

Focus on Eating 2017

Art, Design & Fashion Competition 2017

Southampton Solent University's challenge
for Visual Artists and Designers

Theme: Focus on Eating (3D Design)

Sponsored by IKEA



Context - Introduction to project background and context, taken from 2016 Catalogue

'The IKEA 2016 catalogue has a focus on something very close to my heart - eating. What a fabulous theme! So there's everything from complete kitchens, to interior/exterior space, to kitchen utensils to table settings and even food! There's some beautiful new modular ranges out if you are looking to build or even redesign an existing kitchen and you can make it as big or small as fits. I loved all the tableware too. Lovely wooden planks, elegant candles and cool serving plates and funky glasses..... I wanted multiple of all of them! This year's IKEA Catalogue is dedicated to a theme that naturally unites people. A theme that's highly individual yet truly universal'.

'It's a theme focused on life in and around the kitchen, and those tiny, magical moments that take place there. Eating the last piece of cake when everyone's sleeping, sprinkling home grown basil on a plate of pasta, or making breakfast for someone special for no special reason at all. Because here's the thing: never before have we been more aware of wanting to feel well. And while making healthier choices is a big part of that, feeling well is also linked to family and friends.

So that's what this year's catalogue is all about. Celebrating what makes life in and around the kitchen work in harmony, and creating time for the little things that matter most'.

Project Brief:

The theme of the project is 'Focus on Eating' and students are expected to fully explore both the practice and social aspects of cooking, food preparation, eating and socialising with family and friends. Ideas should be developed into design solutions which may vary from utensils, to furniture, to related interior/exterior environments.

Submission:

- Sketch book - containing initial ideas, sketch drawings, images of a CAD model or physical models and related research - scanned and saved as a PDF file containing your concept and development pages.
- Presentation Board 1: Show us what your idea will look like in the IKEA Catalogue. Create a name for your product and give it a price.
- Presentation Board 2: Product features board - This presentation should also contain details about your design, what it is and how it will be used.

Assessment criteria

- Concept and Development
- Aesthetic Sensitivity
- Research
- Communication
- Creativity

Work is to be submitted by email to: mark.jones@solent.ac.uk by 30th June 2017.

Students can access a student mentor to help them with their project together with support workshops which will be on offer to develop specific marker rendering skills - speak to your tutor if this is of interest to you.

Shortlisted students will have their work displayed in a public exhibition in Southampton Solent University's - The Spark Building, in September 2017, alongside winners from the other Art & Design competitions. Winners will be announced at the Prizes/Awards evening - Date TBC.