

“Tillfällenas skafferi” by Göran Lindblad.



aluminium
design 2010

Create new design in aluminium!

The logo for Aluminium Design 2010, featuring the word "aluminium" in a small, lowercase, sans-serif font above the word "design" in a larger, lowercase, sans-serif font. The year "2010" is positioned to the right of "design". The entire logo is set against a light blue rectangular background.A large, bold, black capital letter "B" logo.

Free your imagination! Create the best product in aluminium.

Now is your chance to take part in Aluminium Design 2010. Once again this year we will produce a prototype of the winning design to a value of up to SEK 100,000. All entries will have a chance of being published in next year's design book, putting yourself, your design bureau or school in the spotlight.

Entries in Aluminium Design 2009 were of a very high standard and demonstrated a number of interesting possibilities where aluminium contributes to increased added value, whether through smarter function, simplified manufacture or assembly, better environmental properties or - quite simply - more attractive form or appearance.

Another important outcome of the competition is that it gives more designers, industrial designers and architects the opportunity to 'think aluminium' and familiarise themselves with the material's positive properties. This leads directly to increased materials expertise and indirectly to a larger number of exciting products that incorporate aluminium.

Preregister today by mailing your name and e-mail address to info@aluminiumriket.com. Competition entries must be postmarked no later than 24 September 2010 and sent to Aluminiumriket Sverige, Framtidsvägen 10 A, 351 96 Växjö.

Entry forms, competition rules and further information will be found at www.aluminiumriket.com/tavlingsregler [competition rules]