



DESCRIPTION OF THE COMPETITON

O P E N

DT SWISS



OVERVIEW

OPEN Cycle and DT Swiss, two companies active in the bicycle industry, are organising the «Ready to paint» design competition. The purpose of this competition is to pick up on the current trend towards the individualisation of everyday objects such as bicycles and bicycle frames and give selected products of the organising companies an individual design: More specifically, the winning design of the competition will be applied to a limited edition of OPEN bicycle frames, DT Swiss wheels, cycling jerseys as well as Artek chairs. As the host of the competition, Vitra will provide the appropriate premises in which the designs will be exhibited. In addition, a coffee table booklet will be created from the best designs.

Participation in the competition is possible until 9. August 2020 and is free of charge.



SUBJECT AND OBJECTIVES OF THE DESIGN COMPETITION

FORM FOLLOWS FUNCTION

The uncompromising yet successful pursuit of the design principle «form follows function» brings together the two very different companies OPEN Cycle and DT Swiss. Whether it be bicycle frames (OPEN Cycle) or, as in the case of DT Swiss, wheels: Both companies share a common goal, which is to offer timeless, high-quality, functional and thus sustainable industrial design in the form of everyday objects with an esthetic added value. As part of the «Ready to paint» design competition, the bicycle is given a place of honor as the archetype of ingenious, timeless and yet highly functional industrial design, and equally as a «work of art» in the truest sense of the word.

THE AGE OF INDIVIDUALISM

Although the primary function of the bicycle has remained largely unchanged over the years, its intended use- and in this context, both the form and the components used, such as handlebars, wheels or the frame - have become increasingly specialized and thus differentiated. This is even more true in the current age of personalization and customization of everyday objects: The bicycle, and here again more particularly the bicycle frame, has become an increasingly popular object, for which customers seek an as individualized and artistic design as possible. OPEN Cycles therefore not only offers bicycle frames in various colors, but also enables customers to design their own frames or have them designed by artists; «Ready to paint».

THE COMPETITION

It is in this context, that OPEN Cycle and DT Swiss are organizing a design competition. The competition is primarily aimed at artists, designers and students in art, design and visual communication and invites them to submit drafts of such a «customized» design. The choice of motif is hereby entirely up to the participants. However, participants shall have a personal connection to the motif submitted and be able to verbalize it - especially with regard to the topic of «bicycle» and/or «cycling(culture)». The participant shall adapt the basic motif to a bicycle frame, bicycle wheel set, bicycle jersey and a chair.



The prizewinning motif will be used as the surface design for a limited edition of OPEN bicycle frames, DT Swiss wheelsets, bicycle jerseys and Artek chairs. Besides, a selection of the best submissions from the design contest will be published in a coffee table booklet. As the host of the competition, Vitra will provide the appropriate premises in which the best designs will be exhibited.

The expenses for the creation and publication of the booklet will be covered by the organizers and is completely free of charge for the participants of the competition. No fees are charged for participating in the competition.

JURY

The jury includes company representatives and designers from the participating companies, respectively.

PRIZES

First place:

Fully build-up OPEN bicycle, painted in the winning design.

Second place:

High-quality DT Swiss wheelset.

Third place:

Racing bike jersey.

The artists of the three best submissions will be invited to the event on 23 September 2020. Costs for accommodation and travel will be covered by the organizers. The winners of places 1 - 20 will be send a copy of the booklet.

CLOSING DATE: Closing date for the competition is 9. August 2020, 24:00 hours, CEST.

All relevant documents for the participation in the design contest can be downloaded at:
www.dtswiss.com/en/ready-to-paint



CONDITIONS OF PARTICIPATION AND DOCUMENTS TO BE SUBMITTED

Participation is open to everyone. However, the following conditions must be met to successfully take part in the competition: Submission of all relevant documents as listed below, complete and on time by using the templates provided. The templates and files can be downloaded at: www.dtswiss.com/en/ready-to-paint

1. «Contract of participation», filled in and signed
2. «About» (Verbalisation of the motif and profile of the artist), filled in
3. Motif: submission of a basic design/motif. Free choice of motif as long as the criteria as stated above) are met.
4. Application of the motif (2.3) on each of the 4 objects (bicycle frame, wheelset, chair, jersey) using the templates provided, handed in as individual files:
 - Template_Artek chair
 - Template_OPEN Cycle bicycle frame. Two templates from different bicycles frames are provided, ONLY ONE template must be handed in. («MIN.D» = road bike frame; «UP»= gravel bike frame)
 - Template_DT Swiss wheelset. Three templates of different wheelsets are provided; ONLY ONE template must be handed in.
 - Template_bicycle jersey
5. Naming and formatting of the documents
 - «first name_last name» = name of participant
 - Maximum size per file: 3 MB.
 - The documents to be submitted must be named and formatted as indicated below:

FILE/TEMPLATE	NAMING	FORMAT
Contract of participation	first name_last name_contract of participation	PDF
About	first name_last name_about	PDF
Mmotif	first name_last name_basic motif	JPEG
Template_Artek chair	first name_last name_chair	JPEG
Template_OPEN Cycle bicycle frame	first name_last name_bicycle frame	JPEG
Template_DT Swiss bicycle wheelset	first name_last name_wheelset	JPEG
Template_bicycle jersey	first name_last name_jersey	JPEG



CONDITIONS OF PARTICIPATION AND DOCUMENTS TO BE SUBMITTED

6. Physical submissions will not be accepted for the design contest itself but might be requested afterwards to be displayed at the exhibition, in case the submission will be voted among the top 20.
7. Submission of Documents: Please submit the documents on the following website:
<https://de.surveymonkey.com/r/ReadyToPaint>
8. Deadline: All documents must be handed in by 9. August 2020, 23h59, CEST time.

If you do have any questions regarding the participation, please contact
Johannes Lehmann, DT Swiss:

Johannes Lehman
Tel: +41 32 344 62 40
E-Mail: JLehmann@dtswiss.com



JURY

The jury will be composed of:

- Christian Harbeke, NOSE Design, CH- Zürich
- Tim Florian Reusch, Head of Interior Design Studio, Vitra International AG, CH- Birsfelden
- Andy Kessler, Gründer und Inhaber von OPEN Cycles, CH- Basel
- Gerard Vroomen, Gründer und Inhaber von OPEN Cycles, CH- Basel
- Marco Capteina, Head of Design, DT Swiss, CH- Biel

EVALUATION CRITERIA

For the evaluation of the work presented the following criteria will be used in particular:

- Artistic quality and originality of the motif and the adaption to the four objects
- Dealing with the topics and questions as outlined in the document «ABOUT»



PRIZES

The organisers are offering the following prizes:

1st prize

- fully build-up bike from OPEN Cycles, painted in the winning design.
- The winning design will be applied as part of a limited edition of OPEN bicycle frames, DT Swiss wheels, cycling jerseys and Artek chairs.
- Invitation to the vernissage exhibition on 23 September 2020 at the VitraHaus in Weil am Rhein, Germany .
- Organisation and assumption of the costs for overnight stay and catering. Coverage of travel costs.
- Free publication of the design in a coffee table booklet, together with a portrait of the artist.
- A copy of the Coffee Table Booklet «Ready to paint»

2nd prize

- High quality wheelset from DT Swiss.
- Invitation to the exhibition on 23. September 2020 at the VitraHaus in Weil am Rhein, Germany.
- Organisation and assumption of the costs for overnight stay. Coverage of travel costs.
- Free publication of the design in a coffee table booklet, together with a portrait of the artist.
- A copy of the Coffee Table Booklet «Ready to paint»

3rd prize

- Racing bike jersey.
- Invitation to the exhibition on 23 September 2020 at the VitraHaus in Weil am Rhein, Germany.
- Organisation and assumption of the costs for overnight stay. Coverage of travel costs.
- Free publication of the design in a coffee table booklet, together with a portrait of the artist.
- A copy of the Coffee Table Booklet «Ready to paint»

4th - 20th prize

- Free publication of the design in the coffee table booklet, possibly together with a portrait of the artist
- A copy of the Coffee Table Booklet «Ready to paint»

The equivalent value of the winning bonuses/ prizes cannot be paid out in cash. Legal action is excluded.



AWARD CEREMONY

The award ceremony will take place on 23. September 2020 at the VitraHaus, Weil am Rhein, Germany. The winners of places 1 - 3 in the competition will be informed by 26. August 2020 and will receive an invitation to the ceremony. The winners of places 4 - 20 will be informed by 26. August 2020.

We are looking forward to your participation and wish you much success.

ABOUT US

OPEN Cycle
www.opencycle.com

DT Swiss
www.dtswiss.com