

Entries should be sent to

Power of Aluminium Competition
ALFED - Aluminium Federation Ltd
National Metalforming Centre
47 Birmingham Road
West Bromwich
West Midlands
B70 6PY

Tel: 0121 601 6363

Email: info@powerofaluminium.com

Website: www.powerofaluminium.com

Our sponsors and supporters

sapa:

Sapa Profiles UK



HYDRO

Hydro Aluminium Extrusion



The Institute of
Materials Minerals
and Mining

**MATERIALS
AND DESIGN
EXCHANGE**

MaDE

ALFED

The Aluminium
Federation



3ofme Digital Marketing



THE POWER OF
ALUMINIUM

Extrusion in Design Award

Power of Aluminium Awards 2009/10 ENTRY FORM AND RULES

Following the success of the Power of Aluminium Awards in 2008, and in particular the Young Designer Challenge, we are pleased to announce this year's competition aimed specifically at student engineers and designers.

Aluminium and its alloys hold a unique place as an engineering material, being lightweight, high strength, readily formable, recyclable and sustainable in every sense, and with a variety of attractive finishes. Extrusion, in particular, is a forming operation for which aluminium is ideal and this ability to produce complex sections to high tolerances gives a designer a wide range of options to produce innovative products which are easy to produce.

Closing date for entries will be 1 April 2010,
with the presentation of Awards scheduled for June 2010.

There is a Prize Fund of £1500

ENTRY CRITERIA

Any new design or product created after 1 January 2009
in which the use of aluminium extrusions forms an integral part.

The competition is open to students or recent
graduates whose design was initiated as a student.

For designs from a project team, entries are welcome from any member of the project team, provided they have the support of the majority of the team and can show ownership of the work submitted. The individual that submits the entry will be the organiser's point of contact, and, if successful, will receive the award.

The main criteria to be taken into account in the
assessment of entries are:

- ▲ Novel design based on use of extrusion
- ▲ Elegance or simplicity in re-designing a product by incorporating extrusions
- ▲ Technical viability
- ▲ Commercial viability


THE POWER OF
ALUMINIUM

Judging

The judging panel will assess entries with respect to the completeness of the documentation and whether they meet the criteria listed below. The judging process for The Power of Aluminium Awards is undertaken by the Power of Aluminium team and nominated judges.

Entries may also receive telephone follow-up or verification calls or visits, either before or after the closing date for entries.

Entry submission

Entries MUST be submitted in English and contain the following:

- Adequate details for the judges to visualise the entry, understand the design concept and rationale for using aluminium, specifically:
 - The original brief
 - The design rationale
 - How aluminium and aluminium extrusion helped answer the brief
 - Where aluminium and aluminium extrusion was used and in what form
 - Confirmation of ownership, together with a signature on the entry form.
- A completed entry form.
- All entries should include a minimum of two images/drawings and 500 word rationale showing the entry and the aluminium/extrusion use, either on two A1 boards or supplied digitally on CD (images should be 300dpi in jpeg format).
- Photography must be fully credited where relevant and copyright must be cleared for The Power of Aluminium Awards publication purposes worldwide. Please confirm this by signing the written statement on the application form.

Copyright

The Power of Aluminium has the right to publicise any designs in any manner that is deemed appropriate. Entries submitted must be supplied with proof of ownership (see section 5 of entry form) and images with copyright clearance as images may be used for event and post-event brochures and other promotional materials. Ownership and copyright of any designs submitted will remain with the entrants.

Rules

The judges' decision is final on all matters relating to this competition.
No correspondence will be entered into.



Power of Aluminium Awards 2009/10 ENTRY FORM

Deadline to receive entries: 1st April 2010

1. Your Details

Project title	
Submission made by	
Mail address	
	Postcode
Country	
Phone	
Email	

2. University

Lecturer/Course leader (individuals name)
Title of Course of Study
University/Collage

3. Entry check list

- The original brief
- The design rationale
- Shown how aluminium extrusion helped answer the brief
- Indicated where aluminium extrusion was used
- Minimum of 2 images/drawings and 500 word rationale
- Signed the copyright statement
- Completed entry form

4. Statement

The entry submitted is the work of the person(s) stated above.
I/we have read the rules and conditions of entry and agree to abide and be bound by them. All photography has been fully credited where relevant and copyright has been cleared for The Power of Aluminium Awards publication purposes.

Signed
Date

