FESTIVAL AUTOMOBILE INTERNATIONAL

- 34th EDITION -

YOUNG DESIGNER AWARDS

by

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YOUNG DESIGNER AWARDS *by* BMW OVERVIEW

The Festival Automobile International organizes every year since 1985, an Awarding Ceremony rewarding projects and achievements related to the automotive world. From Design Grand Prize to Environment Grand Prize, from the Most Beautiful Photo of the Year to the Most beautiful Concept Car, all these universes are selected by members of a Jury from Art, Fashion, Automotive ... Who choose the 2 winners. Each of them receives an award during the ceremony at Hôtel national des Invalides in Paris.

In 2013, the Festival decided to focus more on the future and "bet" on it. It wants to encourage young students in design school, to enter the world of automotive design. Thus is born, with the complicity of Jean-Michel Wilmotte President of the Jury, the Young Designer Awards which is sponsored by BMW.
The brand gives a cheque of 2000 € to the winners and organizes a private tour at the Design Center in Münich.
Every International schools students can take part of this contest by sending their sketches completed after the selection with a video.
Since 2015, the Festival has decided to differentiate exterior design and interior design.
2 Prizes, 2 winners, 2 trips in Münich.

Tous les designers sur scène

YOUNG DESIGNER AWARDS by BMW WINNERS 2016 - 2017

2013 : design project

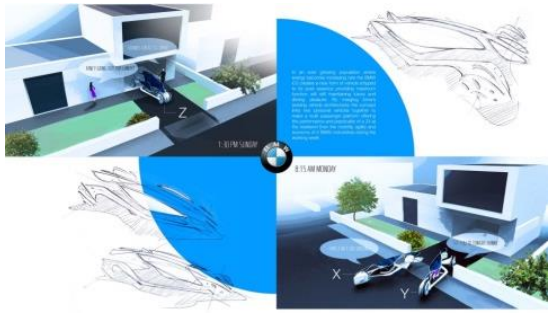
VINCENT TURPIN

Strate, Ecole de Design (France)

2014 : Freude am Fahren 2.0

NICHOLAS DUNDERDALE

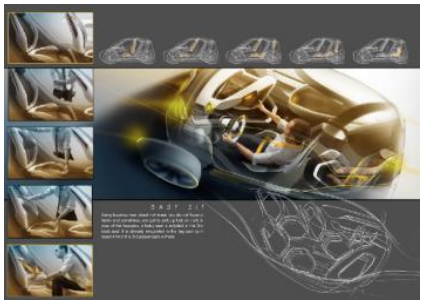
Royal Art College (United Kingdom)

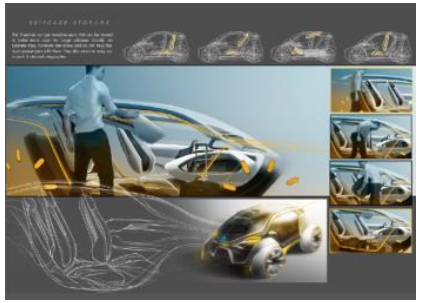


2015 : Interior Design Freude am reisen 2030

BENJAMIN PEROT

Strate, Ecole de Design (France)





2015 : Exterior Design Invisible technology

ALI KERKENI

Pforzheim Univercity (Germany)

FESTIVAL AUTOMOBILE INTERNATIONAL

YOUNG DESIGNER AWARDS by BMW WINNERS 2016 - 2017

2016 : Interior Design
Tailor Tech

BRIEUC MASSON

Strate, Ecole de Design (France)

2016 : Exterior Design
Haute couture

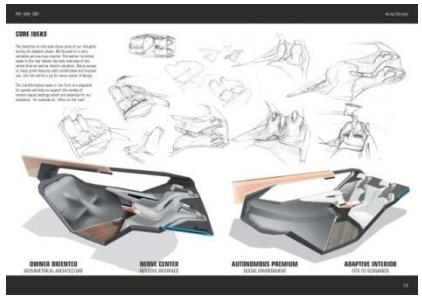
GLEB DANILOV

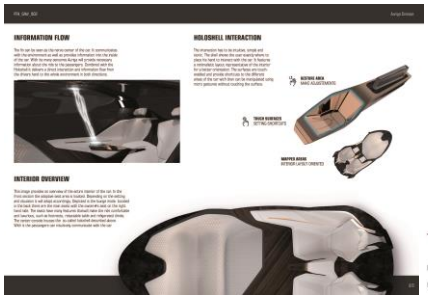
Stiglitz State Academy of Art and Design - St Petersburg

2017 : Interior Design
Sens Awakening

PHILIP FROMME – FLORIAN HOWECKER
DANIEL BRUNSTEINER

Ecole FH Joanneum (Austria)





2017 : Exterior Design
Raw Beauty

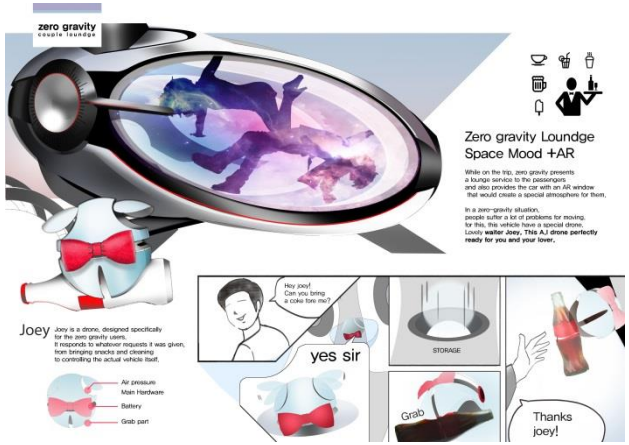
NAVNEETH SABU KANNAN

Ecole IAAD (Italy)

2018 : Interior Design / ZERO GRAVITY

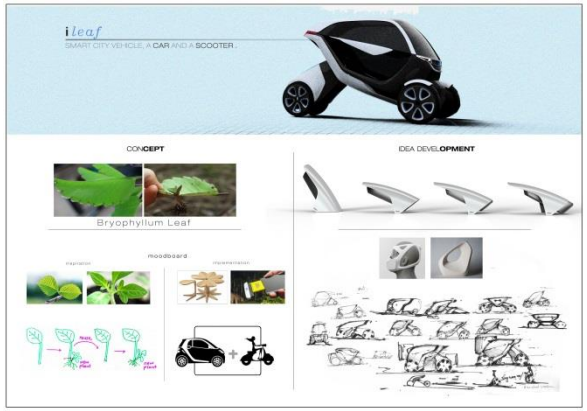
YONGWOO KIM

Strate, Ecole de Design (France)



2018 : Design Extérieur / CHAMELEON

AVHIRUP GHOSH Ecole IAAD (Italy)



YOUNG DESIGNER AWARDS *by* BMW CONCEPT

The Young Designer Awards is open to **all students enrolled in a design school** (2018-2019), in France and abroad.

A choice of 2 subjects is proposed. One dedicated to **exterior design**, the other one to **interior design** (category).
All students are free to choose any of the two subjects and even both if they wish.
A student can not submit more than one project in the same category.

The projects are presented to BMW representatives and to the Festival Automobile International's jury who select four projects in each category. A total of 8 projects. The two students with the highest grades in each category will be the winners of the Young Designer Award by BMW.
Their names are announced during the Awarding Ceremony which takes place at the « Hôtel National des Invalides ». The 2 winners are cordially invited for diner, accompanied by a school's representative.
They receive a **check of 2000 €** as well as a stay at the **BMW design Studio in Münich**.

During the Awarding Ceremony, the short listed projects are projected on a giant screen and the winners have the opportunity to meet designers from all around the world.

Marc Girard, Director of Concept Cars and Design Prospectif BMW, Yongwoo Kim and Vincent Salimon President of BMW France in January 2018.

Schedule :

1 – LAUNCH OF SUBJECTS :

2 – REGISTRATION : **before October 9th 2018**
Registration forms are sent to schools.
Registrations must be turned in before October 9th 2018, midnight.
They must be returned by mail or e-mail.
Then, an individual registration number will be communicated. It will be needed to be used when submitting projects.

3 – SUBMISSION OF PROJECTS : **November 23rd 2018**
All projects will need to be handed in before November 23rd, midnight.
Digital formats exclusively (jpeg and PDF).
4 A3 boards per project
Projects are anonymous. An individual registration number is communicated to each participant.

4 – ANNOUNCEMENT OF THE 8 FINALISTS : **December 12th 2018**
The 8 finalists present a 30 seconds animation (3D, story boards, sketches, etc. in « .mov » format 1920 x 1080) to be handed in before **January 11th 2019.**

5 – AWARDING CEREMONY AT THE « INVALIDES » **January 29th 2019**

Selection criteria :

- Originality and creativity of project
- Relevance of answers
- Hand sketches (not only digital work)
- Global graphic quality
- Explanations on structural and mechanical choices
- Communication on « user's experience »

NB : Despite the fact that BMW sponsors the award , no brand, logo or any specific characteristic to BMW should be seen on the sketches and videos submitted, In case of non respect of this, projects will not be qualified.

EXTERIOR DESIGN

PRAISE FOR SLOWENESS

Cars have always evolved in performance: speed, handling, comfort, etc.For decades, top speed was surely the purchasing number one criteria.Today, speed limits are widespread throughout the world and vehicles are increasingly equipped with speed limiters.

We realize today that it is actually more important to concentrate on the average speed rather than the top speed. Management of traffic flows represents a major challenge for the improvement and smoothing of traffic.What if vehicles drove slower but more fluidly tomorrow?

Speed variations and “stops and starts” strongly influence energy consumption. A constant speed of vehicles would ensure very important savings.Autonomous and therefore self-regulated vehicles will perfectly match traffic flow.

Imagine, sketch, design a vehicle which will no longer be designed to evolve at high speed. The reduction of the speed would allow strong simplifications of the vehicles (soundproofing, resistance to shocks, etc.).

How would a car designed for low speeds look like?
Could we imagine hopping into a vehicle while driving as we used to do with city buses?

Slow speed should not be synonymous of bulky design and should not exclude automotive design DNA. Your work will consist in developing new styling codes evoking an assumed slowness.

INTERIOR DESIGN

JUST BE HAPPY

Development of the car industry, especially after the war in Europe and the United States, undoubtedly represented a breakthrough of individual freedom for the middle classes.

Driving along in your own car has always been an enjoyable stressless experience. With time, driving experience has become for many a nightmare: traffic jams, restrictions, stress, parking problems, automated traffic fines, etc.

The automobile, which has become necessary for millions of users, is also a source of financial constraints and sacrifices.

The autonomous shared vehicle will certainly bring a lot of peace of mind to its users who may be able to rediscover happiness and smile again! Imagine, sketch, design a vehicle interior which inspires joy of life giving back a smile.This softness and lightness should be seen on the style, materials, lighting but also through human relations (interactions with the co-occupant and / or other vehicles, etc.). We expect in this project a lot of creativity and expect you to work on a complete interior layout but also on the use of the vehicle where the user will be at the center of his happy mobility experiences, just be happy!

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