

pimp my sixay 2

graphic design competition | call for entries

Would you like to have your creativity immortalized on a chic item of furniture? Get your imagination going, create a piece of artwork and win the furniture engraved with your very own design.

sixay, based in Hungary, is an international furniture brand known for its timeless and carefully crafted pieces of solid wood furniture. Currently, our main markets are Germany and Switzerland. For more details please visit www.sixay.com/en.

The first competition was announced in October 2013 and was directed at domestic graphic artists. We asked entrants to design pieces of artwork to be laser engraved into some of our items, restyling them to be even more unique for special occasions. Being stunned by enormous success, we did not have to think long before launching a similar competition for pre- and primary school children. The best pieces, both vector graphic images and freehand drawings, were on display at the 2014 international furniture show in Cologne (*IMM Cologne*) and several smaller shows organised by our retail partners in Germany. We started a dedicated website enabling everyone to create his or her custom piece in a few steps. Check out last year's winners at pimpmy.sixay.com/en/home.

With the next big industry event, the 2015 international trade show in Cologne (January 19-25, 2015) upon us we are thrilled to announce our second design competition **for graphic artists, enthusiastic amateurs and children**.

Details:

We ask you to devise ways to adorn our *OTTO stools and seats*, winners of the MAK (Museum of Applied Arts, Vienna) design award, with your design turning these practical pieces into special gift items e.g. for birthdays, weddings, housewarming parties, baby welcome parties, etc.

Please submit your artwork in 3 different sizes each (OTTO 1, 2 and 3), prepared either as a vector graphic image or a freehand drawing. Please note that due to technical reasons only monochrome images/drawings will be considered. Each entrant may submit up to 5x3 pieces of artwork.

Prizes:

Entrants submitting the **10** best ideas will be awarded an *OTTO1 stool* each, made from elm and featuring a natural linoleum cover laser engraved with their respective designs. Seven of the 10 winners will be picked in-house, while another three will be decided by public vote. The 10 winning designs will be displayed, and their designers mentioned, in Cologne at one of the world's most important furniture industry and design events.

The 7 designs picked in-house will be published in our catalogue and their designers will receive a royalty of 5 euro per item of furniture sold featuring their artwork.

Deadline for entries: December 19, 2014

How to submit your entry: please send us an email with your artwork to info@sixay.com indicating **pimp my sixay 2** in the subject line.

Design instructions are available at: <http://pimpmy.sixay.com/en/otto/>

Announcement of results: The results will be announced in the second week of January 2015 on our *facebook page* and via email, respectively.

Presentation: *IMM Cologne*, starting on January 19, 2015



pimpmy.sixay.com

If you have further questions, do not hesitate to contact us at info@sixay.com.
Good luck!

sixay
FURNITURE