



RULES TO ENTER  
2015 DESIGN COMPETITION  
**A**RT IN **B**ALANCE **C**HALLENGE

## **MOBILE**

/mō bēl/

a decorative structure that is suspended so as to turn freely in the air.

### **WHO:**

Friends or colleagues in the A&D industry

### **WHAT:**

Design a sculptural mobile, as per the definition above, using recycled / repurposed materials in teams of 3 people.

### **WHERE:**

Steelcase, 4 Columbus Circle

### **WHEN:**

Submissions to be delivered and set up in the Steelcase showroom on Thursday, May 21st between 4-6pm.

Benefit event begins promptly at 6p.m.

### **WHY:**

Entries will be reviewed by a panel of judges and your peers during the 2015 LMNOP Annual Benefit.

Winners selected by the panel of judges will be published on Contract Magazine's website, crediting all team members.

The "People's Choice" winning team will receive 3 One year memberships to the Museum of Modern Art. MOMA prize is sponsored by Teknion Studio.

### DETAILS

#### SIZE:

Your mobile should be contained within a 24" x 24" x 24" spatial cube. Your mobile cannot exceed these overall dimensions.


#### EXHIBITION:

Your mobile should be self supported and include the hanging apparatus.

#### MATERIALS:

Please only utilize recycled or repurposed materials for the mobile.

#### DELIVERABLES:

1. A self-supported hanging mobile
2. Sketches, inspiration, and images of your process using your 24"x 24"  (One board provided to each team). Use #LMNOP2015 on social media to document the experience!
3. The Idea Paint board will accompany the mobile for the exhibition illustrated with a simple graphic or sentence that strengthens the conceptual intent.

#### 2015 COMPETITION JUDGES:

1. John Czarnecki, Editor-in-chief of Contract Magazine
2. Suzan Lyons, Creative Director of DesignTex
3. Starr Figura, Curator, Department of Drawing & Prints, The Museum of Modern Art
4. YOUR FRIENDS, SUPPORTERS, FANS & COLLEAGUES

#### CRITERIA:

Each entry will be judged on a series of criteria, including uniqueness and connection of concept to project, use of materials, documented use of the Idea Paint board using #LMNOP2015 innovation and execution of the hanging mechanism.

#### TIMELINE:

\*Team registration by April 1, 2015 (late entries will be accepted).

\*Completed submissions will be delivered on May 21st between 4-6pm at Steelcase (4 Columbus Circle).



FAQ'S

2015 DESIGN COMPETITION

ART IN BALANCE CHALLENGE

## FAQ'S

### WHO CAN BE ON MY DESIGN TEAM?

Any A&D industry professional. Teams do not have to be associated with the same firm or discipline and can be made up of one, two or three people.

### HOW DO WE GET OUR MOBILE TO THE EXHIBITION SPACE?

Your team will be responsible to transport the mobile and set it up in the given space at the Steelcase showroom on May 21st between 4-6pm.

### WHAT HAPPENS TO THE MOBILE AFTER THE EXHIBITION?

You can elect to auction your mobile the night of the event and donate proceeds to support LMNOP programs. If you do not wish to auction your mobile, your team will be responsible to remove the mobile from Steelcase at the end of the event by 9pm.

### WHAT IF MY TEAM CHANGES DURING THE DESIGN PROCESS?

Please email LMNOP at [info@lmnopnyc.org](mailto:info@lmnopnyc.org) regarding changes by May 15th, 2015.

### WHEN WILL THE WINNER BE PUBLISHED ON CONTRACT MAGAZINE ONLINE?

Winners will be photographed and published within one month of the exhibition and notified when the article goes live.

### DO COMPETITION PARTICIPANTS NEED TO BUY A BENEFIT TICKET?

Yes - However, each registered participating team member will receive an entry ticket discounted to \$25 when you deliver your mobile.

### HOW WILL THE "PEOPLE'S CHOICE" WINNER BE DECIDED?

Votes will be cast the night of the event via ipad or mobile device. LMNOP volunteers will be equipped the night of the event to take votes. One vote per person. These will be tallied and announced at the end of the night.

### WILL WE NEED TO PRESENT TO THE JUDGES?

There will be no formal presentation to the panel of judges. They will be present during the event to evaluate each entry. At least one team member must be present when the winners are announced.