

Reused! Judging Criteria

Originality & Innovation

- presenting new, exciting and creative solutions to reusing consumer waste.

Efficiency

- constructed of primarily reused materials.
- minimal use of "fresh" materials.
- efficient/functional design.

Aesthetics & Marketability

- clean and neat presentation.
- possibility of product marketing towards consumers OR advertisement as a Do-It-Yourself project.

** Things to Consider

- Take into consideration the life-time of your product as well as it's after-life. A large part of the reason why many of the products we use end up in landfills is due to the fact that designers do not take into consideration the eventual and inevitable deterioration of their products. Think about where your product will end up and how it will be used once it reaches the end of its functional life-time.

- Waste is often the result of our consumer culture and our tendency to live a lavish lifestyle or one that is beyond raw necessity through over-consumption. How will your product address this issue? Is your project a product of necessity or luxury? Does your project (through its marketability, use, and so on) result in feeding the very beast of over-consumption that is the root of the problem?

Submission Guidelines

February 29, 2008

Preliminary digital submissions.

Requirements:

- Digital photographs of your product.
- Brief Statement/Description of project.

Suggested (OPTIONAL) Criteria:

- Designed panel with diagrams, statements and any other documentation or support material.

File formats:

- JPG image files (Max Size: 2MB)
- PDF Documents (Max Size: 7MB)
- MS Word Documents

Email submissions to: **mahan@baass.info**

Prize Info

There will be cash prizes for the top 3 submissions (as chosen by the judges) for the Reused Challenge!

Prizes:

1st Place - \$200
2nd Place - \$100
3rd Place - \$50

Judge Bios

Coming Soon.

NOTES:

- > Group Submissions are accepted.
- > Please take note that the “Things to Consider” section are NOT a part of the judging Criteria. They are just some issues you should keep in mind while designing your project. Also, try and remember the context in which you are designing - for example, in todays consumer society “necessity” and “luxury” mean completely different things than they did before.