



INTERNATIONAL CASUAL FURNISHINGS ASSOCIATION

RICHARD FRINIER DESIGN SCHOLARSHIP

The ICFA / Richard Frinier Design Scholarship was created to inspire and encourage students of design to create innovative outdoor living spaces for residential, contract and hospitality environments, and to introduce students to this continuously evolving and growing sector of the furnishings, textile, lighting and accessories industries as an opportunity to focus upon as part of their future career aspirations. The process of the contest and its outcome provides a conduit for students of design to explore the category of outdoor living products as a viable, enjoyable, profitable and rewarding area of design.

Eligibility: *The competition is open to undergraduate students of design, M.A. or M.F.A. students of design who will continue their studies in the 2021-2022 academic year. Students must be full-time residents of the United States and/or full-time students at an accredited university in the United States at the time of entry submission, and must be available to participate in related activities should their entry win the competition. Student designers must work individually on their product design submission wholly and completely independent of others, meaning it must be their sole and separate design concept, sketches, images, story and content. Students may consult with professors or material providers in their design process, so long as the design is one of their own and not a product or result of collaborating with anyone else.*

Entry Guidelines: *Designs will be considered for:*

- products for outdoor living: furniture, textiles/materials, lighting, accessories, shade structure
- innovation and original design related to use of materials
- relevancy and timelessness of design regardless of the styling of the design
- aesthetics of form and style
- materials / textiles
- material performance to withstand the elements of nature for full-time outdoor use
- texture
- finishing
- colors / color options
- engineering and manufacturing feasibility consideration
- adaptability across residential, contract and hospitality use and markets
- emotional values and connection with target audience and end-user
- social context
- marketability / salability / story
- concept illustration including developmental illustrations.

Concept statement, inspiration, concept development process, drawing clear picture of product solving a void or need for this outdoor market sector using design thinking, research, reasoning together with creative solutions – **25 points**

Form / function / viability from concept to R+D, engineering, manufacturing, marketing, merchandising to sales – **25 points**

Originality. Innovation. Creativity. Emotional connection with others and connectivity to use in outdoor living spaces for indoor/outdoor residential, contract and hospitality environments. – **25 points**

Presentation content and quality as provided. – **25 points**

Upload Instructions: All participants must submit their entries completely and electronically no later than May 31, 2021, including the concept sketches, inspiration and concept development statements. Entry materials cannot include any reference of the student's name or school. The entry form must be submitted as a separate pdf file with the project. *Submitted project entries must be able to be opened, launched and easily viewed or navigated by the jury members as a complete presentation in one singular PDF document.* Additional and separate required images in gif/jpg/jpeg format(s) for use in various promotions and with the media must also be uploaded following all image guidelines. Entry submission in PDF format and required separate jpg image file(s) should be sent electronically to the following address: mmorris@ICFAnet.org.

Submissions are to be modeled in the overall impression of an actual design development presentation as would be expected by a client and target audience end user/buyer. Entrants/participants' submission should inspire, inform and compel the jury within their judging experience to select the entry as the winner of the competition.

Student participants may submit design concepts which are appropriate for indoor/outdoor living spaces and able to perform for full-time outdoor use. Student participants are encouraged to research the outdoor living marketplace, study outdoor living lifestyles and consider how indoor/outdoor furnishings, textiles, materials, lighting, accessories, shade and other design objects are best used now and for the future when contemplating, conceptualizing and developing their product design.

The PDF portion of the entry submission must include:

- official entry form submitted as a separate pdf file.
- one document in pdf format with a minimum of four pages and maximum of 10 pages featuring:
 1. A brief description of the design concept with a maximum of 1,500 characters.
 2. Inspiration and concept development process statement.
 3. Original, hand-drawn sketches of design concept.
 4. Photo-realistic 3D rendering(s) of refined and final concept alone or illustrated in its final setting in a residential, contract and/or hospitality environment as envisioned.

Imagery portion of the entry submission must include:

- one 4x6 image in gif/ jpg/ jpeg format not to exceed 5 MB file size (intended for publicity use).
- up to three 4x6 images in gif/ jpg/ jpeg format not to exceed 2 MB each for vote ballot.

Timeline: *The deadline for submissions is May 31, 2021. ICFA cannot be responsible for incomplete, late, delayed, missing, lost or damaged entries. The third recipient of the ICFA / Richard Frinier Design Scholarship will be selected in summer 2021 for the student to attend Casual Market Chicago as a guest of Richard Frinier and the ICFA for two or three nights between September 21-24, 2021, including the ICFA Annual Meeting on September 22 where the award will be presented. Roundtrip air travel, hotel accommodations and itineraries are provided at the discretion of ICFA. The recipient will be presented with a waiver releasing ICFA and Richard Frinier of any responsibility of factors beyond its control.*

Judging: *The entries will be judged anonymously and, therefore, cannot contain any references to the creator or university. Submissions that do not meet these rules will be excluded from the competition. An independent jury of well-established design industry leaders will act as jury. These juries except for Richard Frinier will remain anonymous until the winners are announced.*

Award Presentation: *The winning student will receive a \$2,500 check on September 22, 2021, at the ICFA Annual Meeting, made payable to their university, complete with the individual's personal identification, and an award certificate.*



RICHARD FRINIER has dedicated over 35 years designing award-winning furniture, textiles, lighting and accessories for interiors and exteriors that inspire people to create relaxing spaces that bring the quality of indoor living outside and the casual spirit of the outdoors inside. He has created thousands of designs across hundreds of collections generating over \$1 billion in sales worldwide. His range of work encompasses soft modern and contemporary to transitional, traditional and exotic forms with an unmistakable essence of understated modernity blended with neoclassicism.

Designing for and fueling popular lifestyle trends, including the outdoor room, stay-cations and day-cations, luxury spa resort and resort-at-home living, Richard Frinier believes that we should all take the time to unplug, unwind and undo to relax, refresh and renew. He would like everyone, no matter how rushed or hurried, to make the time to take five-minute vacations throughout each day – *inside or outside* – and enjoy the moment. *“All we have is time. How will you spend yours?” ~ Richard Frinier*

Richard Frinier has been recognized with over 90 product design excellence and career achievement awards. He received the International Casual Furnishings Association’s Lifetime Achievement Award in 2009, and was inducted into the American Home Furnishings Hall of Fame in 2016. In 2018, he was named among the Top 40 Influencers in the Home Furnishings Industry Over the Past 40 Years by *Furniture Today*.

The International Casual Furnishings Association supports and promotes the growth of the outdoor and casual furnishings industry through professional education, networking and development. ICFA is committed to heightening interest in and desire for quality outdoor furnishings in the consumer marketplace. The inclusive trade organization involves manufacturers, retailers, designers, sales representatives and suppliers within the membership, all working together in productive industry partnerships. For more information, please contact:

Jackie Hirschhaut, Executive Director
International Casual Furnishings Association
1912 Eastchester Drive, Suite 100
High Point, NC 27265
336/881-1016
Jackie@ICFAnet.org

ICFA reserves the right to use entry submissions to the contest for publicity purposes and to further drive interest in student design and future student design contests. Participants agree to ICFA’s Rules of Competition and agree that the decisions of ICFA, the sponsors and jury shall be final, binding and non-transferrable unless deemed otherwise by ICFA, the contest sponsors and jury. In addition, ICFA, its members and sponsors are not responsible for protecting the intellectual property of any student’s competition entry.