

Switch on, Switch off, Switch up, Switch down and the world spins from nothing to something, to anything and everything. SWITCH! Switch renews and creates possibilities of individuals switching up and creating something new in lighting design. Switch embodies the ability to show you that there is so much more to design and lighting as to what has become the norm. Make the switch and realize the endless possibilities lurking in the back of your mind. Switch on and become involved, switch off and keep it simple, switch up and create something new, switch down and move away from traditional lighting design.



Lighting Design Competition

ACDC Express Head Office,
2 Nguni Drive, Longmeadow
Estate West, Edenvale.

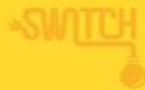
010 202 3360
info@acdceexpress.com

WWW.ACDCEXPRESS.COM

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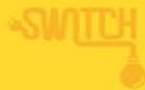
Who is ACDC Express?

ACDC Express is the fastest growing electrical retail franchise in South Africa. With multiple franchises countrywide in 8 provinces.

Vision: To be the preferred electrical Retailer.

Mission: To be the best solutions driven electrical retailer. Focused on customer service and convenience to ensure electrical needs are satisfied.

The Switch competition allows ACDC Express to contribute to our community as a caring and concerned business and brand. By providing a platform for local designers to showcase their talents and possibly establish a name for themselves, Express can grow a social footprint helping a few designers improve their education, and create potential work opportunities.



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The Competition

What is Switch?

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What is SWITCH?

The Switch Lighting Design Competition is an ACDC Express initiative that encourages young South African designers to utilise their practical creativity and develop new solutions for lighting and lighting products.

Switch is looking to encourage designers from all walks of life to engage their talents in a unique conceptual exploration of lighting through a practical design exercise, focussing greatly on the aesthetical aspect. Entrants will be drawn from various sources, some being from high schools, universities, colleges and the public.

The power of light pushes back the dark. In the same way Switch will push the boundaries of our designers.

After a submission phase, the competition will be run online and use the social community to vote for a top 20. The top 3 people from those votes will win cash prizes! From this top 20, our professional panel of judges will decide on the final top 3 winners. Prizes will include educational bursaries and the potential opportunity for the winners prototype to be manufactured.



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What can you WIN?

Overall winner: educational advancement **bursary** for 1 year of study up to the value of R100,000!!!!

2nd place: R20 000.00 bursary towards educational studies

3rd Place: R 10 000.00 bursary towards educational studies

People's choice (likes on social media):

1st place: R5 000.00 cash

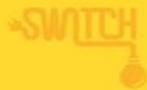
2nd place: R2 000.00 cash

3rd Place: R1 000.00 cash



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...
... lighting
... design

What is in it for your SCHOOL?



The school of the winning participant will be awarded with lighting! Let us help you with new lighting for your assembly hall, bathrooms, classrooms and offices. We will supply any lighting up to the retail value of R25 000.00.

All you have to do is make sure as many pupils as possible submit an entry and design. The more pupils that enter, the greater chance your school has of winning!

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The Competition

How will it all work?

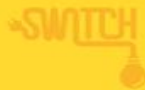
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How Do I Enter? (School Entry)

1. Students can get their entry forms from the participating teacher in charge. Once the form is completed, the teacher in charge of the competition can submit it to marketing@accdex.com.
1. Together with the entry form you will need to submit an image of a basic design (JPEG or PDF only).
1. You will receive an email either confirming or declining your place in the competition.
1. If you are accepted into the competition you will be asked to submit the full design as well as detail about yourself and the design.

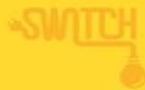


How Do I WIN?

Once you have made it through the submission phase, and have submitted your full entry, we will upload the images of your design to the ACDC Express Instagram account where the public will be able to vote for designs by “liking” them.

You will have to post it on social media and get people to vote for your design by liking your images! You may share the link to Instagram on any social media platform that you would prefer and get people to LIKE LIKE LIKE! **Only likes on ACDC Express Instagram page will count.**

DO WHATEVER IT TAKES TO GET PEOPLE TO VOTE FOR YOUR DESIGN!!



Competition Process Flow

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Phase 1



Email
Applications

Phase 2



Application
Acceptance

Phase 3



Email Full
Submissions

Phase 4



Images
uploaded to
Instagram



Competition Process Flow

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Phase 5



Public Votes

Phase 6



People's Choice
Awards

Phase 7



Judge Votes

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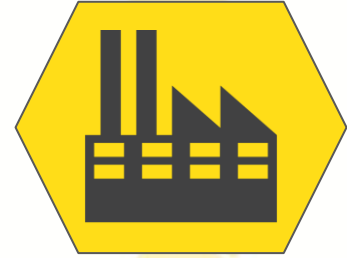


Phase 8



Winners
Announced

Phase 9



Manufacturing

Phase 10



Products
exclusively sold
through retail
outlets

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Competition Guidelines

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Eligibility Criteria

Competition is open to all South Africans in high school and older.

We will allow only one entry per person.

Entrants can be either students or freestylers:

Student: Someone who is in school or currently studying at an institution.

Freestyler: A person who is not studying but would like to show us their creativity.



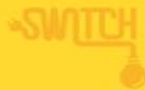
Timeline and Deadlines

All registrations and design submissions must be in by posted dates. Any submissions received after these dates will not be accepted. There will be no extensions.

Registrations take place from : **1- 31 August 2018**
Submissions must be in by: **25 September 2018**

Competition will run from: **1 October 2018 - 31 October 2018.**
Top 20 Finalists will be announced on **7 November 2018.**

People Choice winner and Judges Top 3 and overall Winner will be announced on **14 November 2018**



First Application Requirements

Entry criteria as follows:

- Application form must be fully completed.
- Application must include one image of a conceptual design of your light (JPG or PDF).
- There are no limitations on the proposed material type.
- Designs are open to broad interpretation.
- Designs may include Pendant, Wall, Table or Floor lights.
- Designs may be for indoor or outdoor use.
- Entry must be an original creation with no infringing on any creative copyright.

NB - You will receive a follow up email stating if your application has been successful and we will ask for a full design to be submitted.



Different types of lights

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Pendant Light



Floor Light



Table Light



Wall Light

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Follow up

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Statement & Submission Requirements

- Concept Statement of 150 words maximum should include the inspiration/motivation for the design as a description of the , design, technological and/or material innovations, and social and environmental impact. Concept Statements must not contain the name of the designer, architect, firm, company or manufacturer. Failure to comply will result in submission being rejected.
- Project Specifications statement of 75 words maximum should include actual or proposed dimensions, materials, fabrication techniques and manufacturing process. Any material containing the entrant's name and/or company name may not appear in this portion of the submission, failure to comply will result in submission being rejected.
- Participant Biography of 75 words maximum must outline the name and personal details of the entrant. This is the only time the entrant may use their name and/or company name. Judges will not see this section. Info in this will be used on the SWITCH competition website and ACDC Express FB and in the program notes if selected for the exhibition and excerpts may be used on social media.



Follow up Submission Image Requirements

- If we choose your design to continue then you will be allowed to submit a maximum of 5 images.
- One image must clearly illustrate the scale of the design - situated next to a known object to demonstrate the intended size.
- All images must be JPGs, at 300 dpi resolution and no larger than 5 MB each.
- Images must NOT contain the name of the entrant, designer, architect, firm, company, client or manufacturer anywhere on the image or file.
- Any submission at this point implies that you have read and accepted all terms and conditions of the competition.
- Images submitted in this manner have an implied release by the designer for use by SWITCH and ACDC Express.
- All image files must be labelled EXACTLY as follows:
- NAME_IMAGEType_YourIDNumber



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Judging Criteria

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Judging Criteria

The criteria for judging will be as follows:

Aesthetics: Does it look good? We are looking for designs that are contemporary, visually stimulating, innovative, unique and marketable.

Function: Is it practical? We are looking for simplicity in its intended use.

Creativity: Is it unique? We are looking for something different and original in the use of materials and design.

Social and Environmental Responsibility: Does it help or exploit the planet? We are looking for something environmentally friendly.

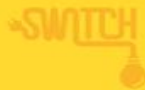


Thank You

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tional lighting design.

Become Switched On, keep it simple, create something new, and move away from traditional lighting design. Switch on, Switch off, Switch up, Switch down and the world opens up from nothing to something, to anything and everything. SWITCH!

Make the switch and realise the endless possibilities of your mind. Lighting will never be the same.



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