

# Standard Design

**Do you share EeStairs' urge for innovation and creativity? Do you enjoy exploring the boundaries of what is technically possible in order to come up with refreshing new concepts and progressive designs? Does it give you great satisfaction to use your creativity and experience to unlock ingenious solutions? If so, you're the perfect candidate for the EeStairs Standard Design Competition!**

**We're on the lookout for students and young designers with the creative talents and practical knowledge to deliver functional, practical solutions that impress with elegant aesthetics. We call it a Standard Design; a designer staircase or balustrade that's functional and viable on a limited budget. Do you dare to take up the challenge?**

A Standard Design is a creative yet affordable staircase or balustrade design, like the 1m2 staircase, the Moon staircase, the MindStep and the Cells Design by EeStairs. A Standard Design by EeStairs underlines the fact that design doesn't have to be expensive. Through smart application design can be within a user's reach, even on a limited budget.

In the Design Competition's Standard Design category, EeStairs is challenging students and young designers to come up with creative, functional and affordable staircases and/or balustrades, which could be taken into production by EeStairs or its associated companies.

Want to take part? Send in your Standard Design for the chance to win the £2,000 first prize and plenty of publicity for you and your design. Your design could even become a production reality.

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

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

- ✓ Low production costs
  - Time efficient production and assembly
  - Low materials costs
  - Innovative and cost-reducing production techniques for materials or product parts
- ✓ Repeatability (especially for balustrades)
- ✓ Design

Your design should:

- ✓ Demonstrate additional functionality (to the basic function of enabling vertical movement)
- ✓ Solve a problem (e.g. save space or have a double function)
- ✓ Only comprise variables that are fixed options
- ✓ In design and product terms, have universal appeal and be suitable for use across Europe
- ✓ Be compact / easily transported
- ✓ Preferably demonstrate the use of fast, standard or simple production processes (e.g. extruded aluminium profiles)
- ✓ Be technically viable