that might put in question the reputation of the competition.
- Only new concepts (designs) are eligible to enter the competition.
- The competition is ONLY open to students registered with South African educational institutions and locally based, registered designers and or manufacturers.
- Established manufacturers includes professional designers and or manufacturing businesses with design capability, registered and operating within South Africa.
- **Only individuals entries will be allowed (no student group entries).**
- If the design has been patented or registered as a design, a copy of the first page of all registration certificates must be submitted with the entry.
- The entry form must be completed in full and all compulsory documents submitted before the closing date to be eligible.
- Entries that do not comply with the competition requirements will be disqualified.
- **the dtic** and its partners will not be held accountable for product performance or design originality.
- The panel of adjudicators and the administrators of the competition undertake to handle all entries in the strictest confidence and not to disclose any information on entries to any other party. However, in the event of a product winning the design may be made public to the media.
- Although every reasonable precaution will be taken to ensure the safekeeping of products submitted, **the dtic** and its partners cannot be held liable for loss or damage to any entry material.
- The decision of the adjudicators is final and no correspondence will be entered into.
- By entering this competition and signing the disclaimer the entrant is agreeing to all above-mentioned conditions of entry.

CONTACT DETAILS

www.thedtic.gov.za/furnituredesigncompetition

012 394 1260/1003 OR 066 290 6957

FurnitureDesign@thedtic.gov.za