

# Budding furniture designers, manufacturers invited to apply for Good Design Programme

Furniture designers and manufacturers have been invited to apply towards the Good Design Programme, a competition geared at individuals and startups looking to further their understanding of innovation in business and manufacturing, and apply radical design in product development.



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The programme forms part of the eThekweni Municipality's Economic Development and Investment Promotion Unit's Sector Programme.

Speaking on the project Anasuyah Pather, the programme manager for the furniture sector said: "This project is an innovative way to bring together creativity in design with manufacturing excellence – two spheres that seldom intersect in the industrial landscape currently."

Pather went on to share that the aim of the programme is to explore the possibilities of collaboration between the two spheres, and what it can mean in real economic terms for both sectors – thereby opening new areas of production for manufacturers and broadening the scope of career for designers.

## Selection process

From the entries, a final selection of five furniture designers will be paired with five manufacturers to create a prototype, business plan and marketing strategy for the prototype. The competition runs over four weeks and the successful candidates are expected to attend one workshop day weekly over the month of August 2018. The full-day workshop consists of team challenges, presentations, videos, R&D as well as mentorship.

All competition candidates will receive intense and highly interactive training on Design Thinking, Business Model Canvases, Lean Startup Methodology, Innovation Processes and Marketing Principles. The overall winners and runners-up will each win a grand prize to the value of R7,000 after a pitching den against four other teams to a jury of industry leaders.

Interested and eligible individuals and startups are invited to apply to [gdc@isupportdoyou.com](mailto:gdc@isupportdoyou.com) with the below requirements.

**Designers:**

Minimum 3 years experience in design  
Maximum 500 words motivation letter  
Product Idea with sketches and renders

**Manufacturers:**

Minimum of 3 years experience in manufacturing  
Maximum 500 words motivation letter  
Evidence of previous work with traceable reference

The deadline for applications is 22 July 2018 and successful applicants will be informed by 27 July 2018. More information on the competition and keep up to date with its developments follow the [Good Design Programme Facebook page](#).

For more, visit: <https://www.bizcommunity.com>