

# Custom Design

**Do you, like EeStairs, enjoy the cutting edge, the latest trends and the ever evolving world of materials and processes? Are you eager to show what the future may hold if shaped by your hands? Are you excited by turning an otherwise functional object into a thing of beauty? If so, you're the kind of person we're looking for in the EeStairs Custom Design Competition!**

**We're seeking creative, pioneering students and young designers who keep on pushing the boundaries. For people who can make a staircase or balustrade truly special and who can present the concept in a beautiful way. In other words, we're after someone who can make a wonderful Custom Design; an eccentric and stylish design, rich with refreshing ideas and orientated towards the marketplace. Do you fit the bill?**

Being able to transform an everyday object such as a staircase into something special is what a Custom Design is all about. It's about being involved in creating objects that fascinate and arouse a sense of wonder. It's about designing a very special staircase or balustrade. With a Custom Design, creativity and innovation come together naturally as one.

A special staircase is an invitation in whichever environment it stands. Whether it's a playful, businesslike or modern design or one proposed for a home, shop or office; a staircase is not a separate object, but always enters into a relationship with its environment. The competition invites exciting staircase designs that are not just striking stand alone pieces but also those which acknowledge their environment.

In the Design Competition's Custom Design category, EeStairs is challenging students and young designers to use their creativity and their constant quest for special possibilities, new materials and/or innovative (production) techniques to come up with striking and fascinating creations, without losing sight of their feasibility in practice.

Take part by submitting your Custom Design. You could win £2,000 and a whole lot of publicity for you and your design. And who knows – maybe your design could become a production reality.

## **Requirements for the Custom Design category (in order of priority):**

To design an affordable staircase or balustrade. Think in terms of:

- ✓ Think freely about:
  - The design itself
  - Making it distinctive
  - Ensuring it is surprising
  - Creating beautiful images (of the design itself)
- ✓ Your design should be a "limited edition" i.e. intended for a select number of clients
- ✓ It should be refreshing in design, shape, application and materials; go ahead and experiment
- ✓ The primary focus is the staircase and/or balustrade. The environment in which the staircase/balustrade is proposed is a secondary concern to the Jury although it is expected that the you will complement one another
- ✓ The design should be technically feasible
- ✓ The design should be beautifully presented by means of convincing images