

# L A M P 2024 COMPETITION GUIDELINES

The competition is open to 2 Main Categories:

## **PROFESSIONAL & STUDENT**

*(our previous category Manufactured has been folded into Professional)*

with **5** Subcategories:

**Floor, Table, Pendant/Sconce, Outdoor & Portable**

Entries welcome from all disciplines including, but not limited to: Artists, Industrial Designers and Architects. Read eligibility requirements below and be sure to submit to the correct category.

## **TIMELINE, DEADLINES & FEES**

- NO PRE-REGISTRATION IS REQUIRED.
- Submissions are OPEN from JULY 1ST 2024 until OCTOBER 1ST 2024
- Submissions must be received via the online entry system by **11:59PM PST ON OCTOBER 1ST 2024**.
- There will be no extensions.
- Payments are accepted ONLINE BY CREDIT CARD ONLY through the submittable platform.

## **ENTRY FEES:**

PROFESSIONAL: \$150 Additional entries \$75

STUDENT: \$75 Additional entries \$35

## **ENTRANT ELIGIBILITY CRITERIA**

### **PROFESSIONAL**

- Entrant's business or professional design career is active.
- Entrants are not required to have a business.
- Entries welcome from all disciplines including, *but not limited to*: Artists, Industrial Designers and Architects
- Entries welcome from both Individuals and Teams of any size.
- Entries will be evaluated on their concept design (sketches, renderings and prototypes accepted).
- Entrant's submission was not launched prior to 2019.
- Entries welcome from both the Designer(s) and/or Manufacturer.

### **STUDENT**

- Entrants must be, or have been, enrolled in a post-secondary design program or other artistically inclined program during 2023-2024 or 2024-2025 school year.
- Individuals or teams are welcome to submit.
- Entries will be evaluated on their concept design (sketches, renderings and prototypes accepted).

## **SUBMISSION CRITERIA**

- There are no limitations on material type.
- Floor, Table or Pendant/Sconce light fixtures are all eligible, with designs intended for indoor use.
- Portable/Rechargeable can be Indoor or Outdoor.
- Outdoor can be floor/pendant, table or sconce.
- Entry must be an original creation without infringing on any creative copyright.
- With completion of submission, the entrant agrees to allow L A M P and Design Milk the use of all submitted imagery solely for marketing and promotional material.
- Please ensure all information submitted is correct - including correct spelling and grammar as L A M P may use provided information for all promotional material.
- L A M P will not accept requests for any changes to closed submissions.

## **IMAGES**

Failure to comply with any image rules will result in the submission being disqualified.

- A maximum of 6 image (or video) files in the following format must be submitted and must include the following:
  - A minimum of 1 image of the whole fixture itself.
  - A minimum of 1 image of the fixture *clearly illustrating the scale* of the design. ie: situated next to a known object to demonstrate the intended size.
  - 1 image clearly showing detail of materials.
  - (optional) Maximum of 1 video file may be submitted in MP4 or MOV format.
  - Place the primary image you wish to be featured most as image #1. This 1st image will be used as a thumbnail in the people's choice, so lead with your strongest representative.
- Images must be PNGs or JPGs at 300 dpi resolution and no larger than 6 MB each. FAILURE to provide this resolution of image may result in the submission being disqualified.
- Images must NOT have the name of the submission or designer or logo of the designer, architect, firm, company, client or manufacturer written *anywhere* on the actual image. No branding. **NO TEXT on any image please - this includes no text content in videos.**
- No written content or text ANYWHERE on any of the 6 images. (No branding. No logos. No names. No text of any kind.)
- No collages or layouts with multiple images.
- All images must have permission from the creator/photographer for use. L A M P, and thereby Design Milk, assumes the right to use the images at the submitting designer's risk of copyright infringement.
- All image files must be named **EXACTLY** as in the manner shown in the example below: (Failure to upload images not in this naming format will result in the submission being disqualified.)
- **Category\_Subcategory\_NameofLight\_Imagetype\_Image#**
  - CATEGORY: Abbreviate as per: Professional=**PR**, Student=**ST**.
  - SUBCATEGORY: Floor=**FL**, Table=**TA**, Pendant/Sconce=**PS**, Outdoor=**OUT**, Portable=**PO**
  - NAME OF LIGHT: refers to the Title of the submitted fixture. eg: "**Eclipse**"
  - IMAGE TYPE: Abbreviate as per: Photograph=**PH**, Rendering=**RE**, Drawing=**DR**, Video=**VI**
  - IMAGE FILE#: 1, 2, 3, 4 or 5
  - e.g.: **PR\_TA\_Eclipse\_RE\_1** = Professional, Table light, title of submission Eclipse, image is a rendering, first image submitted
- Failure to meet any of the above requirements will result in the submission being disqualified.

## **CONCEPT STATEMENT**

- 150 words max. Include objectives and how they were met, design challenges, technological and/or material innovations, and social and environmental impact.
- Entrant's name and/ or company name may not appear in this portion of the submission, failure to comply will result in the submission being disqualified.

## **PROJECT SPECS**

- 75 words max. Include actual or proposed dimensions, materials, fabrication techniques and manufacturing process.
- Entrant's name and/ or company name may not appear in this portion of the submission, failure to comply will result in the submission being disqualified.

## **PARTICIPANT BIOS**

- 75 words max. This portion of the competition is the only time the entrant may use their name and/or company name. This section is BLIND to the Judges.
- If selected as a Finalist, this segment will be used on the L A M P website, in social media and in all print material. It may also be used by Design Milk throughout their marketing platforms.
- Ensure all information submitted is correct - including spelling and grammar as once the application has been submitted there will be NO CHANGES.

## **JUDGING CRITERIA**

- Aesthetics: Contemporary, visually appealing and marketable.
- Function: Practicality of design's intended use.
- Creativity: Uniqueness and innovation for the design concept.
- Social and Environmental Responsibility: Extra consideration for use of recycled materials or materials with minimal environmental impact.

## TERMS AND CONDITIONS

By participating in the L A M P 2024 Competition, the Designer agrees to the following:

1. All information and materials requested by L A M P must be provided in full. Failure to do so will result in disqualification without notice.
2. The application fee is non-refundable. No refunds will be issued under any circumstances.
3. Submissions will not be accepted to the competition if the presentation infringes on an existing and proven copyright.
4. L A M P may use any of the submitted images, creative content, the designer's name and likeness in relation to the L A M P competition for any promotional materials. This pertains to use in print, on our website and on any websites affiliated with the L A M P competition, including Design Milk, for the current year and any subsequent years in perpetuity. The submission's images may be reproduced in whole or in part for editorial and promotional purposes.
5. Wherever possible L A M P will strive to provide credit to any promotionally reproduced images.
6. Entrants **preserve ALL RIGHTS** to his/her/their design/s. In the event that one of the participating fixtures directly receives a manufacturing deal as a result of participating in L A M P, a royalty would be applied as a part of the manufacturing contract, to be agreed upon by the entrant, L A M P, (Design Milk) and/or the manufacturer at a later date.
7. Completion of a submission entry & payment shall act as a signed agreement between the Entrant and L A M P.

### L A M P COMPETITION FINALIST BENEFITS

L A M P is a small organization that devotes itself to promoting and connecting emerging talents to new markets in lighting design. Our submission fees and sponsorships go directly into operating costs. This is an opportunity to showcase your work outside of costly trade show environments. Costs often associated with exhibiting at a trade show range in the thousands of dollars. Participation in L A M P as a finalist affords you the following benefits:

- Online feature on the L A M P website for the duration of one year following finalist announcement.
- As a finalist your design will be promoted through our newsletters and social media.
- Opportunity to be featured through our exclusive partner, Design Milk across their various media channels. Design Milk's audience has over 500k+ readers monthly and more than 8 million social media followers.

Design Milk is a leader in the modern design, digital media, e-commerce, and interior and architectural trade and consumer industries. We support the world's best independent brands, emerging designers, destinations, design events, and products through exceptional, award-winning content and e-commerce across the worlds of art, architecture, interior design, furniture, fashion, and technology. With over 1 million readers worldwide and more than 8 million social media followers our following is growing every day.