

Image: Bilborough College, designed by CPMG. Photo © Martine Hamilton-Knight

# TRANSFORM **3**

COLOURFUL SUSTAINABLE DESIGN FOR COMMUNITIES 2009

# THE FUTURE **3**

A competition for students and designers sponsored by Dalsouple Rubber Flooring in partnership with Sustain Magazine.



natural rubber

[www.dalsouple.com](http://www.dalsouple.com)

email: [julie@dalsouple.com](mailto:julie@dalsouple.com)  
tel: 01278 727777



**DALSUPLE**

# TRANSFORM

COLOURFUL SUSTAINABLE DESIGN FOR COMMUNITIES 2009

# THE FUTURE

# 3

A competition for students and designers sponsored by Dalsouple Rubber Flooring in partnership with Sustain Magazine.

Entries close 01/06/09

## INTRODUCTION:

The 2008 competition attracted entries from every corner of the international student design community, with the winners coming from Argentina. For 2009, the competition format will expand to acknowledge the growing importance of sustainability as an element in the design mix.

'Transform the Future' encourages designers and students to go out into the community and spread the word that in design, 'sustainable' doesn't mean 'boring'. By seeking sustainable solutions to design problems, tomorrow's designers will make a huge contribution to the environmental performance of the built environment. And as Dalsouple's massive range of gorgeous colours and textures clearly shows, these days 'green design' should be anything but dull.

## ABOUT TRANSFORM:

### Category 1: Interior

Entrants, who may be students or professionals from relevant disciplines, will need to establish a link with a local community group. That could be a school or college, a youth centre, community hall, or other interior communal space that would benefit from a little TLC. Entrants will work with real 'clients' in the form of the people who use the space every day. Together they will identify an interior project and develop a realistic design solution, based on the clients' needs.

The judges will be looking for creative designs that will deliver a realistic and tangible improvement to the chosen space. Particular attention will be given to the use of colour, and to awareness of sustainability in the selection of all the materials used. Of course, the design should incorporate Dalsouple Natural Rubber as a flooring material, because this will form part of the prize. And as the aim is for the winning design to be implemented, the school or community will get the benefit.

### Category 2: Product

This new category invites entrants, who may be students or professionals from the product design community to submit concepts for products or actual products that incorporate DalNaturel natural rubber in some way.

The whole item may be made of rubber or just a tiny amount may be used within the design.

As with the Interiors category, the judges will be looking for product ideas that offer a creative, sustainable solution to a design problem.

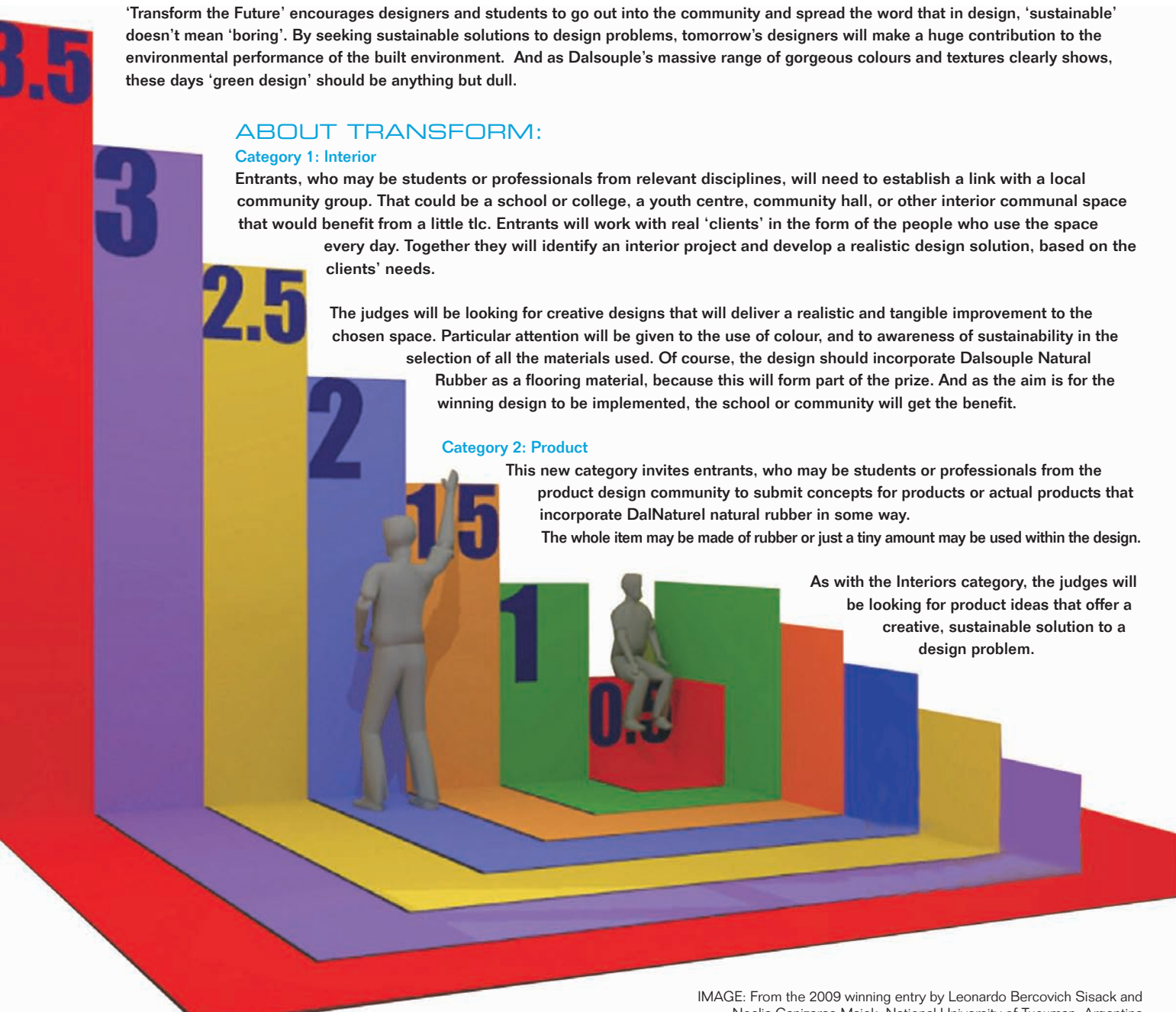


IMAGE: From the 2009 winning entry by Leonardo Bercovich Sisack and Noelia Canizares Majek, National University of Tucuman, Argentina



[www.dalsouple.com](http://www.dalsouple.com)

email: [julie@dalsouple.com](mailto:julie@dalsouple.com) • tel: 01278 72777



# TRANSFORM

COLOURFUL SUSTAINABLE DESIGN FOR COMMUNITIES 2009

# THE FUTURE 3

A competition for students and designers sponsored by Dalsouple Rubber Flooring in partnership with Sustain Magazine.

## HOW TO ENTER:

Entry to Transform is free. Entries will close on Monday 1 June 2009. Dalsouple can offer a free presentation about the competition for participating colleges and design companies at a time to suit you. Sample materials and literature will also be supplied. Winners will be notified by the end of June 2008. Winning entries will be featured in Sustain magazine and on the Dalsouple website.

International entries are welcome.

## THE PRIZES:

One winner will be chosen from each category, then an overall winner will be chosen from these two.

### OVERALL WINNER:

(student or professional)  
A personal prize of 2000 Euros

### RUNNER UP:

A personal prize of 1000 Euros

If you are interested in entering, email [julie@dalsouple.com](mailto:julie@dalsouple.com) with your full mailing address so that we can post you a competition pack. This will contain Dalsouple brochures and samples. If you would like a presentation from Dalsouple to launch the competition, email us with your proposed dates.

Please note that for reasons of sustainability, these competition details and entry form are available in digital pdf format only. You should print out only the number you need.

### STUDENT PRIZE:

The best student entry overall can win a one week work placement with top design agency Graven Images. This may be in addition to the winner or runner up prize.

### CLIENT PRIZE:

The winning entry in the Interiors category will receive up to 50 square metres of Dalsouple flooring.

Highly commended awards may be made at the judges' discretion



The judges deliberate: L to R. Tim Gaukroger of Dalsouple, Jim Hamilton of Graven Images, Jim McClelland of Sustain'



## THE JUDGES:

- Tim Gaukroger, managing director of Dalsouple
- Jim Hamilton, director of award winning design agency Graven Images
- Jim McClelland, editor of sustain' Magazine – the voice of the sustainable environment

## ABOUT DALSOUPLE:

Dalsouple is a specialist manufacturer of rubber flooring for contract and domestic installations. Dalsouple is often utilised in educational establishments because it comes in a fantastic range of colours yet offers exceptional durability and performance. And Dalsouple is currently the only flooring manufacturer to offer a natural alternative to synthetic SBR rubber. For more information about Dalsouple visit [www.dalsouple.com](http://www.dalsouple.com)

## 100% RUBBER

This is Dalsouple's second major competition. The company ran the high profile 100% Rubber design competition from 1997 – 2002, which was open to both students and professional designers, and was extremely successful in raising the profile of rubber as a contemporary design material. 100% Rubber attracted worldwide press coverage together with inclusion on a huge number of international design websites.

[www.dalsouple.com](http://www.dalsouple.com)

email: [julie@dalsouple.com](mailto:julie@dalsouple.com) • tel: 01278 727777



natural rubber DALSOUPLÉ



## ENTRY FORM:

Please print out this form and submit with your entry.

Category entered (Interiors or Product) .....

Student or professional entry?.....

For students: name of college, course and tutor .....

.....

.....

Your name .....

Address .....

.....

email ..... telephone .....

NB if you are a student remember we may need to be able to contact you after the end of the summer term.

I have read the competition rules and agree to abide by them

..... Signature

Name of entry

.....

Brief description

.....

.....

Please give a brief summary of your approach to the following headings on a separate A4 sheet: (max 500 words)

1The brief

2Your inspiration

3Your use of Dalsouple

4Your use of colour

5The 'sustainable' elements of your design and chosen materials

Send this form with your entry to: Dalsouple Transform the Future, Showground Road, Bridgwater, Somerset, England, TA6 6AJ to arrive no later than Monday 1 June 2009.

Please note: we regret that we cannot return entries. If you need your work back you can collect it from us or arrange for a courier collection. Please give us advance warning of the collection date.

If you would like your work back and intend to arrange collection after the end of the competition, please tick here

## ENTRY CHECKLIST:

up to 4 x A3 presentation boards, with the project name only on the front, and other details (entrant name etc) only on the back written submission on an A4 sheet with the headings set out above.

NB Entries can be accepted via mail in hard copy format, or as digital files emailed to [HYPERLINK](mailto:julie@dalsouple.com) <mailto:julie@dalsouple.com> [julie@dalsouple.com](mailto:julie@dalsouple.com).

If you submit hard copies and are successful, you will be asked to supply digital images from your entry for use in press and online.

## COMPETITION RULES:

### Please read carefully

The judges decision is final. No correspondence will be entered into. Where applicable, entrants are required to obtain permission from clients and third parties before submitting their entries

Dalsouple reserve the right to publicise photos and details of entries, with mention of the name of the designer(s)

All entries remain the intellectual property of the designer(s)

Dalsouple cannot return hard copy entries, so it is essential you keep copies of the key elements. If you need your entry back after the end of the competition you will be able to collect it from us, or arrange your own courier collection. You will need to give us reasonable notice of the collection date.

Winners will be notified via the nominated contact at their college. If you are successful you may be asked to supply digital images from your entry, for use in the press.

You will be able to see extracts from the winning entries

- on the Dalsouple website at [www.dalsouple.com](http://www.dalsouple.com)

- in the September 2009 issue of Sustain magazine.

If you are uncertain about any aspect of this entry form, or have questions about the competition please feel free to call Julie Mellor on 01278 727777 or email [julie@dalsouple.com](mailto:julie@dalsouple.com).

**TRANSFORM**  
COLOURFUL SUSTAINABLE DESIGN FOR COMMUNITIES 2009  
**THE FUTURE** **3**

Dalsouple thanks all entrants for their participation and wishes them the best of luck in the competition.