



Terms of Reference for Design Turkey Industrial Design Awards 2018

Design Turkey Industrial Design Awards is a design evaluation scheme organized with the collaboration of the Republic of Turkey Ministry of Trade, the Turkish Exporters Assembly (TIM) and the Industrial Designers' Society of Turkey (ETMK), within the framework of TURQUALITY® program. The award scheme is intended to make visible the benefits that good design brings to society and industry in Turkey, by rewarding good product design that is respectful to user needs and which provides added value and competitive advantage.

Aim of the Award Scheme

The strong production infrastructure is bringing the potential for offering new products to both local and foreign markets. Nowadays many products in the competitive global market reflect high quality manufacturing features of Turkey. As a result of the investments made in companies' research and development departments, technological innovation and improvements realized on the end products can be observed. On the other hand qualified manufacturing and technological innovation can only be reflected on the end-product with the added value that industrial design can provide. To use industrial design as an effective tool grants the companies one of the biggest advantages in competition.

Besides the opportunities of technology and production, design requires to analyze needs of the society, human beings and the environment. While developing a new product idea, the industrial designer aims to maintain that the product is functional, usable and honest, to foresee that the product does not harm human health and safety and the environment, appeals to the user and responds to his/her needs in the most appropriate way, balances its cost with its benefits, and to develop appropriate design details for a qualified manufacturing. Before evaluating a design as good or not, all these aspects need to be considered.

Objectives of Design Turkey Industrial Design Awards are,

- **To increase design awareness** in the industry and society by promoting award winning designs through award ceremony, exhibitions, publications and press;
- **To increase the value of design** by raising the demand for good design from users and manufacturers;
- **To bring designers and manufacturer together;**
- **To emphasize the place of Turkey in design world** by organizing national and international activities;



- To contribute to development of **industry, export, international branding** and **industrial design**, and to **improve the quality of life**.

Scope of the Award Scheme

Design Turkey Awards are presented under two main categories:

1. Product Design Awards
2. Conceptual Design Awards

Design Turkey **Product Design Awards** evaluate products on sectoral basis, which are manufactured by industrial methods and launched in the market targeting end users, and having certain functions, of which the designer, manufacturer or trademark owner should be of Turkish citizenship. Products designs under this category can be rewarded with **Good Design Award**, or **Superior Design Award**.

In order to encourage innovative ideas that will guide the industry for future, Design Turkey **Conceptual Design Awards** evaluate design projects on sectoral basis which have not been scheduled for manufacture.

Benefits of Applicants

For the announcement and introduction of Design Turkey Awards to the public and the industry, the following processes are carried out:

Presentation and Launching: The award scheme is introduced during the Design Turkey Awards pres meeting and announcement.

Design Turkey Exhibition: All products and conceptual projects, which applied to the award and passed the pre-evaluation are displayed in Design Turkey Exhibition for jury evaluation.

Award Ceremony: After the jury evaluation finalized, on the opening day of the exhibition, award certificates and trophies are given to the companies and designers of those award winning designs, and to the designers of those award winning conceptual designs.

Conference: Conference is realized within two days following the exhibition opening where academicians and professionals from industrial design field are invited both from Turkey and abroad. The conference is formed of panels and seminars where industrial design is discussed from professional, cultural, educational and economical aspects.

Website: All award winning and exhibited designs and the information about their designers, manufacturers and brand-owners are published in Design Turkey website. Designs are indexed in the website according to years, and product types.

Design Turkey Winners' Exhibitions: Award winning designs are exhibited in relation to several design events both in Turkey and abroad.

Design Turkey Award Winning Designs Catalogue: Containing information about award winning



designs, their designers, brand-owners and manufacturers the catalogue is distributed free of charge in Design Turkey events.

Award Mark: Award winning designs get the permission to use the award mark on the product and in its advertisements.

Product Categories

The application and evaluation will be done with reference to below listed product and sector classification:

- **Packaging and Fast Moving Consumer Goods:** All types of packaging, which are used for the purposes of carrying, protecting and presenting products to consumers. End user products, which are consumed in a relatively short period of time, fast consumed personal care products, industrially produced food designs such as chocolate, pasta and confectionery. If the packaging design covers only the labeling, it is out of the scope of evaluation. If the application involves labeling design together with the design of structural package such as bottle, jar or box, the evaluation is made as a whole.
- **Lighting Products:** Indoor and outdoor lighting equipment, pocketlamps.
- **Electronic Products:** Electronic consumer goods, audio visual devices, computers and related equipment, cameras and video recorders, communication devices, personal and home security systems.
- **Electrical Household Devices and Personal Care Products:** Electrical tools and devices for cooking and cooling food and washing drying, ironing and cleaning purposes at home, white goods and electrical household equipment, electrical tools and devices used for personal purposes; electrical personal care products for cleaning and hygiene.
- **Home and Office Equipment and Accessories:** Devices and tools for cleaning, cooking utensils, tableware, glassware, industrial kitchen products and accessories, office accessories and stationary, non-electrical goods including carpets and floor coverings if not solely pattern or graphic design.
- **Home Furniture:** Home and garden furniture; furniture for babies and children; supplementary products.
- **Office Furniture:** Office furniture and office furniture systems, office storage systems, school furniture.
- **Urban Products:** Urban furniture, display and point of sale products and systems, ATM and information kiosks, promotion and sale accessories, exhibition systems, outdoor playground equipment.
- **Sports, Hobby, Game, Children's Products and Fashion Accessories:** Devices used for sports, hobby, game or leisure activities: Sport goods and devices, camping equipment, bicycles, musical instruments, games, toys, baby care products apart from clothes, prams, industrially produced functional shoes and bags, watches, glasses, innovative jewelry and other innovative fashion accessories such as 3D printed fabric, wearable technology products.
- **Medical Devices and Equipment:** Hospital and laboratory devices, rehabilitation, patient care and



medical operation appliances, prostheses.

- **Transportation Vehicles and Accessories:** Interiors and exteriors of land, rail and water vehicles and aviation products and their accessories.
- **Building Components:** Components and devices used for the interior and exterior of buildings: sanitary ware, sanitary fixtures, electrical fittings and related hardware, floor and wall covering, door, window and furniture accessories, furnishing products except carpets if not solely pattern or graphic design, home and office heating and cooling devices, air conditioners, combi boilers, air purifiers and sterilizers, heaters and coolers for acclimatization purpose.
- **Capital Goods and Machinery:** Devices for professional purpose: industrial machinery, agricultural machinery, construction machines and tools, hand tools, gardening machines, innovative production machines such as 3D printers.

Promotion products and gift products are included in the closest category listed above.

Terms of Application

Product Design Awards

Design Turkey Industrial Design Awards invite submissions of product designs with certain functions targeting end users, and which are manufactured by industrial methods. Candidate products need to be launched in the marketplace at most two years ago (i.e. not earlier than 1 January 2017 and not later than 26 October 2018). Hand made products or prototypes are not eligible for awards. Chemistry products, textile designs, fashion designs and graphic designs are out of the scope of the awards. Graphic designs are evaluated only when they formed an inseparable part of a manufactured product.

Who can apply?

Below products can apply to Design Turkey product evaluation:

- Products designed by Turkish citizens
- Products designed by designers residing in Turkey or design companies registered to Chamber of Trade in Turkey
- Products manufactured by companies established according to Turkish Trade Law or Law of Debts.
- Products whose trademark is registered by companies established according to Turkish Trade Law or Law of Debts

Application to Design Turkey should be made both in Turkish and in English until 26 October 2018 over the internet. Application for Product Design can be done by 1) manufacturer, or 2) authorized personnel of the trademark owner company, or 3) the designer. The applying party is responsible to get permission from other related parties, and to give correct information about them. The organizer is not responsible of any incorrect or incomplete information. A company or designer can apply for the award with more than one application.



Products of any product design evaluation jury members, their close relatives, or the companies the jury members are working at, or the products manufactured by the companies the jury members are working at cannot be a candidate for the award. In case of detecting such situation, the application will be removed from the award scope.

How to Apply?

Applications for Product Design Awards are made over the internet. During application, information about the trademark owner company, (if different) manufacturing company and designer(s), information about product and design and at least two different angled digital photographs of the product are requested. Specifying designers as real person is mandatory.

Applicants are requested to hand an example of the product to the exhibition. Credentials of the designers are to be indicated on the product.

For applications, early application fee (5 September - 19 September 2018), timely application fee (12 September - 21 October 2018) and late application fee (22 October – 26 October 2018) are 300 TL., 400 TL., and 600TL., respectively.

International Conceptual Design Awards

Design Turkey Conceptual Design Awards are granted by evaluating the design projects which have not been scheduled to be produced in order to encourage the creative ideas that will guide the industry to the future, within the scope of Design Turkey Industrial Design Awards organization.

Who can apply?

Only the projects that have not been scheduled to be produced can apply for Design Turkey conceptual design awards. Conceptual Design Awards are open to professional designers, instructors and students. Group applications are also possible. Students, who would like to apply with their projects undertaken as school assignments, can do so only by indicating name of the university and course instructors' name to show their advisory role during application process, only in case the intellectual property of the project is attained by the student. In case of student projects, project has to be the applicant's own original work; the teaching staff assistance or participation in the submission should be on advisory basis. Conceptual Design Awards are open to international applications. Project must have been exhibited, presented or published between the dates of 01 January 2015 and 6 October 2017.

Applications will be made according to the Design Turkey sector categories. Projects prepared by jury members, family members of the jury or the companies they work for cannot be nominated for conceptual design awards. In case of detecting such situation, the application will be removed from the award scope.

How to Apply?

Applications for Conceptual Design Awards are made until 26 October 2018 both in Turkish and



in English over the internet. During application, information about the designer or the design team, information explaining the design concept and digital conceptual design presentation layouts are requested.

Credentials of the designers are requested to be indicated on the application.

For applications, early application fee (5 September - 19 September 2018), timely application fee (12 September - 21 October 2018) and late application fee (22 October - 26 October 2018) are TL 75, 100 and 125, respectively. Fees include VAT

Communication information of Design Turkey Secretariat for both award categories is as follows:

Address: Şeyh Mucibirahman Cad. Özçelik İmaj İş Merkezi Kat:5 No.94/8

06810 Çayyolu / ANKARA

E- posta : info@designturkey.org.tr

Tel: +90 530 643 56 66

Tel: +90 549 229 82 36

Web : designturkey.org.tr

Evaluation

Applications are examined formally by Design Turkey Secretariat; applicants are reminded in case of incomplete application status. Proper applications fulfilling application rules are approved. Evaluation is realized in two fundamental stages. Pre-evaluation and awarding.

Pre-evaluation: In this stage the applications are evaluated over internet taking conditions of award scope and originality criteria into consideration.

Awarding: The owners of those conceptual projects and products who pass pre-evaluation phase are invited by the organizers to the exhibition which will be held in İstanbul. Awards are given following the assessment by juries composed in sectoral basis. Assessment for product design awards is made on real products, whereas the assessment of conceptual projects is made on presentation boards prior to opening of the exhibition. Jury may assess the products over their scaled models and/or photographs if the product is oversized and cannot be transported to the exhibition hall.

Following rules are applied during the evaluation process:

- Seven juries, formed of five experienced experts in each sector, are determined. A chairperson for each jury is elected. Chairperson is responsible for controlling time, supervising discussions and communicating among the jury and organizers.
- More than half of jury members are formed of professional designers.
- Jury members represent a minimum of two different global regions (Africa, Asia, Europe, Latin America, North America, Oceania), taking into consideration qualified jury candidates.
- Names of jury members are published on the internet site in one month following the start of applications.



- The organizers hold the right to substitute a jury member in case of illness or unavailability.
- Each jury member agrees, as a condition of their participation, he/she is not associated with any design application(s) to the award. It is the responsibility of jurors to bring to the attention of the organizer any perceived, potential conflict of interest they may have.
- The organizers of the award has the responsibility to clearly develop assessment process and to communicate it well in advance to all jury members. In order to to ensure continuous improvement, the organizers seek feedback from the jury regarding the assessment process.
- Jury's decision is final and abiding. The jury at its discretion may withhold the awards. No correspondence will be entered into (between jury and entrants) and that by participating in the award, jury and entrants agree to this process.
- The award organizers maintain a written record summarizing the voting results, to be included in a final written report as a record of the procedures, adjudication process and decision-making process.
- The award organizers ensures the jury decisions and reporting are carried out according to the agreed process, and do not take part in the jury's duties nor decision making in any way.

Product Design Awards Evaluation Criteria Good

Design Evaluation

Good design is different from its rivals. It is functional, usable and honest. It does not harm human health and safety. It is detailed for good quality production. It is sustainable. These are the criteria that a 'good design' must fulfill. Good Design Awards are given as a result of the evaluation on sectoral basis considering these criteria. The criteria are defined below:

Distinctiveness and Innovation

- The qualities that differentiate a design from its rivals: originality and distinctiveness.

Benefits for the User

- To perform the basic product function correctly without introducing problems.
- Appropriateness of the design to meeting a targeted need.
- Functional specifications that can be easily understood and are usable.
- Offering physical and psychological comfort.
- The appropriateness of product life span and price when compared with the value and benefit provided to the user.

Aesthetics

- To sustain a visual unity.
- To offer a positive aesthetic experience with regard to appearance, tactility, interaction or other sensory information
- To achieve aesthetic qualities in different situations (e.g. on-off, front-view/side-view, static/dynamic).



Health and Safety

- Not to harm the user's health.
- To be precautious towards accidents.
- To comply with relevant standards regarding health and safety.
- To display warnings for potential hazards and health risks.

Design Quality for Manufacture

- Well-executed design details to obtain high quality manufacture.
- Selection of appropriate materials and production methods.

Sustainability

- To possess qualities enabling effective use of energy and natural resources during usage, cleaning and maintenance.
- To enable full or partial renewal, or upgradability, of technically or aesthetically outdated or worn-out parts.

Superior Design Evaluation

If a good design is at the same time innovative or offering new possibilities or providing a superior aesthetic experience for its users, offering a solution to an important health and safety problem, creating the perception of superior quality or contributing positively to society, culture or the environment, it is superior in comparison to other designs. Superior design evaluation is made in accordance with these criteria on sectoral basis. Superior design awards are given to the designs, among Good Design Award winners, which fulfill at least one superiority criterion.

Distinctiveness and innovation

- Using new technologies or new materials, or existing technologies and materials with ingenuity and exceptional design skills.
- Bringing an essential reform to intended users' lives.
- Identifying a new problem and bringing a good solution to that problem.
- Finding an alternative solution for an existing problem.
- Showing directions for the future by introducing new ways of usage, material applications or product forms.
- Providing opportunities for new industries and employment; giving rise to the birth of new industry or industrial sectors.
- Proposing new sales and distribution methods.
- Creating new foreign markets through design and innovation.

Benefits for the user

- Offering high-level functionality that is practical and easily understood by users.
- Offering the possibility to have an emotional tie with the user.



- Providing interactions that enrich functionality and usability.
- Bringing new and superior qualities in cleaning, maintenance, and adding new functions to the product.
- Rendering the user free, effective, productive and powerful, and encouraging the user to be creative.
- Adopting universal design principles: accessibility and usability by disadvantaged user groups including the aged or people with disabilities; realization of new features designed for this purpose.

Aesthetics

- Possessing superior aesthetic qualities capable of appealing to target users.
- Enabling the user to have superior aesthetic experience for multiple senses.
- Being interesting and remarkable: carrying sensational or positively surprising attributes.
- Possessing aesthetical attributes capable of defining a new style.
- Strengthening a brand image: possessing a product personality that is compatible with, and extends, a corporate identity.

Health and Safety

- To bring an effective solution to a crucial health or safety problem.

Design Quality for Manufacture

- Capable of being perceived as superior in quality by users, on the basis of material usage, finishing and details.
- To possess new and superior design features developed for the purpose of ease of storage or transportation.

Sustainability

- At the end of the product life-span, to enable the disassembly and reuse of product parts in another product or for a different purpose.
- To possess qualities emphasizing the needs, preferences, knowledge and skills of local users in areas where the product is marketed, to support personalization and user engagement.
- Contributing to the formation of a local design identity and local design values, particularly for Turkey.
- To support the use of local materials, techniques, knowledge and skills, local production at various scales, or local employment

Conceptual Design Awards Evaluation Criteria

Innovation: The design should create a totally new product concept or bring a new approach and benefit to an existing product.



Fulfilling the foreseen need: It should have the potential to respond its target audience and need.

Feasibility: The design should be feasible with the existing technology or the technology and facilities provided for its production should be realistic.

Aesthetics: It should present a positive aesthetic experience with appearance, tactility, interaction or other sensory information.

The level of development and detailing: it reflects to what extent the project has been built with its use scenario and technical details.

Exhibition and Publication Rules

- All applications, which pass the pre-evaluation phase are displayed in Design Turkey Exhibition.
- Exhibition fee is requested from the applicants for the products to be displayed. Exhibition fee is 300 TL for 4 meter square and for each added 2 meter squares, 150 TL is required.
- Product samples and presentation materials which are delivered to the exhibition hall can be exhibited in different cities or countries by theorganizers.
- The organizers reserve the right to publish and keep in archive all the application information and visual materials, product samples and presentation materials which are delivered to the exhibition hall for an indefinite period oftime.
- All exhibited products are published in the exhibition catalogue. Applicants that did not win an award hold the right to refuse publication or exhibition of their work after Design Turkey exhibition.
- All materials submitted for the exhibition need to be taken by the applicants at the end of the exhibition. Organizers are no longer responsible for the materials which are not taken in time. However, the organizers may keep the materials for further exhibitions, by informing the applicants five days prior to the end of the exhibition. The applicants will be informed about the closing date of the further exhibition and they would be asked to take their products one day after the closingdate.
- When the products selected for further exhibitions are transported by the Design Turkey organization, every effort will be made to ensure the security of products and other materials submitted by the applicant during assessment and exhibition. The applicant will be asked to pack the product for transportation. Design Turkey organization accepts no responsibility for any damage or loss caused to any submission material during transportation, handling or storage and that packaging, transportation and insurance of any submission material is the responsibility of the applicant. Due to the highly fragile nature of some submission material, please be aware that damage or loss might occur. Insurance to cover damage or loss should be considered if the value of the item is considerable.
- The applicant makes sure that the entry complies with the scope and conditions of the award scheme. The entries which do not comply with the application rules will not be exhibited.
- The names and addresses of the participants will be shown on all submissionsin the exhibition and publications.



- The applicant's name and address details must be present on the material delivered for the exhibition.
- Owners of products that require assembly will deliver their implementation project in JPG or PDF format to and obtain approval for the same from the exhibition committee until the date specified.
- Products that require assembly will be assembled and disassembled by the owners of the products at the time and place to be set by the exhibition committee and in line with the preapproved implementation project.
- Products that exceed the previously communicated dimensions will not be exhibited.
- Ceramic products will be delivered as installed on horizontal or vertical panels by the owners of the products in line with the dimensions given by the exhibition committee.
- Small products such as door knob, drawer knob, and power switch must be delivered on a white panel that can stand alone.

Products of a size that cannot enter the indoor exhibition area will be exhibited outdoors. The identification plates of products that cannot be exhibited either indoors or outdoors due to physical reasons will be exhibited by a single horizontal plate of the dimensions 50 x 70 cm in the relevant section indoors. Plates will be delivered in person. No accessories, backgrounds or promotion materials will be admitted with the products to be exhibited.

- The owners of the products will be responsible for possible damages to be caused to the venue or other exhibition elements by the transportation or assembly teams.

The full risk and costs (including but not limited to all transport costs, postal charges, courier charges, insurance costs, governmental/jurisdictional approvals and licences and any other costs necessary or likely) shall be borne solely and fully by the applicant in all of the following:

- The passing and transporting of the applicant's work into the possession of Design Turkey;
- The return of the applicant's work upon the applicant's request.

Intellectual Property

- Intellectual property shall remain the property of the applicant.
- The responsibility to take necessary actions to protect the intellectual property rights of the products belongs to the applicants, in case of copying of the products the organizers are not responsible.
- According to the "Industrial Property Law" that came into effect on 10 January 2017, all designers participating in the program are entitled to apply at the Turkish Patent Institute and receive from the "Industrial Design Registration Certificate" (with relevant costs to be covered by the designers) with the aim of ensuring the protection of their "new designs with individual character" with which they participate in the program. Designers wishing to follow the aforementioned procedure may apply at the Turkish Patent Institute at Hipodrom Cad. No: 115 Yenimahalle 06330 Ankara.
- When a work to be protected under the "Intellectual and Industrial Works Law" numbered



5846 from the works limited to the work in question from among the works that receive an award, works' financial rights such as processing, reproducing, disseminating, performing and publicizing such work, and designs' rights of obtaining patents and utility model certificates for new inventions protected under the "Industrial Property Law" dated 10 January 2017 and numbered 6769 and the "Decree on the Registration Rights of Industrial Designs and Inventions and the Patents Rights dated 12 June 1995 and numbered 551" belong exclusively to the applicant. Those who wish to obtain a licence to use such rights for a certain period and those who wish to take over such rights must enter into contracts with the participants and the parties must agree on the price payable, of the Design Turkey Organizations organizing and financing the award programme.

- Persons wishing to obtain a license for the temporary use of the rights in question or to take over the abovementioned rights must execute a contract with the participants and the relevant parties must reach a relevant agreement independently from Design Turkey, which is in charge of the organization and financing of the award program.
- Legal responsibilities potentially arising from the inauthenticity of designs involved in the award program may not be affiliated with Design Turkey, which is in charge of the organization and financing of the award program. All responsibilities shall rest with the participant. In such cases, the award and any other giveaways granted to the designer shall be withdrawn following the necessary confirmation. If the withdrawn product or the participant that presented the product in question to the program has any other applications, these shall be disqualified from the award program. If the product has won an award, all awards previously granted to the participants that presented the product in question to the program will be requested to be returned in addition to the current award. Any action contrary to such request will be made subject to legal remedies.
- The right to feature original work does not give the organizer right of possession or sale.
- The right to feature original work does not give the award scheme organizer right to reproduce or alter without prior written authorisation.
 - Permissions of the designers must be obtained for the commercial use of all designs participating in the award program.

Announcement of Awards

- Upon the completion of the adjudication process and in the event that the applicant's work is judged by Design Turkey jury and declared as a Design Turkey award winner, organizers shall communicate a written notice of such event to the applicant and only in relation to the specific applicant's work declared as a Design Turkey award winner.
- Organizers shall also notify the entrants, who do not win an award, within two months.
- Organizers publish the award winning designs via the online exhibition on Design Turkey internet site.
- A contract is signed with the firms and designers of award winning product for using the award mark on the product, packaging and all presentation and promotion materials.



- Award marks can only be used for the award winning product itself by the award owners.

Agreement and Dispute Resolution

- All participants of this award program are deemed to have accepted all terms and conditions defined in the presentspecifications.
- The Courts of Istanbul shall be authorised to address any claims or disputes arising from the present rules o participation.