



D&AD Student Awards 2008

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DESIGN A SOFA INSPIRED BY THE NEW VITRA EDITION COLLECTION

Furniture Design Vitra Edition Sponsored by Vitra

The brief

Design a sofa inspired by the new Vitra Edition collection that is unencumbered by commercial constraints and pushes the boundaries of innovative furniture design.

Key drivers

- Unique
- Conceptual
- Experimental
- Displaying craftsmanship
- Innovative in form or/and function
- Use of new or unusual materials
- Breaking the mould, defying convention

Target audience

Your design is aimed at collectors of art. Each Vitra Edition is strictly limited (usually to 12) and individually numbered and registered. As each piece in the range demands a high value in the market of anywhere between £8,000 and £130,000, your design should reflect this positioning.

Background

Vitra is a leading furniture manufacturer. Its designs can be found in countless successful companies as well as in the homes of private individuals with a passion for design. Active internationally, Vitra works together with the major designers of the day. For over 50 years it has manufactured the furniture created by the famous US designers, Charles and Ray Eames.

Vitra is committed to the development and production of high quality furniture that stimulates, motivates and inspires, while at the same time providing comfort, safety and support. To encourage the manufacturing of more conceptual pieces it has introduced the Vitra Edition collection. The range enables designers to work liberally and without the constraints of market and production, which results in surprising solutions and new ways of seeing design.

Further information

- www.vitra.com
- www.dandad.org/studentawards08
- There will be an exhibition at the Design Museum, London, in December and January showcasing the new Vitra Edition range and will include some of the original pieces from the 1980's (see http://www.vitra.com/vitraedition/main.asp?lang=il_en)

Deliverables

Work mounted on no more than four A2 or A3 boards. If you are actually producing a finished item please contact D&AD through the entry site (above) to make special arrangements.

Brief set by

Joanna Moore, Vitra.