

HELEN GREEN DESIGN FOUNDATION – INCHBALD SCHOOL OF DESIGN

THE PROJECT BRIEF 2019

A room of your choice

The interior designer is responsible for many things both practical and aesthetic but creating a convincing atmosphere that feels and looks good whilst allowing people to use it effectively is essential. The presentation of these ideas to clients is crucial and can take many forms. This project requires you to show us what you can do in terms of creating a presentation that convinces us you have good ideas and that you are keen to communicate them.

The Judges are looking for, individuality, an ability to “put things together”, presentation skills and a verbal communication that explains a keen interest in interior design and a desire to learn. This competition is also aimed at people who have not necessarily had a chance to develop presentation skills but show the potential to develop these skills alongside a strong desire to design.

The Brief

You are asked to design a space, “a room of your choice”, to fit the plan and elevations supplied but to be a design that you determine. This 6m by 5m space will need furniture, colour, a window treatment, flooring, lamps and accessories. You are to suggest a furniture layout, where things will go, and provide images, sketches, if you can, and material samples to express your ideas as a collage, montage or any visual feel you think is fitting.

Presentation

1. You are to present your design, with a title and your name clearly included at the bottom of the page, using reduced copies of the plans and elevations as you see fit, to indicate the layout of the space. The format is A3, (420mm x 297mm) and cannot be exceeded.

Initially this A3 page is to be scanned or photographed and should be emailed to foundation@helengreendesign.com accompanied by your written statements as a word document.

Please use the plan provided, the illustration of the 'chair' is included for scale only, you can remove it. Please remember to include a treatment for the windows, for example blinds, drapes, shutters, all colours and finishes for floor, walls and ceiling and examples, if possible, of the fabrics you wish to use.

2. Write 700 words in total. 250 words on what the design is about, is it a dining room, a study, a den or a bedroom? What are the elements that you are proposing in terms of its decoration and look and how you feel you have achieved this.

A further 250 words on why you wish to try your hand at interior design and decoration – what do those words mean to you and how would you describe yourself as a potential design student.

To conclude, write 200 words on why you have chosen to apply to the Helen Green Design Foundation. What is it about Helen Green Design or the late Helen Green that convinces you would be the right candidate.

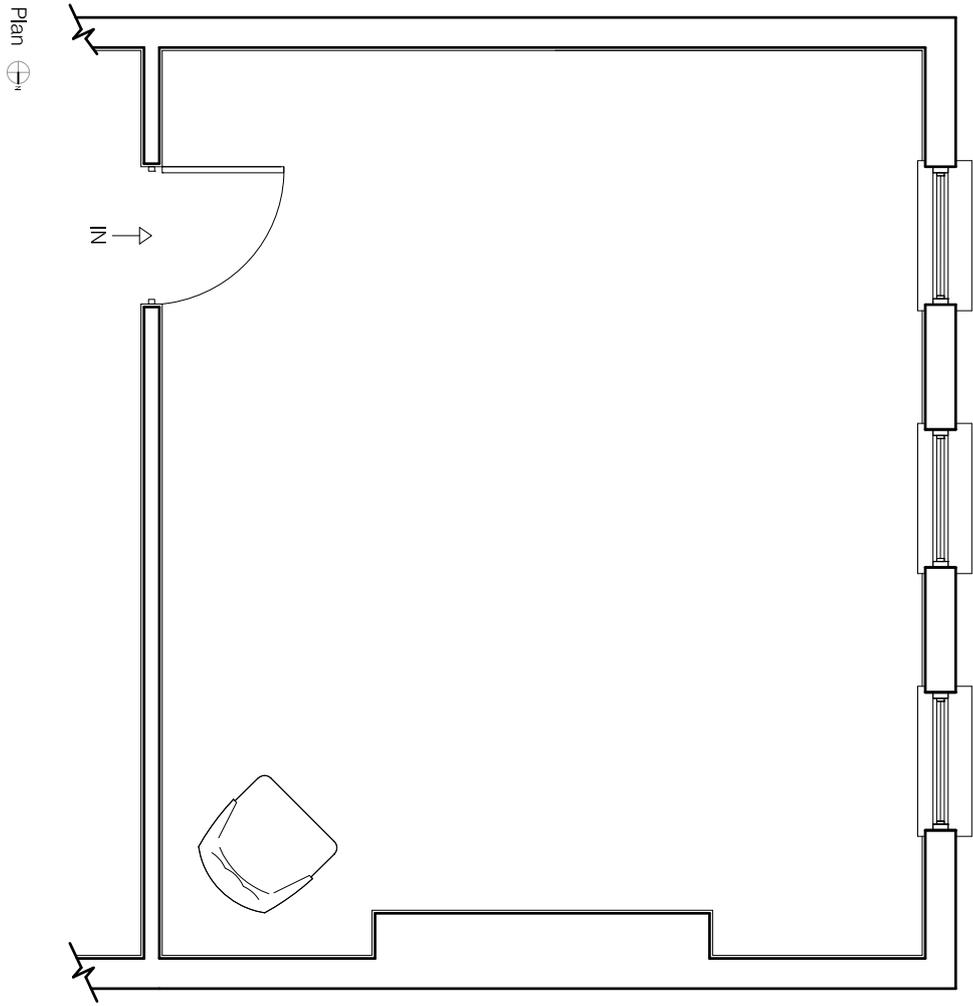
3. Video

You are to submit a video of yourself summarizing your written work as follows:

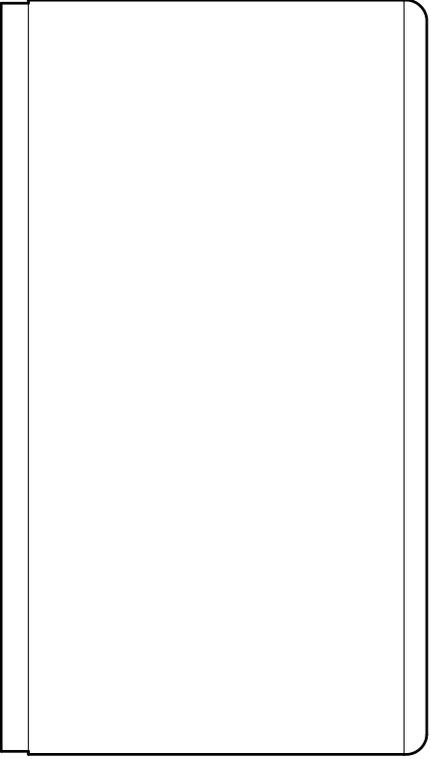
- Introduce yourself and explain why you feel you should be the bursary recipient
- Explain why you have chosen your particular room and design

Videos should be no longer than 2 minutes and are an opportunity for you to have a voice and present directly to the judges.

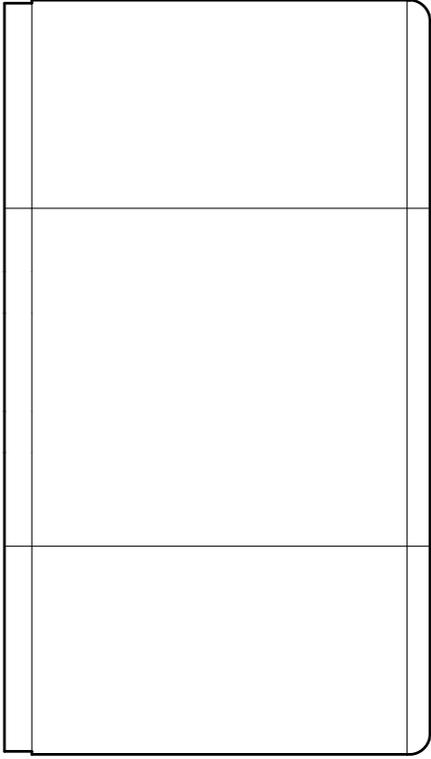
Note: Unfortunately HGDF are not in a position to return any submissions to prospective candidates.



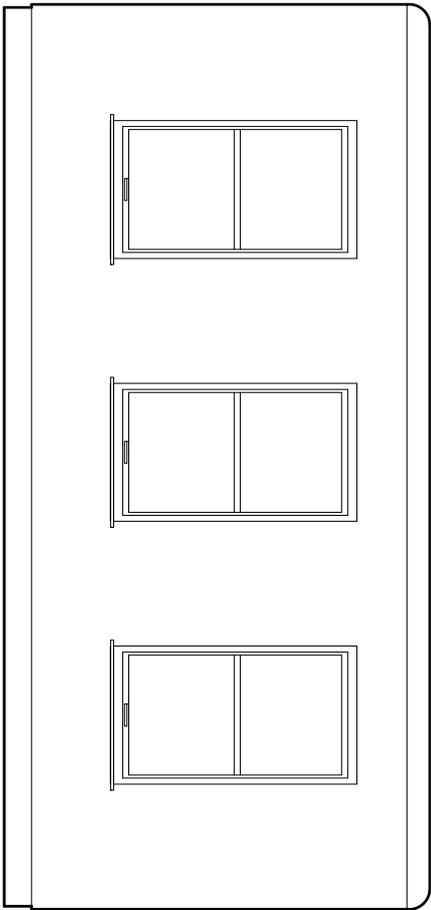
South Elevation



North Elevation



West Elevation



East Elevation

