

# LIFT DESIGN INTERNATIONAL CONTEST

## DESIGN CONTEST SPECIFICATIONS TITLED “SMART RESPONSE”

### 1- PURPOSE

It is quite important within the lift sector for high value-added products to be developed and industrial design events to become widespread.

Hereby this contest, the object is to support innovative designs for both lift sector and lift users.

### 2- SCOPE

Title of 2nd Lift Design Contest: “**SMART RESPONSE**”

The participants are expected to develop unique and innovative product designs by using easy sensible and user friendly Cabins and Floor Control Boards, any buttons, warning, signal and communication means thereon that serve for their function by constituting exchange of information, “info-exchange” between the lift and the user.

### 3- ORGANIZATION

The contest is being held within scope of Lift Istanbul Exhibition by Elevator & Escalator Industrialist Association (AYSAD) and under aids of Industrial Designers Society of Turkey Istanbul Branch (ETMK).

### 4- PARTICIPATION CRITERIA

- A The contest is being internationally organized and participants may participate by submitting projects and documentation thereof designed in conformity with the provisions as set forth in these specifications to the Contest Secretariat until certain deadline.
- B Any correspondences and/or documents related to the contest shall be in Turkish and/or English language.
- C Participation is without any charges.
- D Participation by group is possible. These groups shall not exceed 4 members.
- E Board and contest jury members of AYSAD, IFO and ETMK, employees of said organizations and relatives thereof are prohibited to participate in this contest. In case the participant appears to be in this manner, the project thereof shall be disqualified and reward shall be revoked, if any.
- F Each participant project must be unique, not previously produced and issued, and not be rewarded in any other contest. If any manner is proven to be contrary to this clause, that project shall be disqualified and reward shall be revoked, if any.

## 5- PARTICIPATION FORMAT

For each participant project;

- **Drawings:** Shall be issued by 2 sheets at most, each in A1 size, resolution of 300 dpi as PDF or, in A1 size, resolution of 600 dpi as JPEG, and all these shall be delivered in a CD format. The projects to be delivered in CD format shall be printed by Contest Secretariat.

- **Report:** A report in Turkish and/or English language, which describes the project, consisting of one page, not exceeding 500 words and in A4 size, Word or PDF format shall also be delivered through another CD.

- **Rules to be followed:**

On the lower right sides of A1 sheets, a frame of 5x20 cm shall be allocated and this frame shall include;

- ILDC, INTERNATIONAL LIFT DESIGN CONTEST,

- "Smart Response" Design Contest

- Pseudonym of 8 blanks consisting of 4 letters and 4 digits nonrecurring (e.g. ABCD 0123).

- This pseudonym shall be available on cover page and each CD.

- The above mentioned materials to be delivered shall include no identifications or signs that shall identify participant's ID apart from the pseudonym.

## 6- PARTICIPATION APPLICATIONS

Contest Application Form is available at [www.asansoristanbul.com](http://www.asansoristanbul.com) and at websites of AYSAD, İFO, and ETMK.

The participants shall fill out and sign Contest Application Form including identity details thereof, enclose within an envelope and seal it. Only the pseudonym (in capital letters) corresponding to the projects and reports shall be stated on the upper right side of the envelope (e.g. ABCD 0123).

- The envelope with pseudonym in which the Contest Application Form –including identity details- to be inserted,

- CDs consisting of drawings and report, shall be inserted into a larger envelope.

This larger envelope that has no writings, signs or pseudonyms thereon and which may preserve the contents thereof against possible postal damages, shall be sealed and cause to be delivered to below mentioned address no later than March 2, 2007. Postal delays shall be ignored.

**Delivery Address:**

İFO İstanbul Fuar Hizmetleri San.Tic.Ltd. Şti.

Yıldız Posta Cad. Ayyıldız Sitesi B Blok N:28 K:1 D:38 Gayrettepe / ISTANBUL

## 7- SCHEDULE

<b>Project delivery date</b>	: no later than March 23, 2007 Friday 05.00 p.m.
<b>Elective Board Meeting</b>	: April 10, 2007 Tuesday
<b>Announcement of results</b>	: April 14, 2007 Saturday

**Reward ceremony and Exhibition** : April 14, 2007 Saturday

Results shall be announced through [www.asansoristanbul.com](http://www.asansoristanbul.com) , [www.aysad.org.tr](http://www.aysad.org.tr), [www.etmk.org](http://www.etmk.org), and [www.ifo.com.tr](http://www.ifo.com.tr).

## 8- REWARDS

The projects placed within the first three ranks shall be rewarded. Elective Board, however, may leave any of the reward ranks void, provided that it does not define any of the projects as deserving that rank. The rewards are to be gross earnings and shall be repaid to titleholders upon tax deduction according to laws of Republic of Turkey.

- 1<sup>st</sup> Reward: USD 11.000,-
- 2<sup>nd</sup> Reward: USD 7.000,-
- 3<sup>rd</sup> Reward: USD 4.000,-

## 9- JURY

The Elective Board consisting of 9 full members and 2 alternate members is constituted by AYSAD, IFO and ETMK. Both professional and student categories shall be evaluated by the same jury.

<b>Jury- Full Members</b>		
Dr Stefan Kaczmarczyk	School of Applied Sciences	The University of Northampton, UK
Ozlem Yalim	Industrial Designer	ETMK
Assoc. Prof. Erdem İmrak	Mechanical Engineer	İTÜ
Ercüment Hizal	M.Sc. Interior Architecture, Industrial Designer	AYSAD
Selçuk Dikmen	M.Sc. Electrical and Industrial Engineer	AYSAD
Sefa Targıt	Mechanical Engineer	AYSAD
Ersan Barlas	Electrial Engineer	AYSAD
Sertaç Ersayın	President of Istanbul Branch	ETMK
Adlıhan Tartan	Industrial Product Designer	ETMK
<b>Jury- Alternate Members</b>		
Mustafa Yalçın	ETMK Member- Arçelik Industrial Design Chief	ETMK
Selahattin Durak	Chief Executive	İFO
<b>Rapporteurs</b>		
Özgür Turan	Mechanical Engineer	AYSAD
Aslı Kıyak İngin	ETMK Member	ETMK

## 10- EVALUATION CRITERIA

Below listed issues shall have priority and deemed as criteria during the evaluation of Elective Board:

- Uniqueness and creativity in design concept,
- Being an innovative exemplary to modern solutions in its field,
- Harmony of functional and visual aesthetic characteristics in design,
- Quality and clearness of design solution for the user,
- Offering appropriate solutions for sector's needs,
- Quality of predicted solutions for material usage and manufacturing methods

## 11- CONTEST SECRETERIAT AND CONTACT INFORMATION

- **Contest Secreteriat**

**İFO** Istanbul Fair Organization

Yıldız Posta Cad. Ayyıldız Sitesi B Blok N:28 K:1 D:38  
Gayrettepe / İSTANBUL – TURKEY  
Tel :+90 212 275 75 79  
Faks : +90 212 288 36 11  
e-mail : [asansor@ifo.com.tr](mailto:asansor@ifo.com.tr)  
[www.asansoristanbul.com](http://www.asansoristanbul.com)

- **Contact Information**

**AYSAD** Elevator and Escalator Industrialist Association

Uzunçayır Cad.Yapı İş Merkezi No: 31 C2 Blok K:3 Buro:29  
Hasanpaşa Kadıkoy-İSTANBUL - TURKEY  
Tel: +90 216 326 49 51  
Faks :+90 216 326 49 99  
e-mail: [info@aysad.org.tr](mailto:info@aysad.org.tr)  
[www.aysad.org.tr](http://www.aysad.org.tr)

**ETMK** Industrial Designers Society of Turkey, Istanbul Branch

Kurabiye sokak 2/4  
34435 Beyoğlu İstanbul  
Tel: +90 212 243 26 79  
Fax: +90 212 243 44 84  
e-mail : [etmkistanbul@etmk.org](mailto:etmkistanbul@etmk.org)  
[www.etmk.org.tr](http://www.etmk.org.tr)

## 12- OTHER ISSUES

- Copyrights of entire participant projects and rewarded projects belong to the project designers thereof.

- The companies may purchase the projects they deem appropriate. Therefore, AYSAD shall have a priority for the purchase of rewarded projects for a period of 6 months starting from announcement date of rewards.
- AYSAD and IFO shall have the rights for issuing, filing and, exhibiting both domestically and internationally all participant projects for an indefinite period.
- The CDs and documents to be delivered by contesters shall not be returned.

**LIFT DESIGN INTERNATIONAL CONTEST  
"SMART RESPONSE" DESIGN CONTEST**

**APPLICATION FORM\***

I HEREBY ACCEPT ALL TERMS AND CONDITIONS STATED WITHIN THE CONTEST SPECIFICATIONS.

I HEREBY CERTIFY THAT THE DESIGN I SENT FOR PARTICIPATION IN DESIGN CONTEST, "SMART RESPONSE" ORGANIZED BY AYSAD, IFO and ETMK IS A UNIQUE WORK, AND I ALSO HEREBY UNDERTAKE ANY AND ALL RESPONSIBILITIES IN CASE A CONTRARY CLAIM APPEARS OUT AND/OR THIRD PARTIES ASSERT RIGHTS ON THE DESIGN.

Full Name	:	
Date of Birth	:	
Identity Type and Nr.	:	
Residence address	:	
Country	:	
E-mail	:	
Phone number/Home	:	
Phone number/Mobile	:	
Fax	:	
Graduated from	:	
Profession	:	
Pseudonym	:	
Date	:	
Signature	:	

---

\* In the event of a group participation, this application form shall be filled out by all members of this group individually.