

Mobility Design Competition IAA 2021

Presented by Konzepthaus Group in cooperation with IAA MOBILITY

COMPETITION GUIDELINES

INTRODUCTION

Konzepthaus Group is proud to sponsor the IAA Mobility Design Competition.

Share with us your creative interpretations for the future of mobility and you could be presenting, your concepts to a room full of design experts and leaders from some of the top global mobility Companies, at the IAA Mobility Summit in Munich!

The IAA has long been established as one of the world's largest car shows, however this year, taking into account the latest trends about how people move from A to B, IAA is transforming from a car show to a 360° mobility platform. With a new name, IAA Mobility, in 2021 the summit will be held in Munich for the first time ever.

As the key curation partner for Design, Konzepthaus Group are keen to provide a platform for designers everywhere to not only gain great exposure to leading design experts but also to be part of the event with our Designer summit and Designer night event.

Nine lucky people will have the opportunity to take part! Mingle with industry insiders at our Designers Night, present your concept to a panel of leading design experts and soak up the atmosphere with tickets to the exhibition hall on the press days when you can get up close and personal with the cars exhibited!

DESIGN BRIEF:

To enter, pick one of the following three topics of the future of mobility, prepare your design concept and submit for your chance to win.

1. Mobility in the City of the future
2. Urban transportation of the future
3. Mobility UX / UI of the future

Please note this topic is recommended for graduate/master students only.

ELIGIBILITY:

The competition is open to all students enrolled in Design or Architecture globally. In addition, all graduates who have completed a design or architecture degree between 15 July 2020 and 15 July 2021 are welcome to enter the competition. Please attach a copy of your student ID to the submitted project pdf to confirm your enrolment.

Only individual participants can be considered. Entries in which several people have collaborated will not be considered in the jury's assessment.

HOW TO ENTER:

- Prepare a digital presentation of no more than 20 slides.
- Your concept must be explained in English (min. 500, max. 1000 words).
- Presentations cannot exceed 20MB.
- Include a copy of your current student ID.
- Upload your document to <https://www.konzepthaus-consulting.com/mobility-design-challenge-2021/>
- Entries will be judged by a panel of leading mobility industry experts.

TIMING:

Deadline for entries: 15th July 2021.

Judging: Judging will take place between 19th – 30th July

Winners will be notified by phone or email by 6th August 2021

Winners will be published on the website of Konzepthaus Group in August.

PRIZES AND CREDITS:

The 1st Prize of each contest will receive:

- A trip to Munich with up to 1000 -EUR
- Entry ticket into the IAA Exhibition on the press days 6th/ 7th Sept 2021
- The opportunity to present your concept at the "IAA Mobility Conference - Design" in front of an audience of design experts and leaders from the Mobility industry
- An invite to the Mobility Designer's Night event, where you can mingle with key people from the mobility industry
- A Mentoring session with an industry expert for one (1) hour duration

As 2nd place winner, you will receive:

- Entry ticket into the IAA Exhibition on the press days 6th/ 7th Sept 2021
- An invite to the Mobility Designer's Night event, where you can mingle with key people from the mobility industry
- A Mentoring session with an industry expert for one (1) hour duration

As 3rd place winner, you will receive:

- Entry ticket into the IAA Exhibition on the press days 6th/ 7th Sept 2021
- An invite to the Mobility Designer's Night event, where you can mingle with key people from the mobility industry

CONDITIONS OF ENTRY/LEGAL CONDITIONS AND NDA:

- By submitting your work, you hereby agree that legal recourse is excluded.
- By submitting your work, the participant allows Konzepthaus and IAA / VDA to publish all work, mentioning the creator's name. The IP ownership stays with the Designer. Konzepthaus will not take any action to file any IP (design patents).
- By entering, each entrant agrees to be bound by the conditions of entry and acknowledges that prizes cannot be converted to cash.
- By entering, the entrant acknowledges that the judge's decision is final and no recourse will be entered into.
- For our full Terms and Conditions relating to this competition, please click [here](#).

DESIGN BRIEF DETAILS:

Design brief concept 1: Mobility in the city of the future

Imagine a city of the future and you are a city planner.
How will streets and places transform to make the future city an attractive living area?
How could different transport options for people co-exist (public, cars, e-scooters, pedal-powered vehicles)?

Present your proposal about city planning of the future and what that means for mobility concepts.

You can choose an existing city and what it could look like in 2040 or use an existing place and overlay your vision.

Submit your design [here](#).

Design brief concept 2: Urban transportation of the future

What could urban transportation of the future look like? Can you re-imagine how all machines or services that move either people, goods or both could look like? You might think of cars, public transport, bikes, delivery vehicles, street scooters, ride-sharing vehicles, tramways, subway, unmanned drones, taxi-drones, or something completely different.

Some considerations for your designs could be:

- Transportation with a minimal ecological footprint?
- What would be your ratio between the speed of travel vs. safety?
- What happens to the vehicle if it is not used? How much parking space will your product need?
- How is it powered?
- How affordable is your proposal? Please also consider mass transport!
- Does your design need special infrastructure to operate, if yes – how does it look?

IMPORTANT: If your object transports people, you have to design an interior and might add an exterior as optional!

You may want to approach your design of a product or service but focus on a specific target group or service, such as ambulance, police, or even waste disposal.

Submit your design [here](#).

Design brief concept 3: Mobility UX / UI of the future

Please note: Entry into this competition topic is recommended for graduate or master students only

What could the complete user journey for travel look like in the future? What would be the best mobility, user experience in a city you are visiting over three days? Imagine you go visit friends, see an exhibition, browse some flea market and dine out before traveling back home. How could UX/UI maximise your experience and guide you through your journey?

Create a specific concept for the complete user journey.

- Describe your stay on what you think would be the best possible mobility user experience in the city
- Includes all sorts of transportation including walking
- You do not need to design in detail specific transportation vehicles or user interfaces

Some considerations for your work might be:

- What problem does your proposal solve?
- How do people interact with the product or use your service?
- Which hardware is your concept based on?
- Describe how exactly your concept works?
- Detail any specific technology that your concept may require (e.g. hologram projection etc)

Submit your design [here](#).

Terms & Conditions:

The participation in this design competition is subject to the terms & conditions, which can be viewed [here](#).

Contact us:

For any further information or questions, get in touch: challenge@konzepthaus-consulting.com