

## **aura Design Competition - Furniture**

### **Brief Option 1**

To design a mid-market priced upholstered occasional chair suitable for use in a living room or formal reception room.

The concept should incorporate aura's core goals of blending international design with Arabian trends, tradition and influences to result in a product designed for the Saudi consumer.

### **Brief Option 2**

To design a mid-market priced occasional table or family of occasional tables including but not exclusively coffee tables, side tables, console tables, center/display tables for use in a living room, formal reception room or majlis setting.

The design process should begin by thoroughly researching the aura Brand by visiting our stores, speaking to our sales teams or through our online Instagram and Facebook pages.

The design should research and consider materials that are suitable for the region and that adapt well to efficient production.

The design should be able to be placed in at least one of aura's style categories as follows:

#### **Style 1: Modern Classic**

Incorporating neutral and pastel colours such as earth tones, ecru, greys, dusty rose, pale blue and soft greens and in luxurious fabrics and sophisticated yet original shapes with highlights of metallics. The modern classic collection adds a warm, welcoming yet glamorous look to any home.

#### **Style 2: Contemporary**

This collection, centred around seasonal trend colours, includes modern furniture shapes that fulfil the functions contemporary to the region. With a more design led feel these products can be equally at home in the high or low ends of the market.

#### **Style 3: Trend**

The trend collection is perfect for the chic homeowner looking for a striking theme through exaggerated shapes and bold patterns. Inspired by the most current international design trends, this range offers statement pieces that won't go unnoticed.

**Notes:**

- Entrants should submit suitable concept sketches, renderings, colour references, swatches and 3<sup>rd</sup> angle projection dimension drawings. The more information provided to communicate the design the better.
- Digital drawings should be submitted in (.3dm) (.dwg) (.ai) or (.pdf) format.
- Each entrant is encouraged to suggest suitable materials, colour, texture and pattern.
- The winning entrant will be invited to work with Aura's product development team to realize the design concept into a final product that will be put into the Aura collection.
- Each entry must be an original design
- Each entrant should be able to explain their design, their inspirations and how it was conceived.
- All submissions to be sent to [Competition@auraliving.com](mailto:Competition@auraliving.com)

**Eligibility:**

- All residents of the Kingdom of Saudi Arabia
- Entrants must be over eighteen years of age.

**Judging Criteria:**

- Brand & market research
- Design aesthetic
- Functionality
- Relevance to brief
- Cultural relevance – not essential but would be nice and means they understand our brand goals more

**Timeline:**

- Submissions between 9th January 2022 - 10th April 2022.
- Winners announced by 15th May 2022

**Outcome:**

- Winning design manufactured and retailed across all aura stores for the Aunum Winter 2023 collection