



Design Brief for 2008 Sustainable Design Review Competition

Parsons Sustainable Design Review is student-run organization that holds annual competition centered on the theme of sustainability that is open to students of The New School.

Theme: Responsible Consumption at Kiehl's: Since 1851

How do you see and value responsible consumption in a retail environment, from purchase to consumption to disposal?

About the Sponsor: Kiehl's: Since 1851

Kiehl's was founded as an old-world apothecary in New York's East Village neighborhood over 150 years ago. Kiehl's is now part of L'Oreal and has stores throughout the U.S. and abroad.

The Competition

As part of its corporate citizenship initiatives, Kiehl's is committed to social responsibility. One way it would like to accomplish this is by having customers re-use the Kiehl's packaging, thus reducing waste. What designs do you propose to promote social responsibility and to reduce waste?

Through the 2008 Sustainable Design Review, Kiehl's will solicit Parsons' students' ideas for design solutions promoting social responsibility and reducing waste. Kiehl's will solicit Parsons' students' original ideas along any number of disciplines that could be developed to encourage ecologically responsible consumption.

Sustainable Design Review will ask students across all disciplines to examine the retail consumption cycle and develop solutions, whether it is for point of sale, point of consumption, point of disposal, or the whole system, to increase customer awareness of their waste and/or decrease customer waste.

In considering your designs' efficacy in terms of recycling, sustainability and responsible consumption in the retail environment, ask yourself:

- Can they educate?
- Can they encourage... or even enforce?

The Process:

- There will be two rounds of judging of the SDR – the semi-finals in March and the finals in April/May. Five Semi-Finalists will be selected in March. The panel of judges will be comprised of representatives from both Kiehl's and Parsons and outside judges if the parties mutually agree.
- After judging the semi-final round, Kiehl's will (i) discuss store specifications with the Semi-Finalists, and (ii) provide financial support to the Semi-Finalists to allow for prototyping of the Semi-Finalist Projects.
- Five semi-finalists will receive \$500 and support to develop models for submission to the final round of judging.
- After judging the final round in April/May, the judges will chose one Winning Project for final prototyping by Kiehl's. The competition's finalist will receive \$2,500. Kiehl's may choose to feature the Winning Project in their stores in New York and nationally.

Rules and Regulations:

Students may not alter the product formulas provided by Kiehl's in any way.

All submissions must include the *Kiehl's: Since 1851* logo.

Any display of a Winning Project in a Kiehl's store or elsewhere will include a reference to Parsons and to the individual student.

The project will be an 11 X 17 submission 300 dpi with an abstract that is 175 words describing your project in relation to the design brief. The jury will pick the 5 finalists. These finalists will be notified and the jury will continue to critique to choose the winner.

To submit, students send their final projects to Tracy Chow and Kelvin Lin at sdr@newschool.edu for updates and more information please join the SDR Facebook group: Sustainable Design.

Timeline:**I. The Competition: Sustainable Design Review
(New School-wide competition for students at all levels and in all disciplines)**

March 17, 2008: Students submit work by this date for the first round of judging to sdr@newschool.edu

April 5, 2008: On this or a mutually agreed upon date, representatives from Kiehl's and Parsons conduct the first round of judging.

April 11, 2008: On this or a mutually agreed upon dates, the winners of the first round will be announced (the "Semi-Finalists"). The Semi-Finalists discuss store specifications with Kiehl's representatives and receive financial support from Kiehl's to support prototyping and developing models through reimbursement for material expenses up to \$500.

May 11, 2008: The final winner will be announced and Kiehl's may support the development of the Winning Project for use or display in Kiehl's stores in New York and nationally. Any display of the Winning Project in a Kiehl's store or elsewhere will include a reference to Parsons and to the individual student.