Naef Toy Design Competition – 2014
School of Architecture + Design| Virginia Tech

We would like to welcome the students of Virginia Tech to the 2014 Naef Toy Design Competition. This will be the Fourth design competition hosted at Virginia Tech. We look forward to all the new and innovated competition entries.

Official release date: January 22nd 9:00AM

Eligibility: Only students currently enrolled in Virginia Tech are eligible.

Students may visit Naef USA Inc. office in Winchester, Virginia to view products and packaging. No manufacturing is conducted at this location. Please call (540.678.0200) or e-mail (info@naefusa.com) prior visiting to schedule a time.

Submission Deadline: Entries must be submitted by March 7th no later than 12 noon.
Each item submitted will be given a submission number. Competition boards must be displayed on the wall in Cowgill Hall lobby in the designated area with the Toy prototype placed on table directly below.

Students from the WAAC must have submissions sent to the School of Architecture +Design, 201 Cowgill Hall in Blacksburg by the deadline and clearly labeled as a toy design competition entry.

Jury: 3 Virginia Tech faculty (to be determined) and representatives from Naef Spiele AG Switzerland and Naef USA Inc.

Selection: The jury will determine the top ten entries during the morning of Tuesday March 18th. In the afternoon (time to be determined), the selected entries will be recognized and the top 3 will receive competition prizes. Winners are not guaranteed to have their design produced by the Naef Spiele AG.

Submission Criteria:
• Naef Competition Submission Form (see below).
• Toy Prototype should be suitable for ages 0-99.
• Toy Prototype should be made primarily of wood, and its size not to exceed 30cm x 25cm x 15cm.
• Construct your prototype with the best quality craft possible. Pay special attention to the objects weight, texture, sound, color, finish, material, how it would be packaged, how it will be opened, how it would be constructed.
• Please give adequate time to the finishing process of your toys. Paints, lacquers and other finishes require ample time to cure.
• Toy Prototype must be an original design. Research existing toy designs currently on the market to ensure that a similar design does not already exist. Please look thoroughly through our website, online sources, magazine publications, other manufacture’s websites and our book “Der Spielzeug Macher” (can be found in the Virginia Tech
School or Design library) to make sure that your idea has not already been previously produced or that something similar does not already exist. E-mail (info@naefusa.com) for any questions regarding safety, quality, and competition requirements, etc.

- All items must meet U.S. safety standards.
- Please familiarize yourself with the U.S. Safety standards for toys (CPSC & CPSIA) see link: https://www.cpsc.gov/
- Students may work in teams. Maximum of three submissions by any one individual or team.
- Competition Boards: 45 cm x 45 cm x 1mm thick. Should have dimensioned drawing in metric units as well as design concept and construction information.

**Prizes:**

1st 1500 USD, 2nd 1000 USD, 3rd 500 USD

* 5% Royalties are given to designers who have their object produced by Naef Spiele AG of Switzerland. Winning entries may not be producible or suitable for all international markets after further research is conducted. Naef reserves the right to produce or not produce any entry into the competition. Production and manufacturing of an entry is not guaranteed for any item. Winners will be selected to sign a sales and property rights contract with Naef Spiele AG of Switzerland so that Naef can legally conduct further investigation of the producibility of the product. If you have any questions regarding these parameters please contact jryan@naefusa.com.

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**Naef Competition Submission Form**

Name _____________________ Age _____ Date ______ E-mail ____________________

Professor & Area of Study __________________________ Current Year of Study ______

Permanent Address __________________________________________________________

Number of submission(s) ___

Name of Toy:
1) ____________________
2) ____________________
3) ____________________