



*gia*<sup>®</sup> global  
innovation  
awards

home + housewares  
student design excellence

# 2022 Student Design Competition

Recognizing Young Industrial Design Talent Since 1993

## Propel Your Design Career

Meet industry executives looking for new product ideas

## Win a Cash Prize

\$12,000 in cash prizes, plus travel and lodging

Winners' schools also receive cash grants

## Once-in-a-Lifetime Experience

Your design displayed at The Inspired Home Show



**Enter Online!**  
[Housewares.org/Show/SDC](https://Housewares.org/Show/SDC)  
**Deadline: December 17, 2021**

Sponsored by

**THE  
INSPIRED  
HOME  
SHOW** | IHA's GLOBAL HOME +  
HOUSEWARES MARKET

Saturday - Tuesday, March 5 - 8  
McCormick Place · Chicago

[TheInspiredHomeShow.com](https://TheInspiredHomeShow.com)



The Global Innovation Award (gia) **Student Design Competition**, sponsored by the International Housewares Association (IHA), began in 1993. It is recognized by design practitioners and professors as a valuable contribution to industrial design education. This rigorous competition is judged by design professionals and managers at housewares companies. Each entry receives two written evaluations. Top winners come to Chicago to exhibit their product concepts at The Inspired Home Show | IHA's Global Home + Housewares Market.

## The Housewares Industry

Learn about products and companies in this dynamic global industry and The Inspired Home Show at [TheInspiredHomeShow.com](http://TheInspiredHomeShow.com)

**Entry Deadline:**  
**December 17, 2021**  
**11:59 pm CST**



# RULES

## What is a Housewares Product?

Housewares products are consumer goods purchased by or for the user that are portable. Permanent installations such as lighting systems, sinks/bathtubs or major appliances (washing machines, full size refrigerators) are not considered housewares.

Your project should meet a current consumer need or be a concept for a future product. Packaging and point-of-sale presentation may be included.

**Call Vicki Matranga at 847-692-0136 if you are unsure that your product concept fits any of these housewares categories.**

- Small Electric Appliances:** Food preparation, cleaning, home environment and personal care.
- Personal Care and Home Healthcare Products:** Self-care items for grooming, hygiene, and products for general health care and maintenance of minor medical needs. Assistive devices are acceptable, but equipment for long-term care or products meant to be used by medical professionals are not eligible.
- Tableware, Serving Products and Accessories:** Cutlery, dinnerware, beverage ware, flatware and containers for eating "on the go."
- Cook and Bakeware:** Stovetop and oven-proof ware. Cookware for travel and camping are acceptable.
- Kitchenware:** Hand tools, storage containers.
- Cleaning Products:** Brooms, mops, brushes, sponges.
- Outdoor Products and Home Maintenance:** Barbecue grills, food and beverage coolers, picnic, patio and garden accessories, Do-It-Yourself (DIY) tools for minor home repairs and decor. Sports equipment and power tools are not eligible.
- Organization and Storage:** Shelving, racks, garment care, home office accessories.

- Furniture:** Indoor, outdoor and ready-to-assemble ("RTA") tables, chairs, bookcases and home space systems.
- Decorative Accessories:** Vases, mirrors, lamps, picture frames, clocks.
- Juvenile and Pet Products.**
- Connected Home Products:** Physical products with "internet of things" connectivity and user interaction.

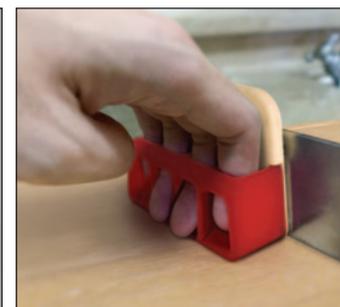
## Who Can Enter?

Undergraduate and graduate industrial design students enrolled in a degree-granting program at any university in North America or other countries may enter. Spring 2021 graduates are eligible if the project was completed before graduation. A student may enter more than one project. Team projects are allowed. If a team project is selected as a winner, IHA pays for travel for one student and the team splits the cash award.

The student submitting the application represents and affirms that the entrant named is the owner and originator of the application and all source materials submitted to IHA's judges for this competition.

## What are the Prizes?

- Judges allocate \$12,000 in cash prizes. An additional \$3,000 is donated to the winners' schools.
- Winning projects are displayed at The Inspired Home Show, March 5-8, 2022, McCormick Place, Chicago.
- Winners receive travel, per diems and lodging for six nights (Thursday, March 3 – Wednesday, March 9). If a winner is from a school outside North America, IHA pays for travel from a U.S. location. Winners must be available for the exhibit and media.
- Winners will be notified by phone by January 31, 2022.
- Honorable Mentions receive a small cash award. They are not required to attend the Show. Honorable Mentions are included in media information and their entry booklets are on view in the student display.



# REQUIREMENTS

## How Do I Enter?

Visit: [Housewares.org/Show/SDC](https://housewares.org/show/sdc)

### Step 1:

**Create an account to manage your entry.**

Using your account profile and password, you can create and access/edit your project until the competition deadline.

### Step 2:

**Create an entry by answering questions about your product.**

If you choose to do an animation or product demonstration, you can include a link to the video.

### Step 3:

**Upload a jpg of your product.**

This image will identify your project for the judges.

### Step 4:

**Upload your process book. (PDF size limit is 25MB)**

**Your name and school name SHOULD NOT APPEAR anywhere in the entry. This assures all entries are anonymous for the judges.**

The book should tell the story of your process and include:

- View of final concept
- Sketches showing the development. Show ideas that were discarded and why you chose your solution.
- User observations and human factors evaluations
- Market positioning/opportunity space: compare available products and explain your product's unique features
- Mechanical or technical layout
- Exploded views with individual parts listed
- An image of a 3D model or prototype that shows the product in physical form and in the context of the user environment. This model should validate your concept.

### Step 5:

**You will receive a confirmation email with your entry number in the subject line.**



## What Do the Judges Look For?

The judges ask:

- Is this product necessary and valuable?
- How does this product meet competitive products on features and price?
- Did the student research user needs and then test the product concept with users?
- Does the student tell a compelling story?

Consider the Scientific Method as a guide for inquiry, research, hypothesis testing and conclusions.

## How are the Entries Evaluated?

Judges rank the product according to:

- **Design**—concept innovation, development process, aesthetic appearance, appropriate materials and production
- **Research**—user observation, market positioning, product feasibility, concept testing
- **Technical skills, presentation organization**—clear written and visual communication, sketches, computer renderings, compelling storytelling.



## How Does the Judging Work?

The jury is composed of professional designers, product development executives at IHA companies and design educators. Judges who are educators do NOT review entries from their own schools. The judges are matched into pairs and each pair evaluates a fraction of the total. The judging is blind—judges do not know the identities of the students or schools and they discuss projects by entry number.

**Judging is a two-part review process.**

### Part 1:

Each pair reviews an assigned batch of entries online. They have 2-3 weeks for this homework. They write an evaluation for each entry and can edit these evaluations at the jury meeting.

### Part 2:

The judges discuss their entries. Each pair chooses its best entries to present to the full panel. Judges vote for the top six winners and honorable mentions. The winners' names and school are then revealed to the judges.

After the winners have been notified, entrants will be able to view their evaluations, which will also be made available to their professors.



# Checklist:

Your Entry should include 3 items:

- ✓ The completed Project Questions
- ✓ One jpg of finished product
- ✓ Your Process Booklet

**FINAL NOTE:** Presentation is important. Think of this project as a portfolio piece for a job interview. Check spelling and grammar. Employers often consider “the housewares project” an important factor in their evaluation of new hires. Be serious about the work you submit. Winning this competition has a huge impact on a designer’s career.

## Enter online:

Housewares.org/Show/SDC

**Online Entry Deadline:  
December 17, 2021**

## Any questions?

Contact Vicki Matranga at IHA:  
847-692-0136, email: vmatranga@housewares.org



6400 SHAFER COURT, STE. 650  
ROSEMONT, IL 60018 USA  
TEL: 847-292-4200  
FAX: 847-292-4211  
Housewares.org  
TheInspiredHomeShow.com/SDC

## 2021 Student Design Winners



**FIRST PLACE**  
**Norman Rockwell**  
Western Washington University



**FIRST PLACE**  
**Lillian Gluck and Dylan Featman**  
Georgia Institute of Technology



**SECOND PLACE**  
**Clare Gaylord**  
University of Notre Dame



**SECOND PLACE**  
**David Shaltanis**  
Virginia Polytechnic  
Institute and State University



**THIRD PLACE**  
**Eve Berndt**  
Milwaukee Institute of  
Art & Design



**THIRD PLACE**  
**Claire Dronen**  
University of  
Wisconsin-Stout

### The Fine Print—Rights of Ownership

Previous winners have been offered production agreements and have negotiated patents and intellectual property rights for their designs. A patent application may need to be filed before submitting and displaying your design to preserve your intellectual property rights in the design. IHA recommends that students seek advice from faculty, school legal counsel, the local bar (attorney) association or not-for-profit inventor groups to learn about intellectual property protection. **IHA is not responsible for obtaining patent or other intellectual property protection for your designs and is not responsible for any loss of intellectual property rights that may result from the submission of your design.**

After one year, entries of this competition will be archived at the **Milwaukee Institute of Art & Design and will be available for on-site study by appointment.**

#### Promotion

IHA reserves the right to publicize individual winners and their entries using the photographs submitted. IHA will request that winners provide portrait photographs, biographical information and additional images of the products. Winning product information may be available at [www.housewares.org](http://www.housewares.org)