

ELLE DECOR

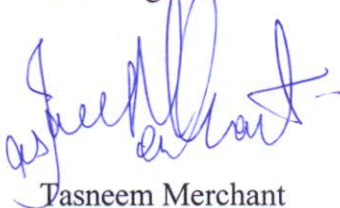
Dear Prof. Puneet Tandon,

Targeted towards the entire design fraternity, ELLE DECOR International Design Awards (EDIDA) are granted for original designs in the home decor segment. In India, we have been awarding the best in the field of product design for 16 years.

ELLE DECOR India would like to invite the students of your prestigious institution to participate in EDIDA this year. The coveted award has a special Student Category for pupils from design colleges. For a fine foray into the industry, the winner's creation will be showcased at India Design ID 2018 – India's most stylish design event. Plus, the winner will also be awarded a special 3 week scholarship by Istituto Marangoni, Milan.

Along with this letter, please find a poster and registration form with the detailed terms and conditions. Should you or your students have any questions or doubts, please feel free to write to me at edida@ogaan.co.in. You can also log on to our website www.elledecor.in to download more registration forms or simply to write me and I shall email them to you.

Kind Regards



Tasneem Merchant
Team EDIDA
ELLE DECOR India

elledecor.in

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-PAST WINNERS-



STUDENT OF THE YEAR 2014
MANPREET SINGH
NID, AHMEDABAD



STUDENT OF THE YEAR 2015
SRISHTI GUPTA
NID, AHMEDABAD



STUDENT OF THE YEAR 2016
NUPUR PRIYA
NID, AHMEDABAD



STUDENT OF THE YEAR 2017
IT COULD BE YOU!

EDIDA 2017

CALL FOR ENTRIES NOW OPEN

ENTER BEFORE
30.09.17

16 YEARS OF HONOURING THE BEST

Students, this is your chance to get a foothold in the design industry. The **EDIDA Student of the Year** will **showcase at India Design ID 2018**, New Delhi and also win a **three week scholarship to Istituto Marangoni, Milan!**

WHAT YOU NEED TO SEND US

- Feasible designs or prototypes
- Letter from the Head of the Department of the college certifying you are a bonafide student and have created the product in the current year
- Detailed CV
- 150 words giving reasons for applying along with professional and personal objectives
- Portfolio of products created in the course of the academic year

FOR MORE DETAILS, VISIT WWW.ELLEDECOR.IN OR EMAIL US AT EDIDA@OGAAN.CO.IN

ELLE
DECO

INTERNATIONAL
DESIGN AWARDS
INDIA 2017

IN ASSOCIATION WITH

SUNIL SETHI
DESIGN ALLIANCE

EDIDA 2017

CALL FOR

ENTRIES

NOW OPEN

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30.09.17

-WINNERS-



**EDIDA DESIGNER
OF THE YEAR 2014**
BOBBY AGGARWAL



**EDIDA DESIGNERS OF
THE YEAR 2015**
GAUTAM SETH & PRATEEK JAIN



**EDIDA DESIGNER
OF THE YEAR 2016**
ASHIESH SHAH



**EDIDA DESIGNER
OF THE YEAR 2017**
IT COULD BE YOU!

THE CATEGORIES

EDIDA DESIGNER OF THE YEAR

The crown is waiting and so is the royal treatment; impress us with your vast portfolio

EDIDA YOUNG TALENT

If you're under 40 and have designed products across categories, it is your time to shine. Plus, get an exclusive showcase at Ambiente 2018, Frankfurt

EDIDA STUDENT OF THE YEAR

The early bird gets the worm, or in this case, a scholarship to Istituto Marangoni!

BATHWARE

Showers that recreate the delight of monsoons, faucets that gauge how much water you need

BEDROOM

The snuggliest linen, the most luxuriant covers, the bounciest sleep fortress

FABRICS

Faraway lands, age old weaves and complex patterns that come alive in warps and wefts

FLOORING

Earthy ceramic, versatile terracotta, royal granite and pristine marble that keep you grounded

FURNITURE

Pieces that signify a thoughtful and heartfelt transition from bare walls to a happy home

KITCHEN

Appliances that fulfill all your food dreams, gizmos that tell you the broth is done

LIGHTING

Ideas that are effervescent and functional, fixtures that don't flicker but burn bright and inspire

TABLETOP

Crockery, serveware and cutlery that make conversations around the table extra special

WALL FINISHES & COVERINGS

Colours, textures, patterns and motifs that transport you to another world on command

EDIDA REGISTRATION FORM

PLEASE FILL IN CAPITALS, ALL FIELDS ARE MANDATORY, INCOMPLETE FORMS WILL BE REJECTED

Name of Designer: _____ Store/Brand: _____

Manufacturing House (If Any): _____

CONTACT DETAILS

Address: _____

Mobile: _____ Alt Number: _____ Email: _____

Category: _____

Product: _____

Year of Production: _____ Dimensions: _____ Material(s) Used: _____

PRODUCT DETAILS (50 words about the product, techniques used, reason for nomination):

I certify that the product entered is an original creation and produced by me in India. I have read the rules and abide by them.

Signature and date

ELIGIBILITY

- The entry should be an original creation and indigenously produced in the year 2016-2017
- Copies and direct inspirations will be disqualified by the jury
- Entries can be submitted by individuals and design houses
- Stores are not eligible to register, unless the design is their own creation or produced specifically for them, in which case they can nominate designers stocked by them
- Entries to be posted to the address mentioned below or digitally submitted via email to address mentioned below
- All national winners will automatically qualify for the international EDIDAS

SELECTION PROCESS

- All entries are assessed on their finish, trendiness, functionality and originality

SUBMISSION REQUIREMENTS

- All EDIDA entries must be submitted with the following. Forms submitted online need not be sent as hard copies.
 - The completed registration form
 - 5"x7" colour print of the product
 - Photograph of the designer
 - In the Fabrics category, half a metre of actual fabric must be sent with the form
- Student participants' entries must provide feasible designs/prototypes along with a letter from the Head of the Department of the college certifying they are bonafide

students and have created the product in the current year. Students enrolled in diploma or short courses are also eligible for the student award. All entries must include the following:

- A detailed CV
- 150 words giving reasons for applying and professional & personal objectives
- A portfolio of products created in the course of the academic year

AWARDS PRESENTATION

- National winners will be published in ELLE DECOR India Dec 2017-Jan 2018, and international winners in the April-May 2018 issue

CONDITIONS

- All entries should be available in finished form (at a store/on site). Prototypes/concepts are valid only for the student participants
- More than one entry per designer is permitted but must be accompanied by separate entry forms
- The form is available online at www.elledecor.in
- Photos will not be returned, and will be the property of ELLE DECOR to be used in the magazine whenever required
- Samples asked during the shortlisting process and must be provided
- Samples must be collected from the ELLE DECOR office as discussed with individual applicants ELLE DECOR is not responsible for damages/loss

- Actual products have to be made available, if required
- No correspondence will be entertained after receiving entries
- Categories may be changed at ELLE DECOR's discretion
- ELLE DECOR is also eligible to nominate directly and reserves the right to cancel/modify/extend/discontinue the awards without giving any reason or prior notice
- ELLE DECOR will not be responsible for any postal delays or mutilated entries, and shall not entertain any correspondence in this regard
- Entry forms cannot be cancelled or withdrawn
- Your personal details shall be a part of ELLE DECOR's database and may be used for the purposes of sending out commercial information
- If any of the above requirements are not complied with, the entry will be nullified
- All disputes subject to Mumbai jurisdiction
- The decision of the judges shall be final
- Any complaints need to be addressed in writing within 15 days of the announcement of awards



IN ASSOCIATION WITH

SUNIL SETHI
DESIGN ALLIANCE

There is no entry fee. Envelopes must be addressed to ELLE DECOR International Design Awards (EDIDA), ELLE DECOR, 401, Nirman Kendra, Famous Studio Lane, Mahalaxmi, Mumbai 11. Tel: (022) 24962415. Email: edida@ogaan.co.in. Website: www.elledecor.in