

Media Release

17th August 2016

WoodSolutions launches Dangerous Designs – a national design competition for bold ideas

WoodSolutions challenges designers, architects, craftsmen and builders to design differently and imagine products, spaces and buildings that incorporate and highlight the aesthetics, durability and versatility of timber.

The Dangerous Designs competition is open to all design professionals, enthusiasts and students, who can submit their entries in one of the 4 all-encompassing entry categories: Eat, Sleep, Play | Go | Work | Build.

In its first year, the Dangerous Designs competition seeks bold and functional designs that use wood or wood products as a key component. Concepts are to be uploaded on the competition's website and are judged on aesthetics, craft, functionality, originality and sustainability.

The competition format has been set as a potential commercialisation launch pad for all contenders. Dangerous Designs is promoted to manufacturers and marketers looking for new ideas and products. Each participant will retain ownership of their entry's intellectual property, being ideally placed to answer any enquiries about commercialising their designs. All entries will be published on the Dangerous Designs Facebook and Instagram pages, and a 'People's Choice' prize will be awarded based on a submission's popularity, measured by 'likes'.

WoodSolutions will award \$500 bi-monthly prizes to the best entry in each of the Open and Student categories (subject to minimum entry criteria being met). An annual grand prize valued at \$10,000 will be awarded to the judges' selection from the winning bi-monthly entries submitted throughout the year to September 30th 2017.

The competition has been received with enthusiasm by our supporting partners: the Australian Furniture Association, Australian Institute of Architects, Australian Institute of Landscape Architects, Building Designer Association of Victoria, Building Designers Association of Australia, Design Institute of Australia, the Furniture Cabinets Joinery Alliance, Green Cities, Make it Wood and Planet Ark and the Window and Door Industry Council.

About WoodSolutions™ & Forest and Wood Products Australia Limited (FWPA)

WoodSolutions™ is managed by FWPA and supported by companies and organisations in the Australian forest and wood products industry. FWPA is the forestry and wood industry's service provider, investing in research and development, and providing research results to the forest and wood products industry in Australia. FWPA aims to improve the competitiveness and sustainability of the Australian forest and wood products industry through innovation, and investment in effective and relevant R&D. FWPA undertakes industry-level activities where a collective approach can deliver more effective and valuable commercial outcomes than individual action.

“Dangerous Designs is the ideal opportunity to match the fantastic talent of design professionals and enthusiasts across Australia with local and national manufacturers and producers,” Eileen Newbury, National Marketing and Communications Manager. Ms Newbury said she is proud to initiate this project as part of the company’s ongoing commitment to promoting the benefits of designing and working with wood.

To submit an entry or to find more information about the competition and prizes visit:
www.dangerousdesigns.com.au.

For more information:



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