

## PRODUCT DESIGN – 3D PRODUCT DESIGN

CREATE A PRODUCT FOR A CONTEMPORARY ANTARCTIC EXPLORER SYNONYMOUS WITH THE VALUES OF FORTNUM & MASON.

### Sponsored by Fortnum & Mason



#### The Brief

Create a product, or product range, for a contemporary Antarctic explorer that is synonymous with the values of Fortnum & Mason.

#### Considerations

- Your challenge is to design a product, or product range, that is sufficiently lightweight and practical to be taken on an Antarctic expedition.
- Take into consideration not only the harsh conditions that prevail in this environment, but also the importance of small luxuries that may serve as a reminder of a more civilized existence and a boost to morale.
- Products may be food, non-food or both. When considering food, bear in mind that an Antarctic explorer burns around 8500 calories a day and limited capacity to transport and store this.
- Your design should show an appreciation for the values and character of Fortnum & Mason and their consumers.
- If the products were developed into a range – then this would extend to picnickers and campers, and of course one of Fortnum & Mason’s main target audience members namely Food Fanatics. Food fanatics have food at the centre of their world, cooking is their passion. They love experimenting with food and embrace different cultures and cuisines.

#### Target Audience

The principal target audience is the explorer or aspiring explorer; a high achiever who may also be described as an adventurer, traveller, mountaineer, globe-trotter, pathfinder, trailblazer. Someone who is as much at home on the high seas or Antarctic wastes as on the riverbank or coastland walk. They will identify with the brand’s values of eccentricity and adventure, but also an appreciation for luxury and the finer things in life.

#### Tone of Voice

Fortnum’s is quintessentially English blend of Georgian style, elegance, graciousness, “lightness of touch” and (most importantly) wit.

#### Mandatory Requirements

- Logo, colour, typeface and ‘tone of voice’ must be used in accordance with brand guidelines;
- The acknowledgement of 300 years of heritage and innovation behind the brand;
- Designs should be innovative and creative, but also realistic from a manufacturing perspective;
- Sustainability in the use of, sourcing, and disposal of materials needs to be a consideration;
- Explore before you start – research the market and generate the right insights for success.

#### Background

Expeditions are a tradition at Fortnum’s. Fortnum & Mason is the only London department-store ever to have had a department dedicated to ‘Expeditions.’ They supplied many famous expeditions in the 1920s and 1930s with both essentials and those luxuries that keep an adventurer going through danger and hardship. The 1922 Everest expedition had food on a lavish scale, with “gourmet tit-bits,” including 60 tins of quail in foie gras, and four dozen bottles of champagne. Tinned butter, tinned cheese, beef tea, glacé fruits, chocolates and nuts were familiar staples – high energy foods – but luxurious and fun. In terms of equipment, Fortnum’s also developed items such as cups with insulated handles (that wouldn’t burn the user), lightweight cutlery, cashmere vests, light eiderdown-filled sleeping bags, and even the ‘Spork;’ a combined spoon and fork, that was could be used with mittens. No request from their intrepid customers was too taxing; Fortnum’s delivered.

**D&AD  
STUDENT  
AWARDS  
2009**





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3D PRODUCT DESIGN**

**Further information and supporting material**

[www.fortnumandmason.co.uk](http://www.fortnumandmason.co.uk) – for range of products, history  
[andrea.tanner@fortnumandmason.co.uk](mailto:andrea.tanner@fortnumandmason.co.uk) – Fortnum’s archivist –  
Dr Andrea Tanner

**Deliverables**

Work mounted on to a maximum of 4 A2 or 4 A3 Boards and/or digital work to be submitted in accordance with the Technical Specifications PDF. Optional 3d objects can be entered. You must also upload an exact digital copy of all work.

**Brief set by**

Yvonne Isherwood, Design Manager, Fortnum & Mason

## THE RULES

### D&AD STUDENT AWARDS 2009



The contest is organised by D&AD, registered offices 9 Graphite Square, Vauxhall Walk, London, SE11 5EE. By entering the contest entrants agree to comply with these rules.

All full or part time students enrolled on recognised undergraduate, postgraduate and Higher Education courses anywhere in the world are eligible to enter (HND, BTEC, BA, BSc, MA, MSc, MD or equivalent are all recognised)

#### **1 Entering the Contest**

1.1 Entry is open to individuals working alone or groups of up to five persons working as a team.

1.2 To enter students should register at the Student Awards Micro-site ([www.dandad.org/studentawards09](http://www.dandad.org/studentawards09)) download a brief, generate a response to that brief ("the Response") and submit their work in accordance with the deliverables as laid out in their chosen brief.

1.3 Students can download and respond to as many briefs as they wish; they may also submit more than one Response per brief. Each Response is considered a separate entry and will need to be accompanied by the relevant fee.

1.4 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the Response and should keep dated records of all working materials.

1.5 Moving image Responses which are accompanied by sound recordings whose copyright is not owned by the entrants will not be promoted in the event of a prize being awarded. Entrants will be asked to re-submit a version which can be publicly distributed.

1.6 The fee for entry is £15 inc VAT per Response for non-members of D&AD or a discounted rate of £12 for members of D&AD or students enrolled on a course which is registered as a University Network Member of D&AD. In order to qualify for the discount no membership fees should be outstanding at the time of entry.

1.7 Individuals wanting to respond to the category entitled What Else Do You Do must have entered a Response to at least one other brief either as an individual or as part of a team. The work submitted must not have been previously entered into any other contest.

1.8 For teams who want to respond to the category entitled What Else Do You Do each member of that team must have entered a Response to at least one other brief either as an individual or as part of a team. The work submitted must not have been entered into any other contest.

1.9 In order to assist D&AD in promoting the winning work all entrants are asked to provide credits for each entry. These must include:  
(a) Full names of entrant/s  
(b) Full names of tutor/s  
(c) The name of their college or university

1.10 Entrants who wish their Response to be returned to them after the contest must indicate so clearly at the time of entry and, if applicable, pay the necessary return postage charges.

## THE RULES

### 1.11

The closing deadline for entries to be received by D&AD is Friday 20 March 2009 at 5.00pm. D&AD accepts no responsibility for lost or undelivered entries. Proof of postage does not guarantee that an entry has been received by D&AD

## 2 Sponsors Logos & Names

### 2.1

Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting Responses. All rules relating to sponsors' branding apply equally to sponsors' clients' branding.

### 2.2

All sponsors operate strict controls on the use of their names, trade marks and logos. ANY MISUSE OF SPONSOR BRANDS BY AN ENTRANT WILL LEAD TO THE DISQUALIFICATION OF ALL THAT ENTRANT'S RESPONSES AND MAY EXPOSE THE ENTRANT AND THE D&AD TO LEGAL CLAIMS.

### 2.3

By submitting a Response entrants agree to use the sponsor branding only in accordance with these terms and conditions.

### 2.4

The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.

### 2.5

Entrants may:

#### 2.4.1

only use sponsor branding on Responses submitted to the D&AD Student Awards 2009;

#### 2.4.2

include a submitted Response in their personal portfolio in exactly the same format as that submitted to the D&AD Student Awards 2009.

### 2.6

Entrants must not:

#### 2.5.1

use sponsor branding on any other material or for any other purpose;

#### 2.5.2

upload their submitted Response to any online location whether as part of an open or access-restricted site;

#### 2.5.3

denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and/or its brands into disrepute;

### 2.5.4

do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;

### 2.5.5

provide or make available sponsor branding to any third party for any purpose.

### 2.7

For the avoidance of doubt the sponsors for the 2009 Student Awards are as listed on the sponsors page of [dandad.org/studentawards09](http://dandad.org/studentawards09)

### 2.8

For the avoidance of doubt the sponsor clients for the 2009 Student Awards are as detailed on the individual briefs available from [dandad.org/studentawards09](http://dandad.org/studentawards09)

### 2.9

Entrants who submit a Response which contains any trade mark or logo or other branding other than those specifically submitted by the sponsors may be asked to re-submit their work without such branding.

## 3

### Ownership of your Work

#### 3.1

Entrants retain ownership of their Responses submitted into the contest but where such work incorporates sponsor branding entrants may only use the work in accordance with the above sponsor guidelines. Entrants may remove sponsor branding from their Responses and after that may use such Responses at their own discretion.

#### 3.2

By submitting a Response entrants grant to D&AD and the relevant sponsor a non-exclusive licence for the duration of copyright protection to reproduce or distribute a reproduction of their entry in all media in order to promote, or act as a historical record of, the D&AD Student Awards or D&AD as an organization or a sponsor's involvement with the D&AD Student Awards or as part of any D&AD publication (whether on or offline).

## THE RULES

### 3.3

Entrants agree that, should a sponsor wish to develop or exploit a Response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or exploitation before negotiating with any other party in relation to the Response. We refer to this as the First Negotiation Agreement. The First Negotiation Agreement will remain in operation from the date of submission of a Response until one week after the award ceremony. Initial contact between entrants and sponsors will be facilitated by D&AD only. Entering into a First Negotiation Agreement does not constitute a guarantee that either party will reach a final agreement.

### 3.4

D&AD advises all entrants to obtain independent legal advice in respect of any agreements being discussed between sponsor and entrant.

## 4

### Judging the Contest

#### 4.1

D&AD will appoint a jury which shall be composed of judges who in D&AD's sole discretion have the appropriate qualifications to judge the work. Responses will be considered in accordance with D&AD's selection criteria. These are:  
(a) An excellent creative idea; and  
(b) Excellent craft or execution; and  
(c) On Brief

#### 4.2

The jury will be asked to create a shortlist of Responses to act as a record of the best of the year. From this shortlist prizes will be awarded to the Responses whom the jury considers, in its sole discretion, to be the best Responses.

#### 4.3

The jury is not limited in the number of prizes it can award and similarly there is no guarantee that a jury will award a prize in a category if they do not feel that work is of the standard required.

#### 4.4

The jury has the right to edit pieces submitted as part of a Response and to ask for only certain parts of the Response to be displayed or promoted.

### 4.5

General feedback will be gathered from the jury. This will be available to view on the Student Awards website when the winners are announced. Individual feedback will not be available.

### 4.6

If D&AD is made aware of any concerns that a Response does not constitute the original work of the entrant then in the first instance D&AD will contact the entrant and will ask for copies of any notes or drawings which evidence the entrant's assertion to be the creator of the work. D&AD will also contact credited tutors for further information. Where possible D&AD will consider the evidence gathered and decide whether to allow the Response to remain within the contest or to remove it. D&AD's decision is in its sole discretion and is final.

## 5 Prizes

### 5.1

Prizes to be awarded are as follows:  
– First – A Student Yellow Pencil and a Certificate  
– Second – A Student Yellow Pencil and a Certificate  
– Commendation – A Certificate

### 5.2

All winners of a First Prize will be considered for the final prize:  
– Student of the Year – A Student Yellow Pencil and a Certificate

### 5.3

All winners will share a prize fund of £35,000. The first £2,000 will be awarded to the winners of the Student of the Year and the remaining £33,000 will be divided as follows:  
– £15,000 to be divided equally amongst Responses awarded a First prize;  
– £10,000 to be divided equally amongst Responses awarded a Second prize;  
– £8,000 to be divided equally amongst Responses awarded a Commendation

### 5.4

Where more than one person has created the Response the team's share must be divided equally amongst team members. The entrant uploading the Response to the contest will be responsible for sharing the team prize monies with his/her team members.

### 5.5

Winning tutors will also be recognized within the awards and will receive a certificate.

## THE RULES

### 5.6

Winning Responses will be promoted to the creative industry via the Student Awards website, through press releases and any other means deemed appropriate by D&AD. In addition all winners will be eligible to display their work on D&AD's Talentpool website and join D&AD's Graduate Placement Scheme.

### 5.7

Each credited entrant/s and their tutor/s whose work is nominated for a prize will be invited to attend a prize giving ceremony which will take place on the evening of Thursday 2nd July 2009 at a location of D&AD's choosing. D&AD is unable to offer expenses or a contribution towards travel costs. A limit of 1 ticket per person is allocated for the ceremony

## 6

### Return of materials

#### 6.1

Materials will only be returned if a return request was made at the time of entry and the appropriate postage fee was paid in advance. For those wanting to collect their work from our offices this must have been requested at the time of entry and collection must take place no later than 5pm on 31 July 2009.

#### 6.2

In the event that the return of materials is not requested at the time of entry D&AD will take the following actions:

- (a) All prize winning work entered will be stored to be displayed at exhibitions until 31 July 2009
- (b) Models, 3d objects and other items which are of high quality will be stored until 31 July 2009
- (c) All other remaining items which are unsuccessful at the time of judging will be destroyed or recycled where appropriate
- (d) All materials which remain after 31 July 2009 will be destroyed or recycled

#### 6.3

D&AD is unable to guarantee the safety of work entered and is unable to accept responsibility for the loss or damage of entries received. D&AD advises all entrants to retain a copy of their work for their portfolio

## 7

### General points

#### 7.1

D&AD reserves the right to make changes these rules, if necessary, from time to time.

#### 7.2

The Rules are subject to English law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of England and Wales.

For any enquiries relating to the D&AD Student Awards please contact [studentawards@dandad.co.uk](mailto:studentawards@dandad.co.uk) or telephone: 020 7840 1111