

VIVID EMERGING DESIGNER AWARDS

ENTRY KIT
2025

AUSTRALIA'S
LONGEST RUNNING EMERGING
DESIGNER COMPETITION
16-18TH JULY 2025

MELBOURNE EXHIBITION CENTRE

ENTRIES CLOSE
SUNDAY 13TH APRIL

@VIVIDDESIGNCOMP
DECORDESIGNSHOW.COM.AU/VIVID

VIBRANT VISIONS IN DESIGN (VIVID) IS AUSTRALIA'S LONGEST RUNNING DESIGN COMPETITION. 2025 MARKS THE 22ND YEAR OF THIS HIGHLY ANTICIPATED INDUSTRY PLATFORM, AND SHINING A SPOTLIGHT ON OUR EMERGING AND EARLY CAREER FURNITURE, LIGHTING & OBJECT DESIGNERS. CURATED BY LATITUDE GROUP'S DANIEL DALLA RIVA, VIVID HAS KICK-STARTED THE CAREERS OF MANY PROLIFIC AUSTRALIAN DESIGNERS AND IS RECOGNISED AS AN IMPORTANT DESTINATION FOR BOTH THE LOCAL AND INTERNATIONAL DESIGN INDUSTRY.

HELD IN JULY AT THE DECOR + DESIGN SHOW, VIVID ATTRACTS A MYRIAD OF BUYERS, MANUFACTURERS, INDUSTRY HEAVYWEIGHTS AND MEDIA. VIVID HAS BEEN SUPPORTED BY SOME OF AUSTRALIA'S DESIGN INDUSTRY LEADERS, INCLUDING LAMINEX, ARCHITECTURE MEDIA, ARTICHOKE MAGAZINE, CIRCA, DULUX, AUTHENTIC DESIGN ALLIANCE, THE DESIGN INSTITUTE OF AUSTRALIA AND HOUZZ. VIVID'S TRUE PURPOSE IS TO FACILITATE EXPOSURE AND OPPORTUNITIES FOR AUSTRALIA'S UP AND COMING DESIGNERS, AND OUR GENEROUS SPONSORS AND JUDGES.

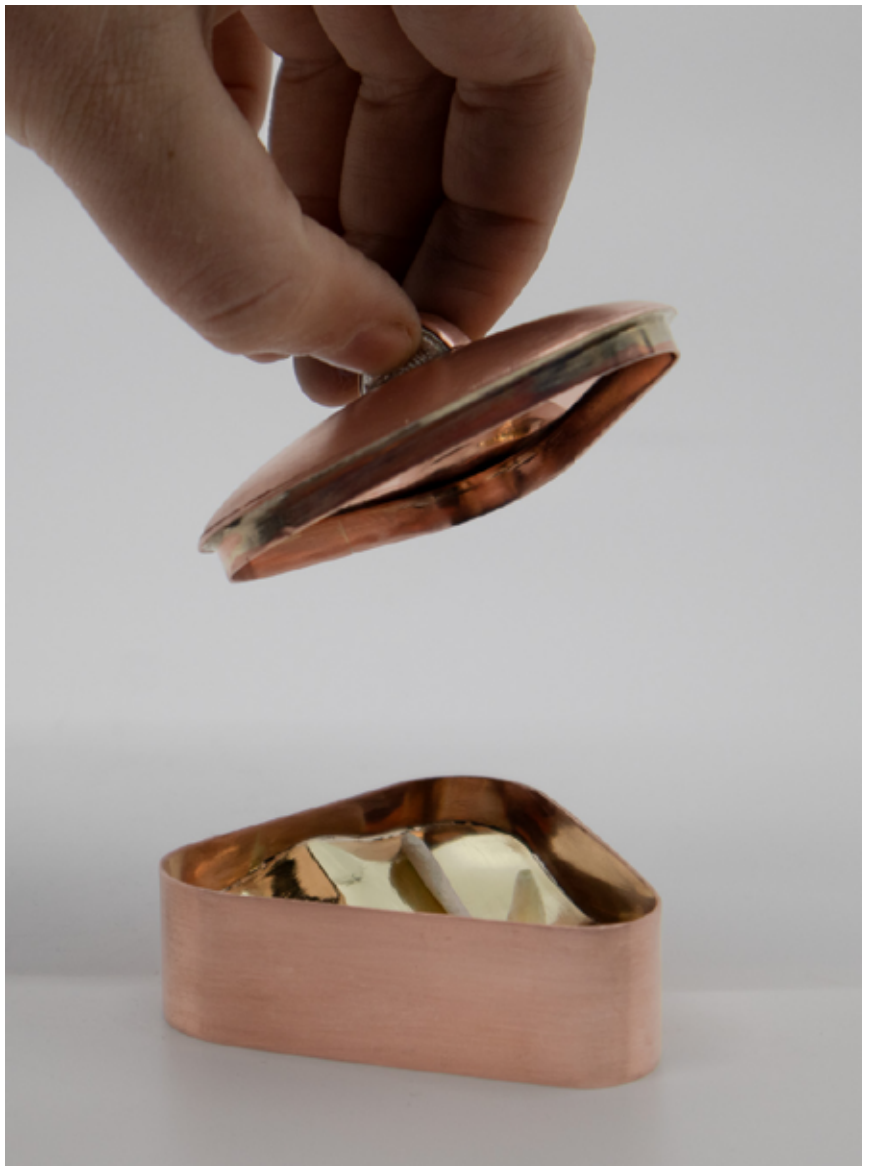
WITH CATEGORIES FOR BOTH MARKET READY AND PROTOTYPE FURNITURE, LIGHTING & OBJECT DESIGNS, VIVID IS OPEN TO PROFESSIONAL DESIGNERS WHO HAVE BEEN PRACTICING FOR LESS THAN 5 YEARS AND CURRENT STUDENTS OF DESIGN. A JUDGING PANEL OF PROMINENT AND RESPECTED FIGURES HAS BEEN DRAWN FROM ACROSS AUSTRALIA'S DESIGN INDUSTRY, ENSURING A ROBUST AND THOROUGH JUDGING PROCESS.

VIVID IS UNDOUBTEDLY A KEY HIGHLIGHT OF DECOR + DESIGN AND AN INVALUABLE OPPORTUNITY FOR AUSTRALIA'S EMERGING DESIGN TALENT TO GAIN RECOGNITION AND EXPOSURE.

2024

WINNER STUDENT DESIGN
GRANT CAPRIOTTI
HELIO LAMP





2024

CONCEPT COMMENDATION
ELIZA RADFORD
WISHING BOX

KEY DATES

APPLICATIONS CLOSE
FINALISTS ANNOUNCED
AWARDS PRESENTATION
EXHIBITION AT DECOR + DESIGN

13 APRIL
6 JUNE
16 JULY
16-18TH JULY

VIVID

2025 OPPORTUNITY AWAITS



FINALISTS CAN ENJOY COVETED OPPORTUNITIES FOR MEDIA EXPOSURE,
INDUSTRY FEEDBACK, NETWORKING WITH PEERS, CONNECTION WITH BUYERS
AND MANUFACTURERS AND EDUCATIONAL PROGRAMS.

APPLICATION PROCESS & TIPS:

So you've created an amazing object, furniture or lighting product – what's next? The application process is simple – it is broken down into three key stages.

2024

DIRK DU TOIT
ELLE



STAGE ONE:

Application: All you need to do is give your personal details, a brief product overview and imagery of your product.

STAGE TWO:

Shortlisting: If your product is successfully shortlisted we require a couple more details from you including your bio, further details on your design and high-res imagery.

STAGE THREE:

Finalists Selection: If you are successfully chosen to be a finalist in VIVID 2025, you will be personally required to exhibit your design at Decor + Design 2025 from 16th — 18th July. For more in-depth information on how to apply, please read the 'How to Apply' section.

TIPS:

1. Read the Application Guidelines and Terms & Conditions. Please read these carefully, VIVID's program has clear criteria, categories and application requirements. Your product and application is your opportunity to show how you meet them.
2. Be concise and clear in your product descriptions. Describe your product in a way that encapsulates the design in a well rounded manner. The Judges want to further understand your product by reading this.
3. Be detailed about your materials. The Judges are very interested in the type of materials you've used and why they were selected.
4. Take great photos. The design process is never complete until you've captured high quality images. The Curator will review all entries based on your images. Make sure you capture your product's best angles.
5. Mark your diary. You must be willing to personally attend, insure and freight your product to Australia's premier interiors event Decor + Design in Melbourne, 16th — 18th July.





2024

ELLIOT LODOICEA
CHRISTMAS

APPLICANT CRITERIA:

VIVID IS OPEN TO PRODUCTS THAT ARE:

- Designed and made in Australia.
- Innovative.
- Of the highest professional manufacturing standard and finish.
- Apply sustainable design principles and materials.
- Full size products.
- No larger than 2m wide and 2m deep.
- If powered, tested and tagged with a minimum 1.2 flex cord, 3m preferred with a household plug.

VIVID IS OPEN TO:

- Full or part-time design students currently enrolled in an Australian tertiary design course or professional designers who have been in business for less than five years.
- Current residents of Australia.
- Designers who are willing to personally attend and freight their product to Australia's premier interiors event, Decor + Design in Melbourne, 16-18th July 2025.
- Concept visuals and 3D mockups will only be accepted for the Concept Design shortlisting, but all finalists are required to exhibit their physical products to satisfy the eligibility criteria.

VIVID 2025 CATEGORIES

FURNITURE DESIGN
LIGHTING DESIGN
OBJECT DESIGN
CONCEPT DESIGN
COLOUR AWARD
STUDENT DESIGN AWARD
JUDGES CHOICE AWARD
AUTHENTIC DESIGN ALLIANCE
AWARD OF MERIT





2024

JESS HUMPSTON
A TABLE FOR ONE

AWARD FOR FURNITURE DESIGN:

- Market ready furniture products designed for the built environment including chairs, stools, tables, cabinets, shelves, screens, beds, sofas, floor standing coat racks, side tables, coffee tables and storage units.
- Finished products.
- New release; products no older than 18 months.
- Products may have been previously shown in the Australian Market.
- Must be for sale and ready in small or large production runs.

AWARD FOR LIGHTING DESIGN:

- Market ready lighting products designed for the built environment including pendants, chandeliers, wall sconces, table or floor lamps.
- Finished products.
- New release; no older than 18 months.
- Products may have been previously shown in the Australian Market.
- Must be for sale and ready in small or large production runs.
- Lighting must be tested and tagged with a minimum 1.2 flex cord, 3m preferred with a household plug.

AWARD FOR OBJECT DESIGN:

- Market ready functional and/or decorative products and accessories designed for the built environment including but not limited to textiles, mirrors, bowls, plates and platters, bottle openers, vases and vessels, utensils, stationery and stationery holders, candelabra, umbrella, hat and coat hooks, clocks, salt and pepper grinders, graters, wall art / sculpture, waste basket or bin, book ends etc.
- Finished products.
- New release; products no older than 18 months.
- Products may have been previously shown in the Australian Market.
- Must be for sale and ready in small or large production runs.

AWARD FOR CONCEPT DESIGN:

- Furniture, Lighting and Object concepts designed for the built environment including chairs, stools, tables, cabinets, shelves, screens, beds, sofas, pendants, chandeliers, candelabra, wall sconces, table or floor lamps, mirrors, bowls, plates and platters, bottle openers, soft furnishings, vases and vessels, utensils, stationery and stationery holders, candelabra, umbrella, hat and coat stands, clocks, salt and pepper grinders, graters, wall art/sculpture, waste basket or bin, book ends.
- Concept visuals and 3D mockups will only be accepted for the Concept Design shortlisting, but all finalists are required to exhibit their physical products to satisfy the eligibility criteria.
- Debut designs; products no older than 12 months.
- Not previously shown in the Australian Market.



2024 GEORGE DAVIES
CENTREFOLD TABLE

2024

MARTY WHITTLE
CASPER





AWARD FOR COLOUR DESIGN:

Judged by industry figureheads in colour and trend forecasting, the 2025 VIVID Colour Award will recognise and reward Australia's emerging furniture, lighting and object designers for their imaginative use of colour.

ELIGIBILITY:

To be eligible for this award your design may be either a finished product that is market ready and/or has been for sale for no longer than 18 months, or a concept presented as a prototype or finished product created within the last 12 months.

STUDENT DESIGN AWARD:

All student entries will automatically be eligible for the 2025 Vivid Student Design Award, a new award category created to recognise and reward Australia's best student designers.

JUDGES CHOICE AWARD:

The winners of the Furniture, Lighting, Concept, Object and Colour Award categories will automatically be in the running for the pinnacle award of VIVID 2025 - the Judges Choice Award. The winner will be selected by the judging panel, and announced at the Awards Presentation.

AUTHENTIC DESIGN ALLIANCE AWARD OF MERIT:

- Authentic Design Alliance is a members-based education platform supporting original design products, committed to eradicating ‘design theft,’ and advocating for improved Intellectual Property (IP) protection for Australian design practitioners, aligned to new UK and European laws.
- Authentic Design Alliance is committed to promoting innovation in original design. To encourage and applaud new methods of fabrication, materiality, user-functionality and design forms that retain relevance, the Authentic Design Alliance Award of Merit has been created to recognise design innovation and excellence.

AWARD CRITERIA:

- Originality: focus on authenticity of form, function and fabrication.
- Innovation: favouring alternative production methods and use of unexpected materials.
- Environmental Sustainability: supply chain transparency (i.e. use of non toxic glues and fixings; up-cycling; and / or consideration for ‘end-of – life’ cycle.
- Economic & Industry Sustainability: engagement of local suppliers XZin fabrication process; scalable operations; and/or ability to readily manufacture.
- All VIVID 2025 finalists will automatically be in the running for the 2025 Authentic Design Alliance Award of Merit.

2024

RACHEL PATTEL
KORA PENDANT





"I THINK VIVID IS A CRUCIAL STEP IN ANY EMERGING DESIGNERS' CAREER, EVERYONE ELIGIBLE SHOULD ENTER! THE TALENT, INNOVATION AND EXECUTION OF THE WORK ENTERED IS INCREDIBLE, MAKING THE COMPETITION A WORTHWHILE ENDEAVOUR FOR MARKET AND GENERAL DESIGN FEEDBACK."

2024

WINNER
AMY VIDLER

LIGHTING DESIGN CATEGORY (MOZZARELLA)
AND 2024 JUDGES CHOICE AWARD FOR BOTH
MOZZARELLA AND ANOTHER DESIGN, RIPPLE.

VIVID

"VIVID IS A FANTASTIC PLATFORM WHERE INNOVATION, CRAFT, AND SOCIALLY CONSCIOUS DESIGN ARE CELEBRATED TOGETHER, CREATING A WONDERFUL OPPORTUNITY TO CONNECT WITH OTHERS IN THE FIELD WHO ARE JUST AS COMMITTED TO EXPLORING THE POTENTIAL OF DESIGN."

2024
WINNER
KASPIAN KAN
SIX STICKS
DULUX COLOUR AWARD



2024

JAMES WALKER
BASALT SET



THE JUDGING PROCESS:

VIVID 2025 ENTRIES WILL BE JUDGED IN A THREE-STEP PROCESS. ALL ENTRIES WILL BE REVIEWED BEFORE BEING SHORTLISTED, THE SHORTLISTED DESIGNS WILL THEN BE JUDGED FOR FINALIST SELECTION.

THE SELECTED FINALISTS WILL EXHIBIT THEIR DESIGNS AT DECOR + DESIGN WHERE THEY WILL BE JUDGED BY AN INDEPENDENT PANEL OF INDUSTRY EXPERTS IN AN ANONYMOUS AND CONFIDENTIAL JUDGING PROCESS THAT WILL CONFORM TO AUSTRALIAN AND INTERNATIONAL STANDARDS.

JUDGING OF THE AWARDS TAKES PLACE AT THE EXHIBITION WHERE VIVID JUDGES WILL REVIEW AND INTERACT WITH THE PRODUCTS. THEREFORE ONLY PHYSICAL PRODUCTS AND PROTOTYPES WILL BE ACCEPTED AS FINALISTS. CONCEPT VISUALS AND 3D MOCKUPS WILL BE ACCEPTED FOR SHORTLISTING, BUT ALL FINALISTS ARE REQUIRED TO EXHIBIT THEIR PHYSICAL PRODUCTS TO SATISFY THE ELIGIBILITY CRITERIA.

SELECTION CRITERIA:

ALL ENTRIES WILL BE ASSESSED BY THE FOLLOWING EQUALLY WEIGHTED CRITERIA:

1. DESIGN AESTHETIC

Representing of advancement in design. Attention to detail in the realisation of the design intent.

2. FIT FOR PURPOSE

Suitability for the designated role or purpose. Success in the delivery of the aesthetic and/or functional objectives.

3. CRAFTSMANSHIP

Quality of materials and finishes. Quality of fabrication. An exemplar of socially and economically responsible manufacturing processes.

HOW TO APPLY

IMAGES:

- Please see below an outline of the images required if your product is successfully shortlisted. It is best to keep this in the mind when putting together your initial application. You cannot re-supply images once you have submitted your application at each step; unless you are submitting renders as a part of the Concept Design category.
- Maximum of 5 images per application. Please provide a low-res version for each high-res image uploaded. A minimum of 1 studio image is required, in situ images are also welcomed as a part of your application.

PRODUCT IMAGERY:

- Image of product
- Plain preferably white background
- No accessories
- Digital renders or sketches will only be accepted for the Concept Categories.
- Upon shortlist selection, photos of the finished product must be submitted by the 1ST June 2025.
- All images to be provided in two

FORMATS:

HIGH RESOLUTION (300DPI, 1MB MINIMUM)LOW RESOLUTION (72DPI, 300KB MAXIMUM)

- To ensure your application is clearly identifiable, please use the following file namingconventions:

1. SURNAME_FIRST_PRODUCTTITLE_IMAGE_PRODUCT_HIRES.
JPEG

2. SURNAME_FIRST_PRODUCTTITLE_IMAGE_PRODUCT_LOWRES.
JPEG

APPLICATION:

- Complete one initial online application per product, if you are successfully shortlisted you will be provided a link to fill out the further details required.
- Shortlisted Entries for 2025 will attract an exhibition administration fee, listed below. The fee will facilitate the exhibition of each Finalist’s product/s at Decor + Design Show. A Shortlisted Entry is only eligible to be announced as a Finalist once all administration fees are paid in full.

FIRST ENTRY:
\$AUD 75.00

SUBSEQUENT ENTRIES:
\$AUD 50.00

THERE IS NO FEE TO ENTER THE FIRST STAGE OF VIVID 2025.

- Fees only apply to finalists.
- All payments made to enter the program are non-refundable.
- Full entry details for VIVID 2025 can be found in the Terms and Conditions.
- Enter via the Decor + Design

WEBSITE:

WWW.DECORDESIGNSHOW.COM.AU/VIVID
AND AUSTRALIAN INTERNATIONAL FURNITURE FAIR (AIFF)
WEBSITE: WWW.AIFF.NET.AU

TERMS AND CONDITIONS

1. Before submitting your application, please carefully read these Terms & Conditions. Application to this design competition is deemed to be an acceptance of these Terms and Conditions. Information in the Call for Applications and Online Application Form is included in the terms of entry.
2. These Terms and Conditions apply to the design competition VIVID Emerging Designer Awards 2025, which commences on 20th Feb 2025 and ends on 18th July 2025. The Organiser may extend the time or otherwise vary the awards program at any time to its absolute discretion.
3. The Organiser may cancel the awards program at any time without prizes being awarded. Every attempt has been made to ensure accuracy, currency and reliability of the information included in this document and elsewhere. However, changes in content and process may become necessary at the absolute discretion of the Organiser. The Organiser accepts no liability for any use of the said content or reliance placed upon it.
4. Failure by the Organiser to enforce any of its rights at any stage does not constitute a waiver of those rights.

ENTRY INFORMATION

1. Entry is open to current residents of Australia who are full or part-time design students currently enrolled in an Australian tertiary design course or professional designers who have been in business for less than 5 years.
2. Officers, directors, and employees of the Organiser, as well as those individuals' immediate family members and the residents of their household, are not eligible to enter.
3. The first entry application is free of charge, if you are selected as a finalist a charge of \$75.00 for your first entry and \$50.00 for your additional entries must be paid by 13th June 2025. Failure to complete payment will result in your entry being withdrawn from the competition.
4. Applicants must complete one Online Application Form per product.
5. Products must be the applicant's own original design.
6. Applications may be the work of an individual or group.
7. Products previously shown in the Concept Category may be submitted into Furniture, Lighting, Object and Colour Categories in the following years. Products previously shown in Furniture, Lighting, Object and Colour Categories may not be resubmitted in the following years.
8. Scale models and mock-ups are not permitted.
9. Digital renders will only be accepted for the Concept Design categories. Upon finalist selection, photos of the finished product must be submitted by 2nd June 2025
10. All Online Applications must be submitted by 13th April (entries close) or 28th April (entries extended) . This is the final and only application close date; no additional information or images can be supplied once an application has been submitted.
11. Late and incomplete applications will not be accepted unless the Organiser offers an extended deadline.
12. The Organiser reserves the right, at any time, to verify the validity of entries and entrants including an entrant's identity and place of residence.
13. The Organiser collects personal information in order to conduct VIVID and may, for this purpose, disclose such information to third parties, including, but not limited to, prize suppliers and as required to Australian regulatory authorities. Entry is conditional on providing this information. Unless otherwise advised, the Organiser may also use the information for promotional, marketing and publicity purposes including sending electronic messages. Entrants should direct any request to access, update or correct information to the Curator.
14. Entrants wishing to cancel their application are required to advise the Curator in writing by email to: vivid@latitude.com.au
15. All student entries will automatically be eligible for the 2025 Vivid Student Design Award, a new award category created to recognise and reward Australia's best student designers.

EXHIBITION

1. Decor + Design is a trade show. Finalists are required to be business ready and present for the duration of the show 16th-18th July 2025.
2. Finalists are responsible for the proper and safe packing of their product. Preferred packaging is wooden crates that are specifically built for the product.
3. Finalists are responsible for arranging transport of their product to and from Decor + Design at their own cost and for these times only:
Move-in: 8am -1pm, 15th July 2025
Move-out: 5pm - 7pm 18th July 2025 or before 12pm on 19th July 2025. No products can be kept after this time.
4. All packages must be clearly labelled with the product name, designer's full name, address and contact phone number and the delivery address:

VIVID/Decor + Design
Bays 1-12
Melbourne Exhibition Centre Loading Dock
Normanby Road, Southbank, VIC 3006

The recommended logistics company is DB Schenker, please contact the Curator for a Transport Form if you wish to obtain a quote from DB Schenker.

5. Participants are responsible for the removal of their products from the exhibition and for the safe and proper packaging if required. All products must be packed up at the conclusion of the show, from 4pm Friday 18th July 2025, If unable to move out at this time, Finalists must contact the Curator to advise and make alternative arrangements.
6. No removal of product is permitted until the close of the show, 4.00pm Friday 18th July. You will not gain access to any boxes in storage until 4:30pm on Friday 18th July 2025.
7. Participants are responsible for taking out their own product insurance for the duration of the show including the time required for all transport to and from the show and move-in and move-out.
8. The Organiser and Curator accept no liability for damage, loss, theft, fire, water, storms, strikes, riots or any other cause.
9. Lights and electrical appliances that need to be connected to an electrical power supply must comply with Australian/NZ standards and display a current safety tag that certifies that they have been tested and are safe to use. This electrical safety is a government and venue requirement. A tag & testing service will be available onsite for a fee. The participant is advised to pre-book this service directly with the onsite electrical contractor. Inspections will be carried out and fines issued for non-compliance.
10. Lights and electrical appliances must have a minimum 1.2m, 3m preferred, flex cord with a household plug.
11. A high-visibility safety vest and toe-enclosing footwear must be worn during stand move-in and move-out. Safety vests are available to purchase onsite.
12. Strictly no children under the age of 16 are allowed on- site for the duration of the show, including bump-in and bump-out and on the loading dock.
13. All Finalist products will be inspected prior to the opening of the show to ensure they are of exhibition standard and will not in any form or way cause harm to visitors or damage other work.

JUDGING

1. The Curator reserves the right of Finalist selection.
2. The Curator reserves the right for re-classification of entries.
3. The Judging process of the Finalist Products will be conducted by the Organiser appointed Judging Panels and a Convenor (who will have a casting vote).
4. The entries in each category will be judged based on the following equally weighted criteria:
 - a. Design Aesthetic
 - b. Fit for Purpose
 - c. Craftsmanship
5. Award will be presented to the product which best fulfils the judging criteria in each Category. At the judges' discretion Commendations may be awarded. The Curator and Judging Panel decisions are final and no correspondence will be entered into in relation to the conduct of the competition, or the methodology adopted to determine the Finalists or Winners.
6. The Curator and Judging Panel reserves the right to remove any entry from the awards program without explanation.
7. Judging Panel, at its discretion, may withhold the prizes or divide the total prizes in other proportions. The Judging Panel's results will be announced at an Awards Ceremony and <http://www.decordesignshow.com.au/vivid/> on the 16th July 2025.

INTELLECTUAL PROPERTY

1. All copyright and intellectual property rights remain the designer's property.
2. For intellectual property protection to be effective, the designer must lodge their design through IP Australia before the product is shown for the first time. This includes being published on the internet.
3. By submitting an application for selection for VIVID, all participants agree to provide the right to publish and exhibit all entry information and photos for promotional purposes for pre-show or post-show coverage without the express permission of the designer.
4. By submitting an application for a section of VIVID, all participants agree to participate in any associated PR & Marketing campaigns, including and not limited to interviews with media associates.
5. The designer, company/institution will be credited where possible.
6. Images supplied cannot be returned and will be kept in a non-commercial archive.

PRIZES

1. Prizes may include cash prizes, collaborations, mentorships, networking events and educational programs.
2. Prizes or any unused portion of the prize are not transferable or exchangeable and cannot be taken as cash, unless otherwise specified.
3. Each prize recipient agrees that acceptance, use and enjoyment of the prize will be undertaken at their own personal risk.

ENTRY FEE

1. Shortlisted Entries for 2025 will attract an exhibition administration fee, listed below. The fee will facilitate the exhibition of each Finalist's product/s at Decor & Design Show. A Shortlisted Entry is only eligible to be announced as a Finalist once all administration fees are paid in full.
2. First Entry: \$AUD75.00
Subsequent Entries: \$AUD50.00
3. There is no fee to enter the first stage of VIVID 2025. Fees only apply to finalists. All payments made to enter the program are non-refundable.

COVID POLICY

Please view the shows COVID SAFE policy:
<https://decordesignshow.com.au/covidsafe/>
If you are a finalist who will be exhibiting your product at the show, please note that the events COVIDSafe terms need to be met by all participants.

CONTACT INFORMATION

The Curator:
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