

## **CONNECT with CANADIAN TIRE CORPORATION**

The Design Exchange has partnered with Canadian Tire Corporation Limited to challenge Canadian design students and engineering students with an exciting garden tool design competition.

### **About Canadian Tire**

Canadian Tire Corporation Limited is a growing network of interrelated businesses, engaged in retail, financial services and petroleum. These businesses offer a unique mix of products and services that leverage Canadian Tire's core capabilities and exemplify its vision to be a growing, innovative network of businesses, achieving extraordinary results through extraordinary people.

Canadian Tire is a proud Canadian family and its purpose is to serve and enrich the lives of its customers, shareholders, its team and the communities it serves. 45,000 Canadians work across the Canadian Tire organization from coast-to-coast in the corporation's retail, financial services, petroleum and apparel businesses.

For information on Canadian Tire's products please visit [www.canadiantire.com](http://www.canadiantire.com)

### **Design Objective**

A lawnmower with fur trim? A leaf blower with beaded accents? A pink lawn tractor? Not exactly. Your mission is to design a new line of innovative outdoor power equipment targeted toward women and that will be available exclusively at Canadian Tire stores across Canada. These tools are for women aged 30-55 who spend more than two hours per week on their lawn and garden. Designed products must make the act of lawn maintenance more enjoyable.

### **Product Categories to Include:**

- Gas and Electric Lawnmowers
- Hedge Trimmers
- Leaf Blowers
- Lawn Tractors
- Snowblowers

### **Products Must Be:**

- Light Weight
- Easy To Use
- Practical for Avid Gardeners

The design must:

- Be robust to withstand the wear and tear of everyday use and perform without problems for many years.

- Demonstrate commercial value balanced with creativity.
- Demonstrate production feasibility.
- Demonstrate attention to universal design - design that makes daily life easier, safer and more comfortable for everyone regardless of size, age or ability
- Demonstrate attention to sustainable design - design that integrates social, economic and environmental needs to develop better solutions to today's problems while also providing good stewardship of the resources needed for the future.

The jurors will select the best design concept based on the following key criteria:

- Is the solution well-executed?
- Is there continuity of theme throughout the solution?
- Innovation (in aesthetics, function or materials)?
- Originality of design
- "Excitement" factor of solution
- What social, ecological or cultural benefits does this project exhibit (i.e. universal or handicap accessibility, sustainability, eco-friendliness, efficient/cost-effective materials usage, etc.)?
- Adherence to competition criteria
- Overall presentation

## **Judging**

Valid entries received by the Design Exchange by Friday, March 11, 2005 will be reviewed by a panel of experts, including judges from the Design Exchange, Canadian Tire, and the academic and professional design community.

The jury may select first, second and third prize winners from the entries. If design entries do not meet appropriate standards, the Jury reserves the right not to award prizes. The jury's decision is binding. Winners will be announced at a reception at Design Exchange.

## **Why Participate?**

Prizes (1<sup>st</sup> place: \$ 4,000; 2<sup>nd</sup> place \$3,000; 3<sup>rd</sup> place: \$2,000)

Recognition among the design community

*Connect* Certificate of Accomplishment

Featured in *Connect* Design Exchange National Student Design competition exhibition\*

Featured on DX and Canadian Tire websites

**\* Connect Design Exchange National Student Design Competition Exhibition**  
May, 2005

**Who should participate?**

Participation is open to any student who is enrolled in a post-secondary design and/or engineering program in Canada. Group submissions are greatly encouraged.

**How to participate?**

In order participate in the competition, please contact [connect@dx.org](mailto:connect@dx.org) or call 416.216.2122.

**All entries should include: (Please check box)**

**A completed entry form**

**One or Two Design Boards:** Foam core boards (24"x 18", no more than 3/16" thick).

**A Project title and Concept Statement (one sentence)** - must appear on the presentation board(s). The concept statement should summarize the design concept and its objectives.

**A project overview** (no more than 500 words). This overview demonstrates how the project meets the design criteria, and provides background to the project as well as information on the development process, target market, functionality and key benefits. **The overview should be included in a separate booklet and a copy attached to the back of the design board(s).**

**Visuals affixed to the design boards:** Minimum four different perspectives of the design - (side view, back view, top view, front view).

**A CD** – Two high-resolution print-read images of your project saved as .eps files

**Names of designers** should not be listed on the front of the design boards.

**Submission Deadline:**

Design entries must be sent postage-paid by 5 p.m. Friday, March 11, 2005. Late entries will not be accepted.

## **Where to Submit?**

Please submit entries to the following address:

*Connect* Student Design Competitions  
Design Exchange  
234 Bay Street P.O. Box 18  
Toronto-Dominion Centre  
Toronto, ON M5K 1B2 Canada

Design Exchange will not be able to verify or acknowledge the receipt of design entries. If this is a concern, it is suggested that your entry be mailed/shipped using a traceable delivery method.

## **Returns**

Entries will not be returned. If you would like a project to be returned, you must arrange this after the awards ceremony and exhibition take down. Entrants are responsible for shipping costs. The Design Exchange and Canadian Tire are not responsible for lost or damaged entries. For more information: Phone: 416.216.2122 e-mail: [connect@dx.org](mailto:connect@dx.org).

## **Intellectual Property/Priority Rights/Rights of Publication**

Canadian Tire will have an exclusive option to acquire any and all intellectual property rights in all designs submitted, in whole or in part, to the competition. Acquisition will be done by a mutual agreement initiated prior to June 2006, between the creator(s) and Canadian Tire.

All participants warrant that the design is their own original work, and that the design, eventual publication and use does not infringe on any right of any third party, including intellectual property rights and rights of privacy. Designs entered into this competition may not be submitted to other competitions or published without the prior permission of the Design Exchange and Canadian Tire (prior to June 2006).

By entering the competition, the participant agrees that Design Exchange and Canadian Tire may use the names and photographs of the contestants, the submitted design, sketches, images and objects for marketing and advertising purposes without restriction.

## **Termination of Design Challenge**

Design Exchange and Canadian Tire reserve the right to suspend, modify, terminate or cancel the Design Competition.

