

Design Brief

National Baby Boxes Initiative – Design Competition

24 October 2016

1. Context

The National Baby Boxes Initiative uses the power of design to give every child born in Scotland an equal start in life.

Delivered by the Scottish Government, the Baby Box will contain essential items for all newborn babies. The Scottish Baby Box will be based on the successful Finnish model – where it is credited with contributing to one of the lowest levels of infant mortality in the world.

The first Baby Boxes will be delivered to babies born in pilot areas on New Year's Day 2017. The programme will then be rolled out nationally from summer 2017, with every newborn baby across the country receiving a Baby Box full of clothes, bedding, books and mother and baby care items.

A key part of this initiative is the opportunity for the next generation of designers to design the print that covers the surface of the box, through a national design competition run by V&A Museum of Design Dundee.

With a mission to enrich lives through design, V&A Dundee aims to nurture and promote Scotland's design industry and provide opportunities and support to people of all ages to get involved with and benefit from design.

Working with students at colleges and universities in Scotland is an essential part of this. By providing access to support and expertise from some of the most successful Scottish designers, V&A Dundee aims to help further the careers and ambitions of the next generation of designers.

2. The challenge

There are approximately 56,000 births in Scotland each year. A large number of these pregnancies are unplanned, and therefore unbudgeted.

The United Nations Convention on the Rights of the Child is the most complete statement of children's rights ever produced and is the most widely-ratified international human rights treaty in history.

The Convention has 54 articles that cover all aspects of a child's life and set out the civil, political, economic, social and cultural rights that all children everywhere are entitled to. It also explains how adults and governments must work together to make sure all children can enjoy all their rights.

- Exploring the theme of Children's Rights, such as Play or the right to family life, we want you to create a surface design that covers the lid and sides of the Baby Box.
- The lid should have an extra dimension – it should contain the opportunity for families to interact with it, by customising the box to record key stages in baby's first year with information and visuals. For example, to record name, date of birth or weight, and perhaps include space for their hand or footprint.

- When thinking about the theme of Children’s Rights, you could think about how your design could excite families, how it could make them smile, as well as how it might become a part of their lives in the longer term, to be shown off at key milestones in the child’s life.

3. Audiences

Specific audiences to consider in creating the surface design (who the final design should appeal to) are:

Primary	Families – nationally Young people – nationally Carers – nationally
Secondary	Grandparents and extended family – nationally

Note: All audiences are resident in Scotland.

This brief is particularly interesting in that (for primary audiences) it covers a very broad age range, across the entire country.

Designers should also consider how their design (or a section of it) could be used beyond the physical Baby Box, both making it suitable for social media and online promotion, and also giving the design the potential for further uses after the licensing of the design to the Scottish Government expires and the designer is able to commercialise it.

4. Look and feel

The graphic concept should evoke a feeling of playfulness, fun and excitement reflecting the multicultural nature of 21st century Scotland.

5. Competition deliverables

- National Baby Boxes graphic concept.
- External surface design for the lid and sides of the box, following the templates in Appendix 1.
- The design on the sides of the box should be complete. The inside of the box will be reserved for instructions.
- Please note there are further deliverables required from the winning student (such as print-ready artwork) that will be outlined once the winner has been chosen.

Competition Terms and Conditions

6. Criteria for entry

- The design competition is open to all registered college and university students across Scotland. It is likely to be of particular interest (but not limited to) students of graphic design, textile design, visual communication and illustration.
- Students must be studying at SCQF levels 7-12, including HNC, HND and degree level. For further clarification please see the SCQF website: <http://scqf.org.uk/framework-diagram/Framework.htm>
- Designs should not contain any religious or political references.

7. The prize

- The winning student will receive a cash prize of £1000.
- As part of their prize, the winning student will also benefit from exclusive mentoring from leading Scottish designers Holly Fulton and Scott Jarvie (one day each).
- The winning design will be put into production and rolled out on every Baby Box from summer 2017 until 31 March 2019.
- For the avoidance of doubt the award of the prize does not establish a contract of employment, a relationship of agency or partnership between the winning entrant and V&A Dundee or Scottish Government.

8. Award process and judging panel

- Submissions will be reviewed by an expert judging panel, leading to a shortlist of six students.
- V&A Dundee will notify the shortlisted entrants and these students will then have four weeks to develop their ideas into a final design.
- One final winning design will be selected by the judging panel in February 2017.

Judging panel

- Mark McDonald MSP – chair
- Scottish Government marketing representative
- Sarah Saunders, Director of Learning and Innovation, V&A Dundee
- Scott Jarvie, founder of Jarvie-Design (judging panel and mentor)
- Holly Fulton, womenswear and accessories designer (judging panel and mentor)

Biographies of the panel can be found in Appendix 2.

9. Timetable

Indicative schedule and milestones can be found in Appendix 3.

10. Mandatories

- Designs must leave room to discretely incorporate the Scottish Government corporate logo within a designated area. The exact positioning of the logo will be a matter for the discretion of the Scottish Government and be confirmed to the winning entrant once they are appointed.
- The production specification and measurements of the box can be found in Appendix 1. Designs must work to these dimensions, and be suitable for the production processes and materials listed.

11. Additional information

- All entrants will retain all intellectual property rights in their design.
- “Intellectual Property Rights” means all copyright, patent, trademark, design right, and any other rights in the nature of intellectual property whether or not registered, in any materials or works in whatever form (including but not limited to any materials stored in or made available by means of an information technology system and the computer software relating thereto) which are created, produced or generated as part of the National Baby Box Initiatives by or on behalf of an entrant.
- As a condition of entry, all entrants grant to the Scottish Ministers an exclusive world-wide and royalty free licence to make use of and exploit for all purposes related to the National Baby Box Initiative (including but not limited to the right to sub-licence) all intellectual property rights generated in connection with the entrant’s design.
- The term of the licence shall be from 24 October 2016 to 31 March 2020.
- All entrants must respect the confidential nature of any information shared by V&A Dundee or the Scottish Government in connection with this commission (as well as the material within the supporting documentation).
- Ongoing communication with the project team will be required throughout.
- All entrants will ensure that nothing contained in their entry nor the reproduction of any aspect of their entry, shall constitute an infringement of any third party intellectual property right and shall indemnify V&A Dundee and the Scottish Government against all actions, proceedings, claims and demands made by reason of any such infringement.
- These terms and conditions are governed by and interpreted in accordance with Scots law and subject to the exclusive jurisdiction of the Scottish courts.

12. Deadline and submission

- The deadline for submission is 5pm on **Thursday 17 November 2016**.
- Entries received after this time will not be considered.
- Your submission should be sent to **alice.moore@vandadundee.org**
- Competition submissions should be emailed as a PDF of less than 10MB.
- Please note: print-ready artwork is not required for this concept stage.

13. Contact information

For queries about this brief, please contact **alice.moore@vandadundee.org**

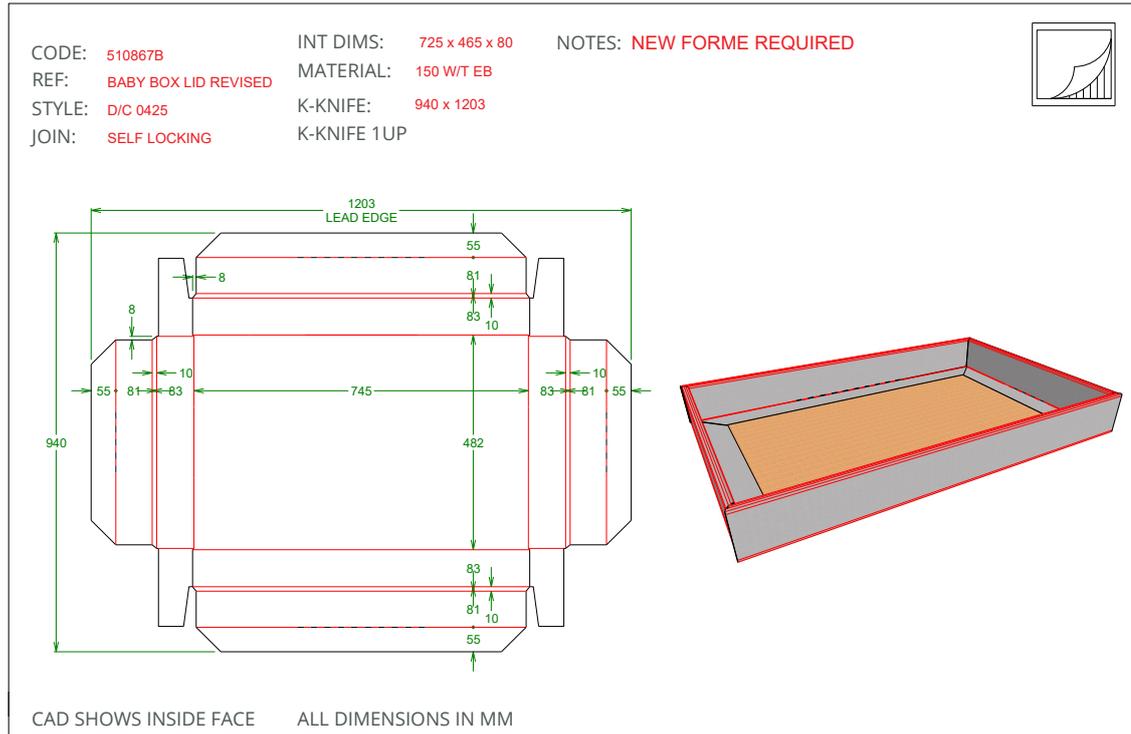
National Baby Boxes Initiative – Design Competition

Appendices

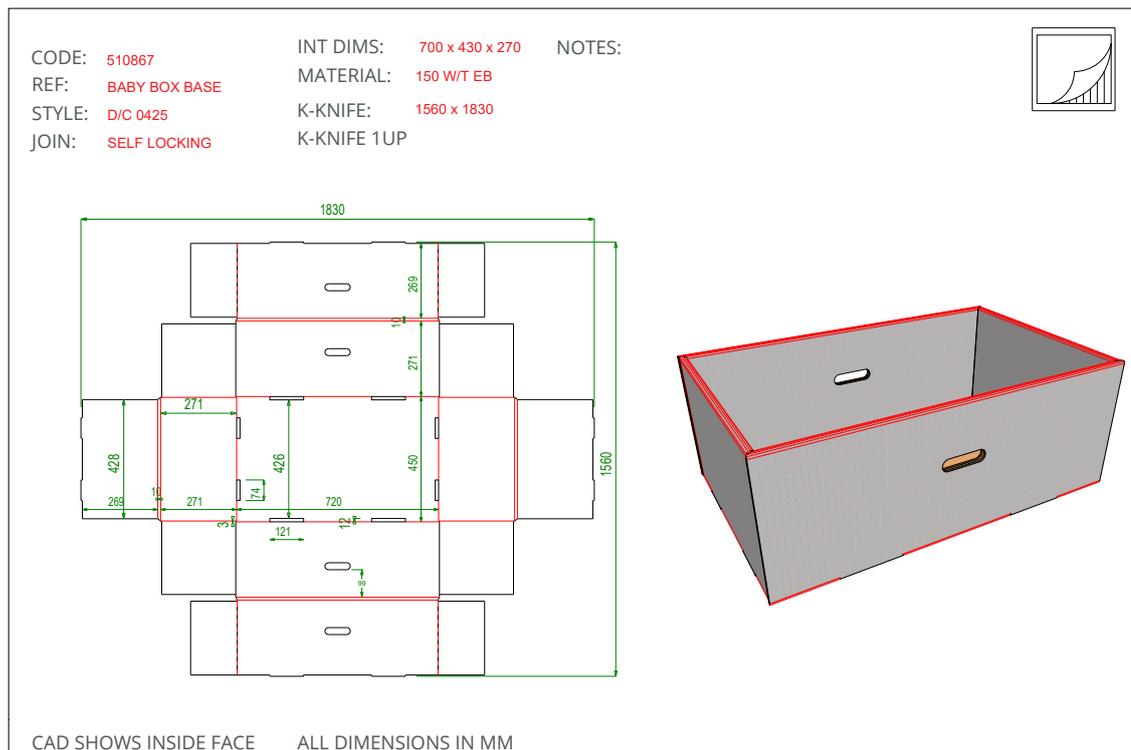
Appendix 1: Final Box – Production specification and measurements

- Dimensions of the box, flat plan and elevations of the box below.
- The final design will be printed on a flexo press.
- The base colour on to which the design will be printed is white.
- The box folds together, there are no glued joints.

1) Baby Box - Lid



2) Baby Box - Base



Appendix 2: Judging panel – designer biographies

Scott Jarvie

The son of a graphic designer and an automotive engineer, Scott Jarvie was born in Glasgow in 1983. Having studied at Glasgow's College of Building and Printing, Jarvie proceeded to study Product Design at Napier University's School of Design and Media Arts, Edinburgh, graduating with First Class Honours and being awarded the University Medal.

Jarvie has exhibited at the Victoria and Albert Museum (London), Salone Satellite (Milan), Noise Festival where he won Zaha Hadid's Curator's Choice, The Art & Technology Gallery (New York), and The Lighthouse (Glasgow) and been featured on television programmes in the USA, Italy and in the UK. His work is featured in books, magazines and publications globally.

Jarvie has worked with Thomas Heatherwick, the internationally acclaimed designer, Elder and Cannon, the innovative award winning Glasgow Architects, and Jacki Parry, the renowned Artist and Sculptor.

Jarvie is endorsed by NESTA (National Endowment for Science, Technology and the Arts), was featured in the 'Best of British Design' list in the Observer Magazine, British Design Special March 2012, is a member of the British Council's Creative Economy Pool of Experts in the field of Design and Architecture and is an Industry Adviser for product design for the Cultural Enterprise Office.

Jarvie is also the Creative Director at luxury furniture brand Delupo.

Holly Fulton

Holly Fulton is a womenswear and accessories designer living and working in East London.

Born in Scotland, Holly studied in Edinburgh before going on to the prestigious Masters at the Royal College of Art. She established her eponymous label in 2009 after gaining industry experience in London and Paris.

Holly won Elle New Designer 2010, Scottish Young Designer 2009 and 2010, Elle Talent Launch Pad 2010 and Emerging Talent Accessories at British fashion awards 2010. She was a part of London's Fashion East platform for two seasons before being awarded sponsorship and support from the UK's NEWGEN initiative five seasons in a row.

The Holly Fulton label epitomises modern relaxed luxury. Attention to detail, complex graphic embellishment and witty twists are what makes Holly's work instantly recognisable. Hand rendered, digitally manipulated print coupled with unusual fabrications and embellishment create strong unified looks, from top to toe.

Since her debut collection in February 2009 Holly has developed her own unique visual language, drawing upon a dizzying array of sources, from art deco lines and Bauhaus shapes, to pop art painting and psychedelic illustration. Rich multi-layered surfaces reflect a genuine love of both art history and popular culture. The research of a collection is of paramount importance to Holly, whose references have ranged from Joan Collins to Lady Chatterley, Margate to Mexico. Jewellery completes what Holly calls her 'total look', often cleverly worked into the clothing itself.

Holly designs for a confident woman, not afraid of adventure, or indeed attention.

Appendix 3: Indicative schedule and milestones

Date	Activity
24 Oct	Launch competition brief to college and university students
17 Nov, 5pm	Deadline for concept design submissions
18-22 Nov	Pre-shortlisting, if required
24 or 25 Nov	Shortlisting panel
28 Nov	Six shortlisted designers notified
w/c 5 December	Scottish Parliament event to announce shortlist
w/c 16 January	Final submission from six shortlisted designers
w/c 30 January	Judging panel to select final winning design
w/c 6 February	Winner announced
Feb/March/April	Mentoring schedule (to be confirmed between winning designer and mentors)
Feb/March/April	Production
Summer 2017	Baby Boxes national roll out