



DESIGNTEX

Bespoke Surface Imaging Design Contest

Designtex invites you to experience the process of customizing interior finishes and architectural materials using our cutting-edge digital printing.

Steelcase



Designtex Bespoke Surface Imaging

With our Bespoke process, designers can unleash their creativity and elevate their projects to new heights by expanding their customization capabilities.

Designtex Digital Printing allows designers to add photography, illustration, typography, textures, gradients and solid colors to textiles, wallcovering, and glass films.



The Contest

Unleash your artistic skills and experience the process of designing a custom fabric.

The winner will receive a Steelcase Silq Chair upholstered in their bespoke design.



1st Prize

The winners will receive a Steelcase Silq upholstered in their custom fabric.

The Steelcase SILQ chair is a breakthrough in seating design. Its innovative nature is both mechanism and artistry. It delivers a personal experience that responds to the unique movements of your body.



2nd Prize

The runners up will receive a Steelcase Series 2 chair upholstered in a special Designtex Fabric.

Steelcase Series 2 offers premium ergonomic performance with a boost of expression. Designed with our signature Air LiveBack® technology, you receive dynamic support throughout your day.

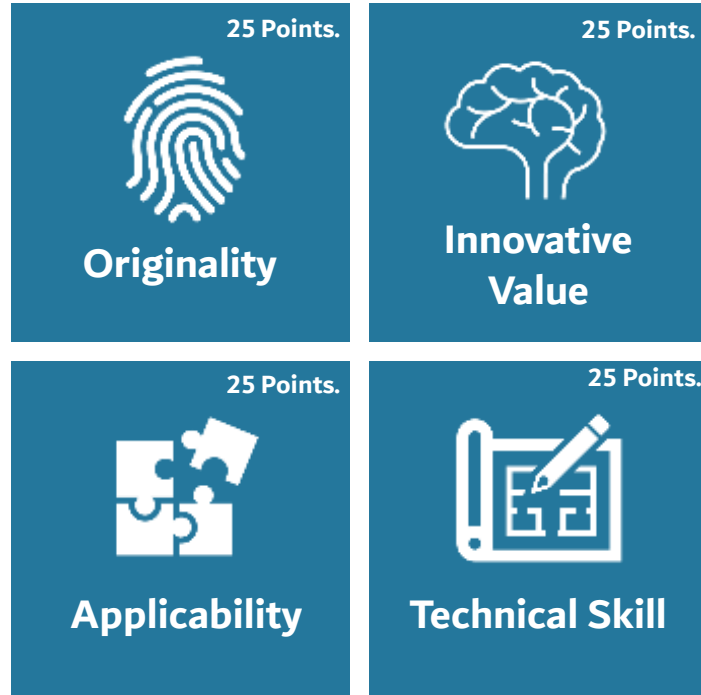


3rd Prize

The third prize winners will receive a Steelcase Series 1 chair upholstered in a special Designtex Fabric.

Steelcase Series 1 gives you essential ergonomics and quality. This high-performance office chair boasts space efficiency, weight-activated controls and premium comfort.

Evaluation Criteria



Originality – Originality in fabric design is essential for creating unique and compelling textiles that stand out in a crowded market. [Showcase your creativity and artistic vision.](#)

Innovative Value – Fresh approaches to fabric design incorporate new and inventive ideas and techniques. [Highlight the elements that differentiate your design.](#)

Applicability – A pattern that is difficult to match or align can result in unsightly gaps or seams. [Make sure your design is easy to apply so it is suitable for use in a wider range of applications.](#)

Technical Skill – A strong technical foundation in areas such as color theory or graphic design, is essential for creating visually appealing textiles. [Demonstrate your technical proficiency.](#)

**The Jury is composed of designers and marketing experts at DesignTex.

How to Apply?



1 Introduce Yourself

Tell us about yourself. We'd love to know who you are and what you do in your current position.

Set Your Theme

2 To avoid constraining your creativity and hindering your imagination, we have intentionally not imposed any particular theme.

You are free to choose a theme that speaks to you, whether it be a historical theme from the past, a present-day theme, or a futuristic one. The possibilities are endless, so let your imagination run wild!

Design your Fabric

At the fabric design stage, you are expected to combine your imagination with simple or complex pattern techniques, considering the relationship between your theme and fabric design.

3 **Submit your Design**

Please fill out the [Contest Submission Form](#) and send us your design in accordance to the [File Submission Guideline](#).

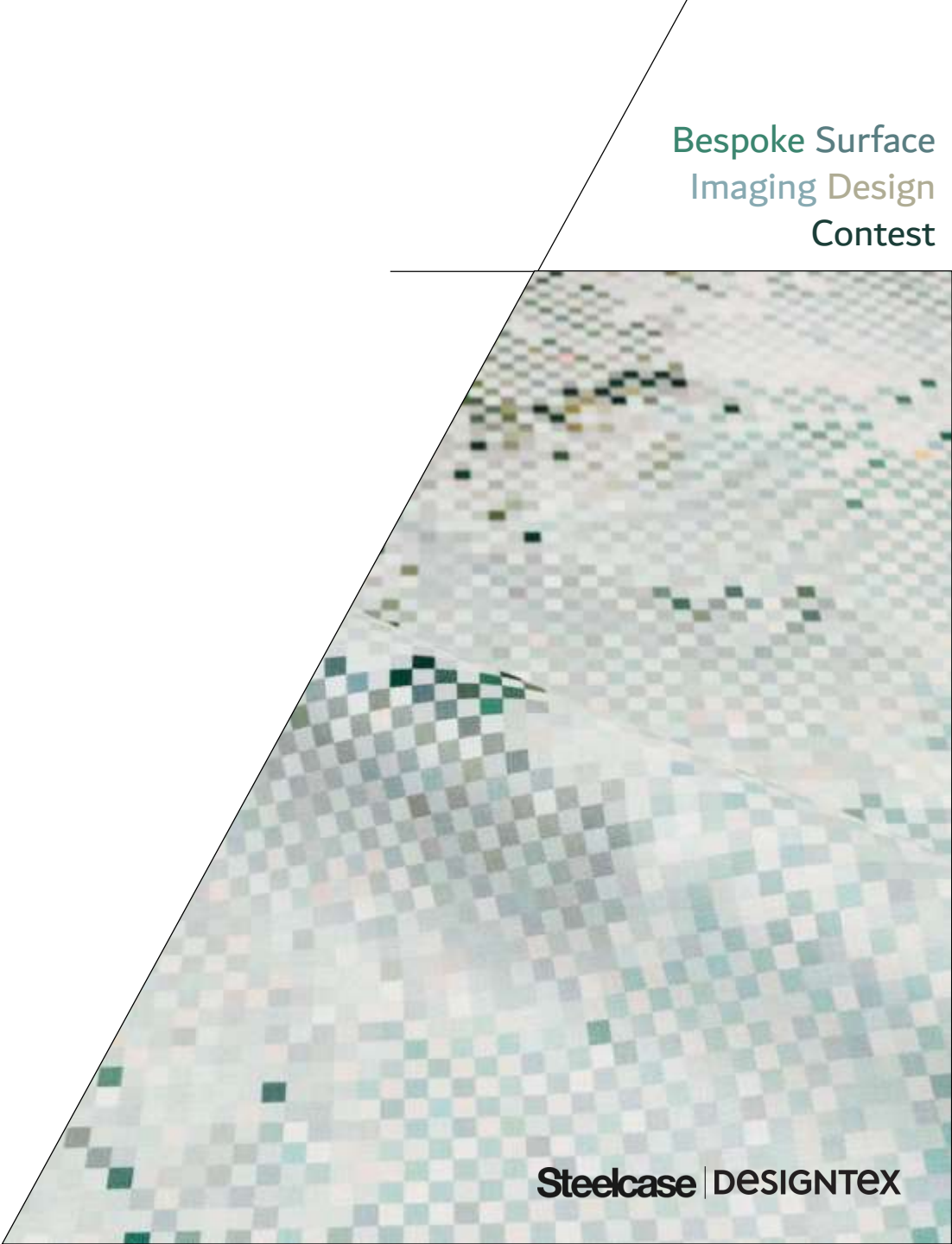
4



* This competition is accessible by invitation only from a Steelcase or a Steelcase Dealer representative in Latin America. It is aimed at architects and designers who are presently employed by an interior architecture company with experience in designing office interiors.

Bespoke Surface
Imaging Design
Contest

About Me



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DATE

THEME

NAME

USE THIS SLIDE TO ADD YOUR THEME
(PICTURES / INSPIRATION SOURCES/ COLOR PALETTES)

USE THIS SLIDE TO ADD PICTURES
OF YOUR FABRIC DESIGN

USE THIS SLIDE TO ADD A PICTURE OF SILQ
UPHOLSTERED IN YOUR FABRIC DESIGN

File Submission Guidelines

The following guidelines define the types of files and resolution suggested to ensure your design prints as intended

Operating Systems

Designtex supports files built on both Windows and Macintosh platforms. Please see notes below concerning fonts for your files.

Software

Designtex prefers files built in Adobe Illustrator CC2019 (or earlier), Adobe Photoshop CC2019 (or earlier), and Adobe InDesign CC2019 (or earlier). If you are working in a program other than Adobe CC2019, please export your file to a PDF using the PDF/X-1:2001 standard settings.

Artwork

- **Artwork size must be: Width: 137cm X Height: 160cm**
- **Pixel images should be at a minimum of 150 pixels per inch at full size.**
- **Submit artwork at 100% final print size with 5cm Bleed all sides.**
- **Images should be in the CMYK color mode.**
- Vector artwork can be built at a proportionally smaller percentage (i.e., 50%, 25% etc.). Please indicate percentage.
- Save pixel based files as tiffs, PSBs, or PSDs. When saving tiffs, do not use LZW compression.
- When submitting a flattened image file, please also provide the original layered Adobe Photoshop document (.psd or .psb) when applicable. This will allow the file to be adjusted if necessary.
- If you intend to use combinations of type and images, and/or effects such as drop shadows and gradients, Designtex strongly recommends that these files be built in Photoshop as undesired results can occur when these effects are applied in InDesign and Illustrator.
- Fonts: When submitting your files, the best practice is to convert all fonts to outlines or curves.

Submitting your Files

1 Send the following files via [WeTransfer](#):

- 1) Contest Form in PDF
- 2) Artwork file

2 Submit your Design to the following E-mails:

Juan Camilo Lleras
E-Mail: jlteras@steelcase.com **AND** Mirtha Huerta
E-Mail: mhuerta3@steelcase.com

John Doe

Jr. Architect

COMPANY NAME

johndoe@example.com

About Me

I'm a Junior Architect at a leading interior design architecture firm specializing in office spaces. I blend aesthetics and functionality to create inspiring work environments, and my work reflects the culture and aesthetics of my country. Collaborating with senior architects and clients, I bring fresh, sustainable design perspectives to every project, striving for excellence in office interior design.

Argentina

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EXAMPLE

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EXAMPLE

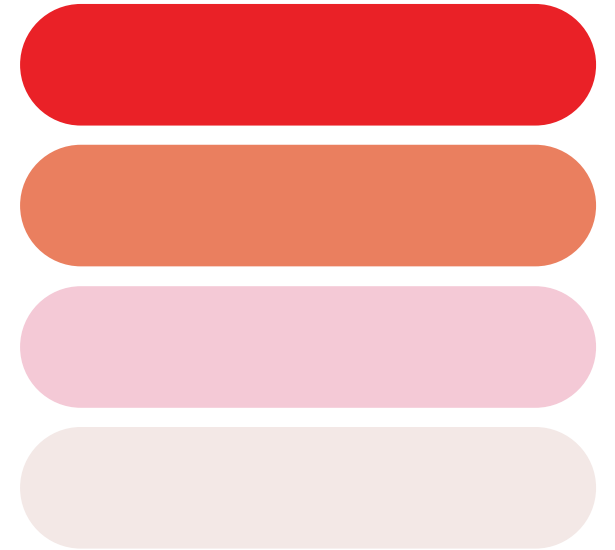
Theme

Optimistic + Fresh

Color Palette

Inspiration

- Beach Party Colors
- Flow and Movement of the Ocean
- Neutral tones of the sand contrasted by bright colors





Please send us the original file for this image according to the file submission guidelines:

- **Artwork size must be: Width: 137cm X Height: 160cm**

12/10/2023

Optimistic + Fresh

John Doe



EXAMPLE

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