



## **MADE IN ... INDIA COMPETITION open to all Indian design students.**

Create the Ultimate Indian Object competition between Indian design schools was launched back in December 2013 as part of the Made in ... India Project. A special page was created at the BE OPEN web site offering comprehensive information on the competition. Partner portals Dezeen and AD promote this information, and their representatives serve as members of the jury for the competition.

Advisory sessions with the schools representatives resulted in prolongation of the competition until March 27 to improve its status, involve more participants, enable them to elaborate their concepts in more detail and depth within the new terms, and to create a new product with traditional crafts conforming to the modern global market and meeting the requirements of the sophisticated modern consumer. After March 27, the works accomplished within the competition will be sent for judgment to an international jury including:

- Editor of AD India Manju Sahra Rajan;
- Founder and Editor in Chief of Dezeen portal Marcus Fairs (Great Britain);
- Writer and Fashion Director of La Rinascente Tiziana Cardini (Italy);
- President of the Fashion and Design Council of India Sunil Sethi;
- and the internationally renowned designer Tokujin Yoshioka (Japan).

The results of the Made in ...India Competition will be published on April 2, and 5 winners in the below categories will be awarded online: furniture, home accessories, home textiles, fashion and clothes accessories. The winner in each category shall receive a \$ 1500 prize.

India Through My Eyes International Competition offering to present photographic, video or textual opinions and views on India was launched on Facebook on January 25 and is promoted in all social networks of the Foundation. The official banner of the competition with all the necessary information was published, while the respective e-mails were mailed out to subscribers. The jury shall vote the winner who will be able to visit India with a friend. The best works will be published at BE OPEN Foundation page on the Internet and open for public discussions.

## **BE OPEN MADE IN ... INDIA COMPETITION - "CREATE THE ULTIMATE INDIAN OBJECT FOR OUR FUTURE..."**

A challenge to design the objects of the future, using traditional handicrafts BE OPEN is launching the Made in ... India Competition to seek out and platform the best new thinking about product design in India. The competition is open to all Indian design students. They are being asked to present a detailed description of the design and build for an object that could be anything from an everyday, household item to a luxury one-off in one of 5 categories: furniture, home accessories, home textiles, fashion and fashion accessories. The idea is to bring innovative thinking to object design, reinterpreting traditional skills to create something that has contemporary, global appeal.

**For further details students can visit- [beopenfuture.com](http://beopenfuture.com)**