designing for the FUTURE

Prizes: Over $75,000 in Scholarships to attend LTU’s Transportation or Industrial Design program

presented by:

LINCOLN

Lawrence Tech

BRIEF

Luxury can be defined in various ways depending on demographics, geography and era. Define the meaning of American Luxury for a customer that is 20-30 years old. Use images and key words to create a composition of the research and customer background. Using this research, find an inspirational image that will help you design and develop one of the concepts below for the year 2025. Select one of the following tracks to create and submit a design proposal.

track A: automotive proposal

Design a halo vehicle for Lincoln that establishes the new definition of American luxury relevant to the customer environment & lifestyle.

track B: product proposal

Identify products that would appeal to luxury customers, such as: shoes, apparel, fashion, furniture, luggage, pens, watch, etc. Design several product(s) that emphasize the brand character of Lincoln luxury.

Entry Format:
Select either Track A or B to submit to the competition. Develop an 18x24 board that should include: Brand logo, Proposal Title, Student Name, Customer Image, Research, Inspirational image, Package drawing, Sketches, and Renderings.

FINAL SUBMISSION PROCESS:
2. Apply online to LTU’s Transportation or Industrial Design Program (fee waived) at www.ltu.edu/app
3. Submit Lincoln design proposal board (PDF or JPEG) at www.MAINEVENT20.com/competition by December 17, 2012

Eligibility: Must be a student interested in attending LTU’s Transportation Design or Industrial Design programs

for more information, and further competition guidelines, please visit: www.MAINEVENT20.com/competition

Winners to be announced at the 2013 MAIN EVENT during the NAIAS- January 13, 2013