

CONCEPTUAL PRODUCT DESIGN

DON'T BUY SNEAKERS.

DESIGN THEM.



URBAN MONKEY

ABOUT URBAN MONKEY

Urban Monkey's vision is "to build the biggest self-sustaining underground community by empowering vari0.us artists and athletes, in India."

Our products range from genderless lifestyle accessories (headwear, eyewear, watches) to clothing, skateboards and skateboarding accessories.

The brand identifies itself by four primary values:

1. Context // India
2. Purpose // Vision ^
3. Belief // Fearless freedom of creative expression, collective conscious, gender-less
4. Community // Underground street culture

The brand has vari0.us segments within itself, such as

1. UMSB [Skateboarding & skateboard accessories]
2. UrbanMonkey Planet [Physical & digital experiences]
3. URBNMNKYSYSTEMS [Modular hyperfunctional LSA]
4. Athleisure [Active wear]
5. Core [Classic Basics]
6. and Recycled goods [Upcycled or Recycled products]

AUDIENCE

You are our audience.

Our audience is the creative street culture of young India.

The future of this country.

Age groups ranging from 18-36 year-old's.

THE OPPORTUNITY

Sneaker culture is the most recognised wearable art form that reflects the freedom of self expression through a lifestyle accessory.

In a saturated sneaker market which pushes more of consumers than creators, Urban Monkey invites you to pave the future of this sub-culture in India.

THE CHALLENGE

You are tasked to conceptualise a pair of sneakers.

The sneakers must uphold the following product values:

- Gender less
- Contextual [culturally represent India]
- Customisable / modular

THE DELIVERABLES

Does form follows function or should function follow form?

Do you think in systems or do you think in emotions?

We got you covered!

You can pick from 2 approaches:

1. Top down [one piece]:
Use e.V.A. Injection Mold
2. Bottom up [assembly of multiple parts]:
Pick your favorite sneaker's outer and inner sole, and build your own upper.

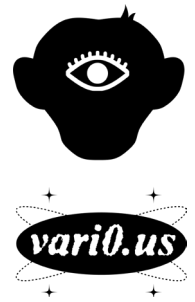
CONSIDERATIONS

- Keep in mind to reflect on the functionality/story/emotions.
- Do your homework. Knowledge and specification of colour, material, finish, hardware, layering, manufacturing, etc., is a plus.
- Some of our favourite references:
 - * Something's Off by Virgil Abloh for Nike
 - * Acronym Nike Blazer
 - * MSCHF's Backwards Forward
 - * Concept Kicks
 - * Ral7000items

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SUBMISSION GUIDELINES

Share your submission as a PDF presentation, not more than 10 pages. You may also include upto 4 videos or images as supporting material.

Each submission should include:

1. **Why?** [Expression]

- Story / Purpose / Intention
- Concept / Emotion / Feelings
- Be Honest

2. **How?** [Journey]

- Specify process chosen [top down/bottom up]
- Process diagram

3. **What?** [Creation]

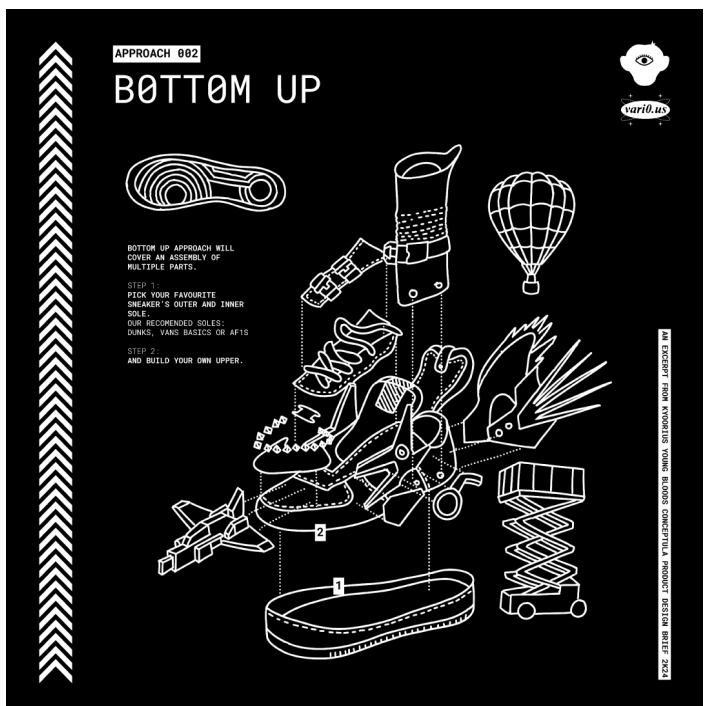
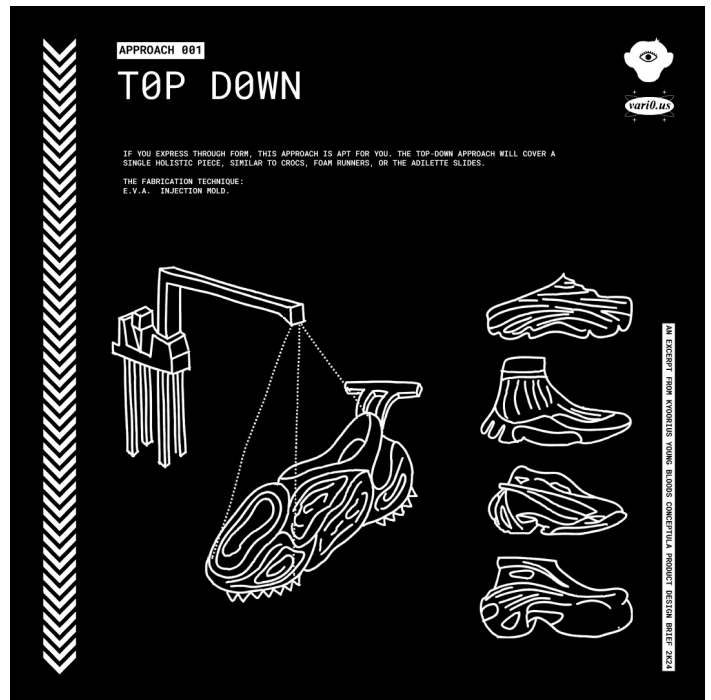
- Front, side, top, bottom views annotating specifications
- Isometric exploded diagrams annotating specifications
- Misc. detail views elaborating/justifying your creation and its story

Do note that the PDF must be 20MB (or less) in file size, and that the canvas of the PDF must be in a 16:9 ratio.

Videos have to be in 16:9 ratio, and can be rendered as 720p or 1080p H264 format MP4 files.

IMPORTANT DATES

Submit your entries from 4 December 2023
Deadline for submission is 26 February 2024



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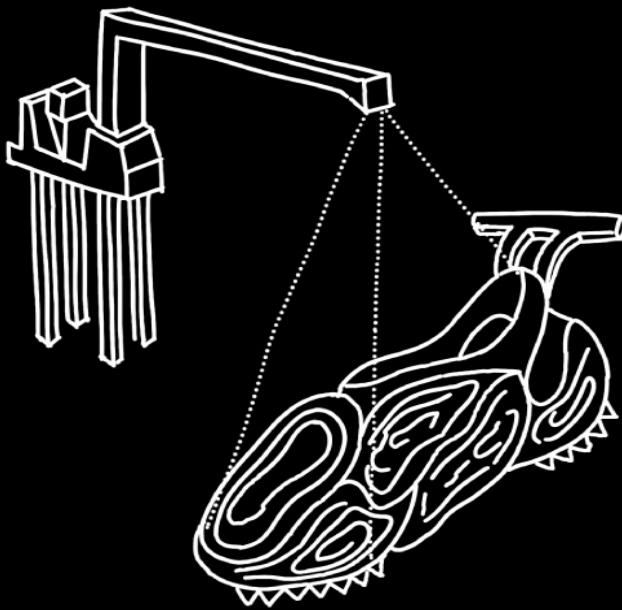


APPROACH 001

TOP DOWN

IF YOU EXPRESS THROUGH FORM, THIS APPROACH IS APT FOR YOU. THE TOP-DOWN APPROACH WILL COVER A SINGLE HOLISTIC PIECE, SIMILAR TO CROCS, FOAM RUNNERS, OR THE ADILETTE SLIDES.

THE FABRICATION TECHNIQUE:
E.V.A. INJECTION MOLD.



AN EXCERPT FROM KYOORIUS YOUNG BLOODS CONCEPTUAL PRODUCT DESIGN BRIEF 2K24

CONCEPTUAL PRODUCT DESIGN DON'T BUY SNEAKERS. DESIGN THEM.

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APPROACH 002

BOTTOM UP

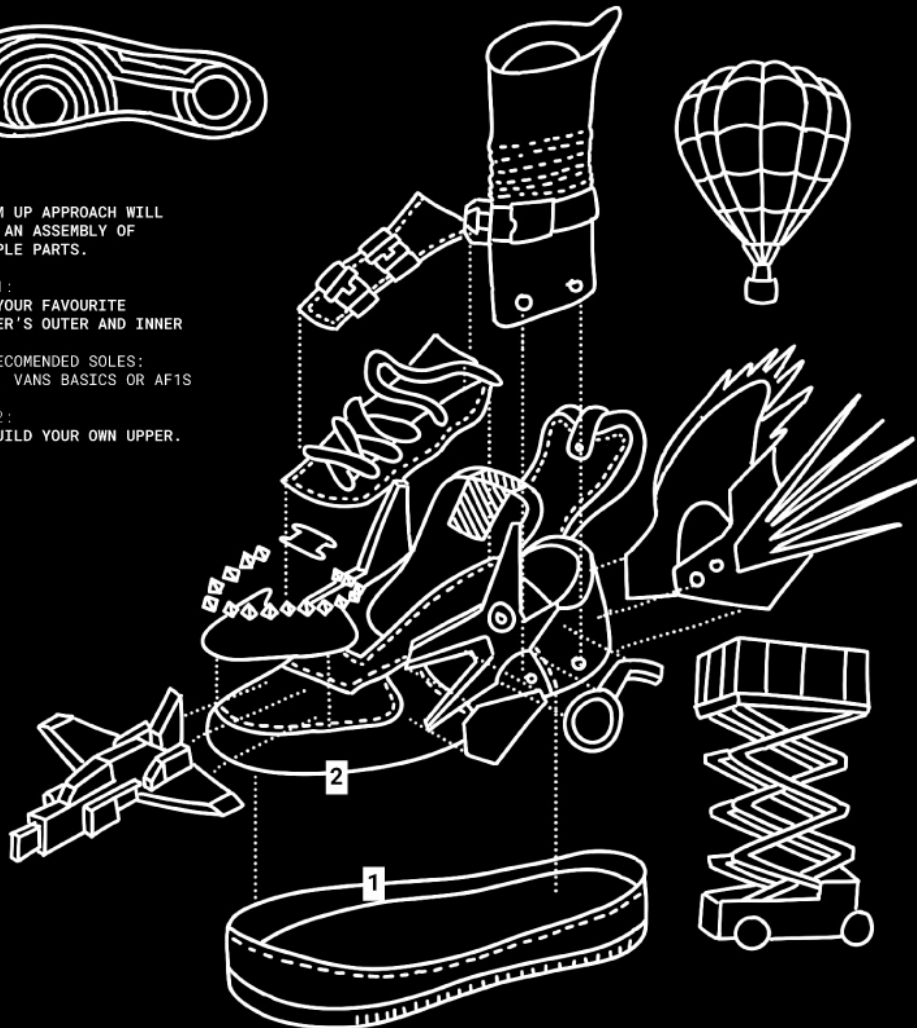


BOTTOM UP APPROACH WILL COVER AN ASSEMBLY OF MULTIPLE PARTS.

STEP 1:
PICK YOUR FAVOURITE SNEAKER'S OUTER AND INNER SOLE.

OUR RECOMMENDED SOLES:
DUNKS, VANS BASICS OR AF1S

STEP 2:
AND BUILD YOUR OWN UPPER.



AN EXCERPT FROM KYOORIUS YOUNG BLOODS CONCEPTUAL PRODUCT DESIGN BRIEF 2K24

KYOORIUS YOUNG BLOOD AWARDS: TERMS & CONDITIONS

This contest is organised by Kyoorius Communications Pvt. Ltd. having its offices at 2nd Floor, Kohinoor Estate, 165 Tulsi Pipe Road, Lower Parel, Mumbai 400013 hereinafter referred to as "Kyoorius".

Eligibility Criteria

Young working professionals or full-time design students born after 1 December 1994 can enter the Kyoorius Young Blood Awards.

1. Entering the Contest

- 1.1 Entry is open to individuals working alone or in groups of up to 2 persons working as a team.
- 1.2 All members of a team must meet the eligibility criteria outlined above. If you enter as a team, the winning entitlements will be handed to the primary entrant.
- 1.3 Entrants should register on the Kyoorius Young Blood Awards site (kyb.kyoorius.com), download a brief, generate a response to that brief and submit their work digitally in accordance with the deliverables as laid out in the brief.
- 1.4 Entrants can download and respond to as many briefs as they wish; they may also submit more than one response per brief. Each Response is considered a separate entry.
- 1.5 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music, or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the response and should keep dated records of all working materials.
- 1.6 All Entries must be submitted via our online entry system, hosted at awards.kyoorius.com. Physical work where relevant, may be submitted as supporting material only. Kyoorius accepts no responsibility for lost or undelivered entry material. Proof of postage does not guarantee that work has been received by Kyoorius.
- 1.7 In order to assist Kyoorius in promoting the winning work after judging, all entrants are asked to provide or confirm credits for each entry. These must include:
 - a. Full names of entrant(s), including all team members
 - b. All contact details of entrant(s) – mobile, postal & email address
 - c. Full names of tutor(s) (as applicable)
 - d. All contact details of tutor(s) if applicable – mobile, postal & email address
 - e. The name & address of the college, university or company
- 1.8 Contact details of winning & nominated entrants will be passed to sponsors, in order to help promote the winning work.

2. Sponsors' Logos and Names

- 2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting responses. The logos issued to the entrant may not be used for any commercial or republication purposes.
- 2.2 All sponsors operate strict controls on the use of their names, trademarks and logos. Any misuse of sponsors brands by an entrant will lead to the disqualification of all that entrant's responses and may expose the entrant to legal liability and subsequent legal claims.
- 2.3 By submitting a response, entrants agree to use the sponsor branding only in accordance with these terms and conditions, and any prevailing sponsors' terms and conditions.
- 2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.
- 2.5 Entrants may:
 - a. Only use sponsor branding on Responses submitted to the Kyoorius Young Blood Awards.
 - b. Include a submitted Response in their personal portfolio after the winners have been announced, in exactly the same format as that submitted to the Kyoorius Young Blood Awards.
- 2.6 Entrants must not:
 - a. Use sponsor branding on any other material or for any other purpose;
 - b. Upload their submitted Response to any online location before the Nominations have been announced, whether as part of an open or access-restricted site, unless all sponsor branding is first removed from the uploaded version of the response;
 - c. Denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and /or its brands into disrepute;
 - d. Do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;
 - e. Provide or make available sponsor branding to any third party for any purpose whatsoever.
- 2.7 For the avoidance of doubt, the sponsors for the Kyoorius Young Blood Awards are as listed on the briefs page on kyb.kyoorius.com
- 2.8 For the avoidance of doubt, the sponsor clients for the Kyoorius Young Blood Awards are as detailed on the individual briefs
- 2.9 Entrants who submit a response that contains any trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding.

KYOORIUS YOUNG BLOOD AWARDS: TERMS & CONDITIONS

3. Ownership of Your Work

- 3.1 Entrants retain ownership of their responses submitted into the contest, but where such work incorporates sponsor branding entrants may only use the work for personal references and promotion as part of a portfolio.
- 3.2 By submitting a response, entrants grant Kyoorius and the relevant sponsor an exclusive license for the duration of copyright protection to reproduce or reproduction of their entry in all media in order to promote, or act as a historical record of, the Kyoorius Young Blood Awards or a sponsor's involvement with the Kyoorius Young Blood Awards; or as part of any Kyoorius publication (whether online or offline).
- 3.3 Entrants agree that, should a sponsor wish to develop or use a response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or usage before negotiating with any other party in relation to the response.
- 3.4 No additional agreement will be needed for the winning entry. The sponsor of the brief can use the winning entry for commercial purposes.

4. Judging the Contest

- 4.1 Kyoorius will appoint a jury that shall be composed of judges who, in Kyoorius' sole discretion, have the appropriate qualifications to judge the work. Responses will be considered in accordance with the awards selection criteria. These are:
 - a. An excellent creative idea
 - b. Great craft or execution
 - c. Answers the brief
- 4.2 Each jury will award a select number of the responses whom the jury considers, in its sole discretion, to be the best responses.
- 4.3 The jury is not limited in the number of responses it can award, and similarly there is no guarantee that a jury will grant an award in each brief, if they do not feel that work is of the standard required.
- 4.4 The jury has the right to edit pieces submitted as part of a response and to ask for only certain parts of the response to be displayed or promoted.
- 4.5 General feedback will be gathered from the jury, and may be made available to view on the Kyoorius Young Blood Awards website when the nominations are announced. Individual feedback will not be available.
- 4.6 If Kyoorius is made aware of any concerns that a response does not constitute the original work of the entrant, Kyoorius will contact the entrant and ask for evidence that proves the entrant's assertion to be the creator of the work.
- 4.7 Kyoorius will also contact credited tutors for further information if applicable.

5. Prizes

- 5.1 The prizes to be awarded to the winning entry are:
 - a. One Red Elephant Trophy
 - b. Entry details in the Kyoorius Awards Showcase
 - c. Right to use the relevant Red Elephant Mark
 - d. A prize worth INR 50,000/- towards a trip to the London Design Festival.
- 5.2 The prize awarded to the nominated entries is:
 - a. Entry details in the Kyoorius Awards Showcase

6. General Points

- 6.1 Kyoorius reserves the right to make changes to these Terms and Conditions, if necessary, from time to time.
- 6.2 The Terms and Conditions are subject to Indian law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of India.

For enquiries relating to the Kyoorius Young Blood Awards, email info@kyoorius.com