

YOUNG DESIGNERS AWARD 2021



FESTIVAL AUTOMOBILE
INTERNATIONAL

REGISTRATION FORM

- 36th EDITION -

HDO – FESTIVAL AUTOMOBILE INTERNATIONAL
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FRANCE

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1. OVERVIEW



Around 50 designers on stage with Anne Asensio



Philip Nemeth

The **Festival Automobile International** organizes every year since 1985, an **Awarding Ceremony** rewarding projects and achievements related to the automotive world. From Design Grand Prize to Environment Grand Prize, from the Most Beautiful Photo of the Year to the Most beautiful Concept Car, all these universes are selected by members of a Jury from Art, Fashion, Automotive ... who choose the 2 winners. Each of them receives an award during the ceremony at Hôtel national des Invalides in Paris.

In 2013, the Festival decided to focus more on the future and "bet" on it. It wants to encourage young students in design school, to enter the world of automotive design. Thus is born, with the complicity of Jean-Michel Wilmotte President of the Jury, the Young Designer Awards which was sponsored by BMW.

Coordination of subjects and schools is made by **Philip Nemeth**. Every International schools students can take part of this contest by sending their sketches completed after the selection with a video. Since 2015, the Festival has decided to differentiate exterior design and interior design.

2. WINNERS 2013 AND 2014

2013



Projet design

2014



Freude am Fahren 2.0



VINCENT TURPIN

Strate, Ecole de Design (France)

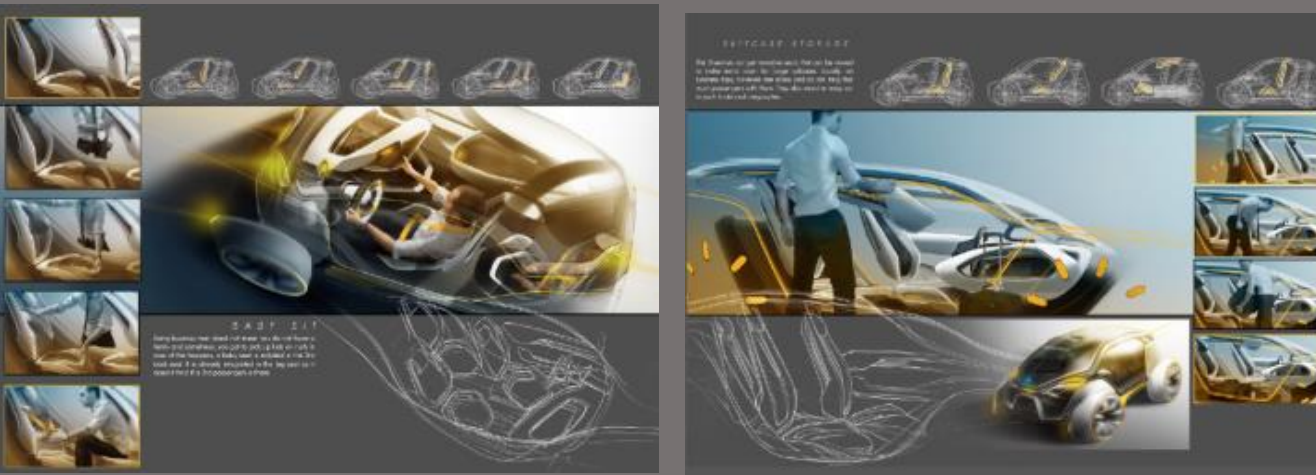


NICHOLAS DUNDERDALE

Royal Art College (Royaume-Uni)

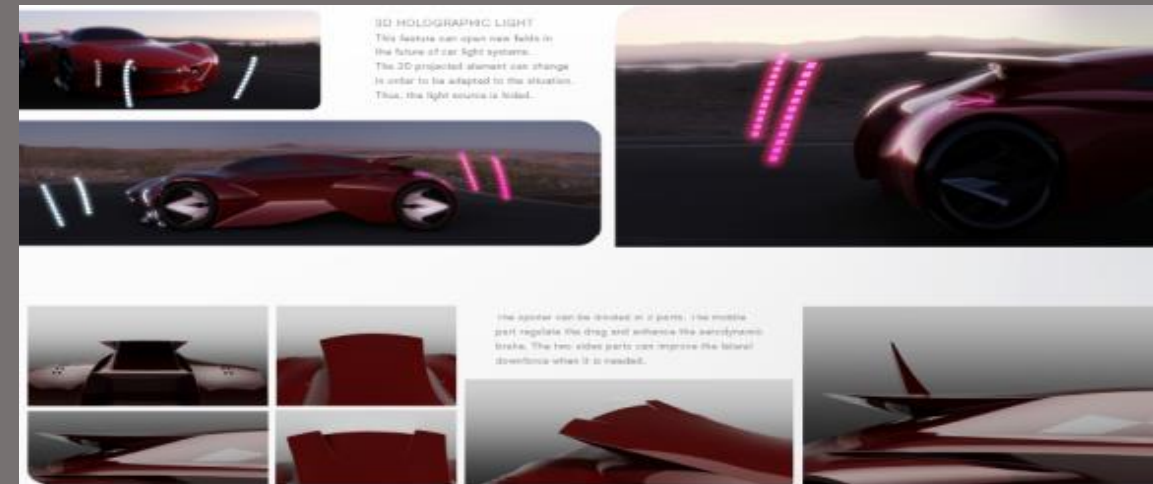
3. WINNERS 2015

2015 – INTERIOR DESIGN



Freude am reisen 2030

2015 – EXTERIOR DESIGN



Invisible technology



BENJAMIN PEROT

Strate, Ecole de Design (France)



ALI KERKENI

Pforzheim University (Allemagne)

4. WINNERS 2016

2016 – INTERIOR DESIGN



Tailor Tech

2016 – EXTERIOR DESIGN



Haute couture



BRIEUC MASSON

Strate, Ecole de Design (France)



GLEB DANILOV

Stiglitz State Academy of Art and Design - St Petersburg
(Russia)

5. WINNERS 2017

2017 – INTERIOR DESIGN

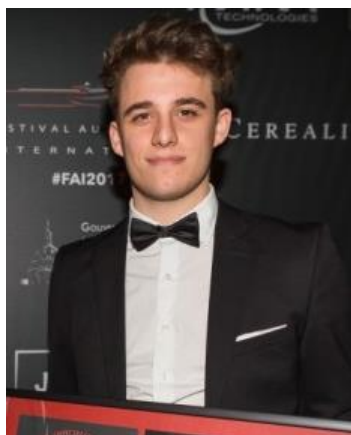


Sense Awakening

2017 – EXTERIOR DESIGN



Raw Beauty



**PHILIP FROMME – FLORIAN HOWECKER
DANIEL BRUNSTEINER**

Ecole FH Joanneum (Autriche)

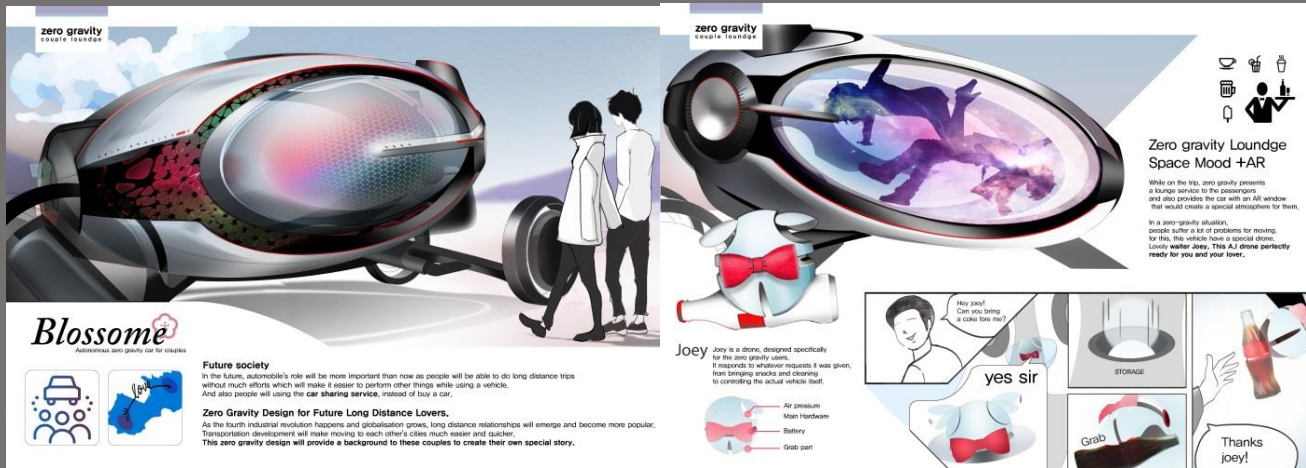


NAVNEETH SABU KANNAN

Ecole IAAD (Italie)

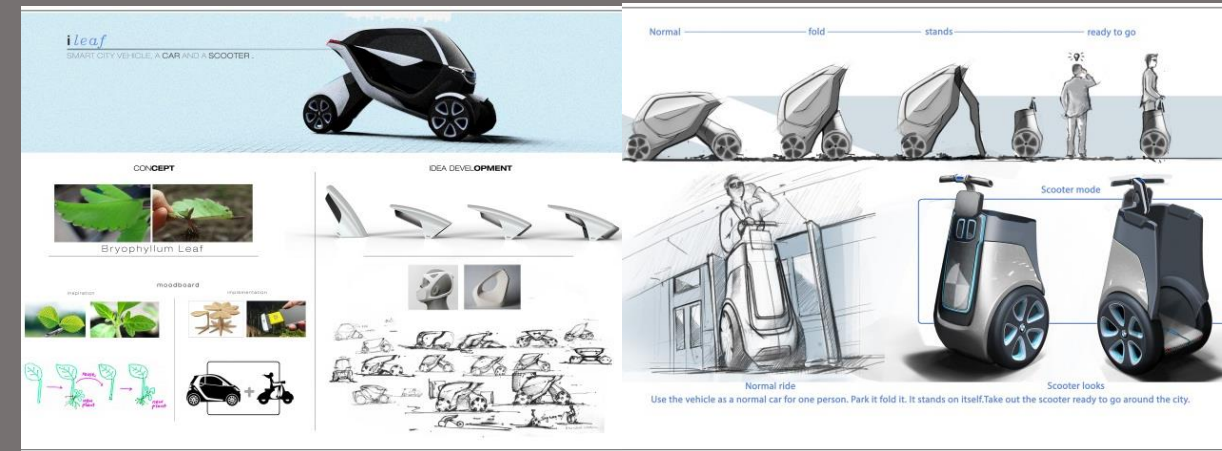
6. WINNERS 2018

2018 – INTERIOR DESIGN



Zero gravity

2018 – EXTERIOR DESIGN



Chameleon



YONGWOO KIM

Strate, Ecole de Design (France)

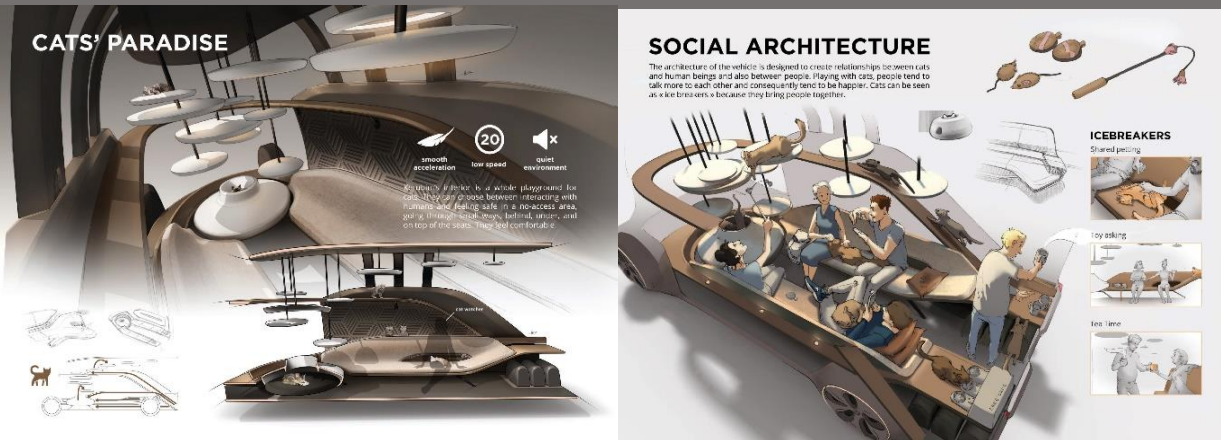


AVHIRUP GHOSH

Ecole IAAD (Italie)

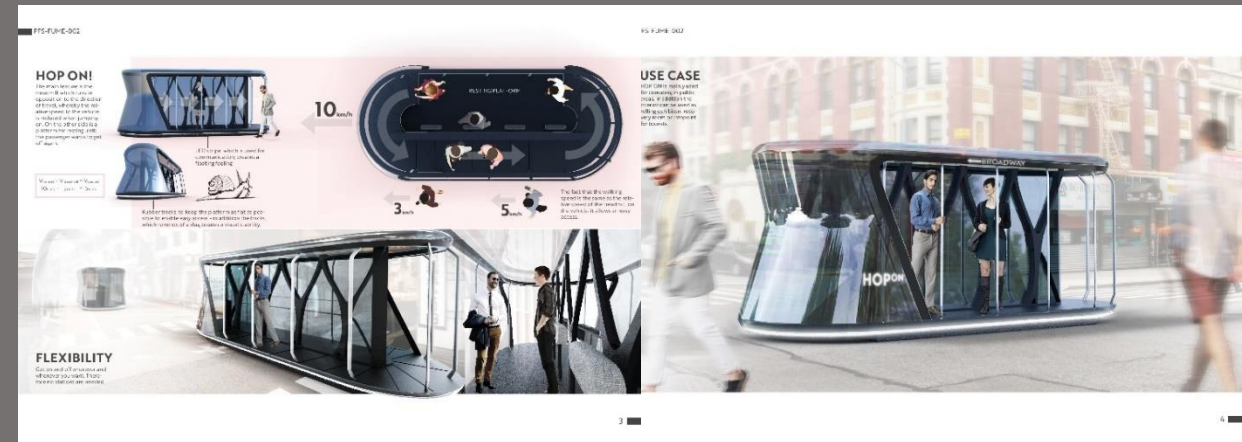
7. WINNERS 2019

2019 – INTERIOR DESIGN



Just be happy

2019 – EXTERIOR DESIGN



L'éloge de la lenteur



**YOHAN BENCHETRIT, THOMAS BUSSON,
THIBAUD PORCHEROT**

Strate, Ecole de Design (France)

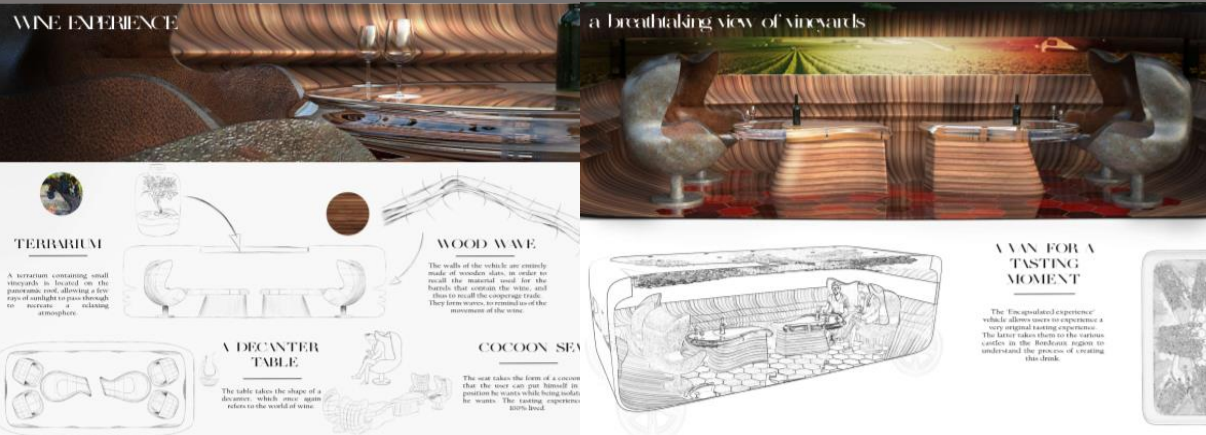


SIMON KAFMANN

UEMA

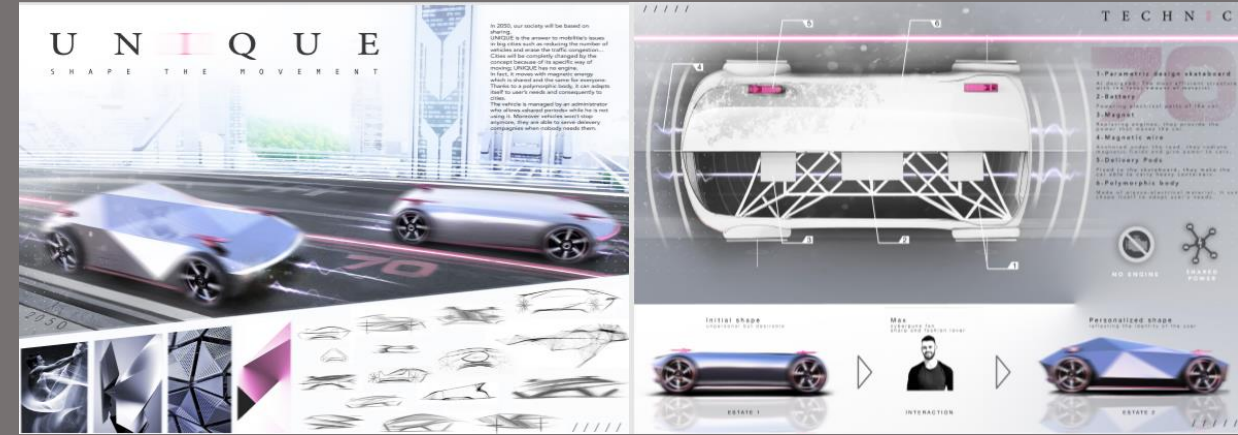
8. WINNERS 2020

2020 – INTERIOR DESIGN



Exhalted with time

2020 – EXTERIOR DESIGN



Zero waste



LOANE ROGLIARDO

Créapole (France)



**JULES HESLOUIN et
ANTHONY MONNOYEUR**

Strate, Ecole de Design (France)

9. CONCEPT



TUESDAY 26 JANUARY 2021 / AWARDING CEREMONY

The Young Designer Awards is open to **all students enrolled in a design school** (2019-2020), in France and abroad.

A choice of 2 subjects is proposed. One dedicated to **exterior design**, the other one to **interior design** (category).

All students are free to choose any of the two subjects and even both if they wish.

A student can not submit more than one project in the same category.

The projects are presented to the Festival Automobile International's jury who select four projects in each category. A total of 8 projects. The two students with the highest grades in each category will be the winners of the Young Designer Awards.

Their names are announced during the Awarding Ceremony which takes place at the « Hôtel National des Invalides ». The 2 winners are cordially invited for diner, accompanied by a school's representative.

During the ceremony, nominees projects are shown on the screen and the winners can meet the designers from all over the world.

10. RULES



Domagoj Dukec, Design director BMW and Frank Schloeder, Marketing director BMW France with 2020 Young Designers Winners.

SCHEDULE :

Launch of subjects : May 2020

Registration : before 9th October 2020

Submission of projets : 19 November 2020

Nominees reveal : 7 December 2020

Submission of videos : before 11 January 2021

Awarding Ceremony : 26 January 2021

Selection criteria :

- Originality and creativity of project
- Relevance of answers
- Hand sketches (not only digital work)
- Global graphic quality
- Explanations on structural and mechanical choices
- Communication on « user's experience »

1 – LAUNCH OF THE SUBJECTS : **May 2020**

2 – REGISTRATION : **before October 9th 2020**

Registration forms can be filled on the website before October 9th 2020, midnight.

www.yda.festivalautomobile.com

Registrations must be turned in then, an individual registration number will be communicated. It will be needed to be used when submitting projects.

3 – SUBMISSION OF PROJECTS : **November 19th 2020**

All projects will need to be handed in before November 19th , midnight.

- Digital formats exclusively (JPEG and PDF)
- Four A3 boards per project
- Projects are anonymous. An individual registration number is communicated to each participant.

4 – ANNOUNCEMENT OF THE 8 FINALISTS : **December 7^h 2020**

The 8 finalists present a **30 seconds animation** (3D, story boards, sketches, etc. in « .mov ») **(size 1920 x 1080)** to be handed in before **January 11th 2021.**

5 – AWARDING CEREMONY : **January 26th 2021**

11. SUBJECT INTERIOR DESIGN

INTERIOR DESIGN : SMART COCOON

2020 World Covid crisis has deeply impacted life of billion people for several Months. All sectors of economy have been directly or indirectly affected.

In numerous countries, lock-down of several weeks or even several Months has been ordered by local governments. These decisions absolutely essential to fight the pandemic have directly influenced daily life of billion people depriving them from individual liberty.

Hundreds of million cars have been immobilized for several weeks, months, becoming totally useless
This waste occurred the same time people had to live confined inside their homes, in space often cramped with little privacy.

If cars are made to move around, they offer a comfortable interior, isolated from outside which serve numerous life purposes in a safe and protective cell.

Onboard technology offer multiple opportunities of communication and entertainment (music, video and educational).

A car interior can on its own provide true opportunities:

- Working, video conferences, isolated from outside without sharing privacy of one's home.
- Enjoying listening to music...even super loud!
- Gathering in privacy...without the children...or the parents.
- Learning...the school class inside the car!

What if a car interior could simply adapt itself to an immobilized mode?

- Plugged in (for power)
- Enlarged interior, getting rid of what's not needed (retractable steering wheel for example)
- Versatile interior layout
- Adjustable opacity of the windows...

Starting point will be the user's scenario when vehicle will be in its "immobilized mode"

It will be important to imagine believable ideas moving away from caricatures of modifiable motorhome...

Overall dimensions and interior volume will need to be realistic, equivalent to actual modern vehicles.

Imagine an optimistic world where cars, on top of being the most flexible mean of individual mobility could be useful to people on an everyday basis, becoming a place to work, to play or to learn.

12. SUBJECT EXTERIOR DESIGN

EXTERIOR DESIGN : TRUE LITTLE PLEASURES OF LIFE

2020 World Covid crisis has deeply impacted life of billion people for several Months. All sectors of economy have been directly or indirectly affected.

It is very likely that everything will not return exactly as “before”.

The huge magnitude of this crisis will certainly change many things and has highlighted true vulnerability of our economy due to extreme globalization.

In numerous countries, lock-down of several weeks or even several Months has been ordered by local governments.

These decisions absolutely essential to fight the pandemic have directly influenced daily life of billion people depriving them from individual liberty.

Ending of lockdown periods suddenly gave back individual freedom to people: walking around, strolling.

People immediately retrieved what Indescribable happiness was: the true little pleasures of life.

Personal automobile which has always been symbol of individual freedom suddenly retrieved their true vocation: to move freely anywhere, anytime!

Imagine, design, sketch the vehicle of “After Covid-19”, humbler, more essential, just simpler.

How can a vehicle design suggest a pure, true and reassuring simplicity?

- In its style, in its formal language
- In its design, architecture maybe returning to more basic concepts
- In its usages (user's experience)

It will of course be important not to forget environmental, ergonomic and safety issues and not to fall into absurd caricature of a vehicle.

Styling will be important but your design will need understandable and reassuring for the users.

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