

HEMA Design Competition 2011

Jury report

HEMA



The Jury of the 2011 HEMA Design Competition with the winning designs.

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the assignment

"Sports and games"

The assignment this year was to design a real HEMA product that makes playing a sport or game more fun and easier. In 2011, just as in past years, it was a challenge to come up with an assignment that captures the spirit of the day and is also real HEMA. The assignment has to be broad – but not too broad – inspiring and feasible. The design has to express the "real HEMA feeling". Surprising, innovative, engaged, fresh and optimistic, and also sustainable, timeless, comprehensible and possible to produce at a HEMA price. Exceptional simplicity lies at the heart of a strong HEMA design.

A record number of 417 students from various Belgian and Dutch design schools took up the challenge. It was interesting that participants had often interpreted "sports and games" in a one-sided way. We mostly saw designs aimed at children. Apparently, many participants mainly associate sports and games with a young target group. With a few exceptions, we found hardly any designs for adults. Playing outdoors seemed to be the largest source of inspiration for students. Building with large blocks, treasure and adventure hunts on the streets or in a park, lots of different ways of making ball games more fun. As a jury, many of the designs made us feel like exchanging being jurors in the HEMA head office for the open air. Most designs were "analogue". There were hardly any designs that made use of the possibility of

linking a design to today's digital media. This year, it was quite difficult to rate the entries in terms of value. In more cases than in other years, the concept behind an entry was more important than the design itself. This stimulated us to sometimes spend a little more time looking at an entry. In one case, we became increasingly enthusiastic about the potential of the entry. Other designs were disappointing when looked at closely.

For this reason, it took a while before the jury reached agreement on the final three winners. All three of them are designs based on powerful concepts: fresh and surprising, attractively implemented and, above all, very clear. All three of the winning designs are examples of exceptional simplicity and are thus real HEMA designs. The order of the winners was finally determined on the basis of the optimistic feeling they imparted and their safety. A further five entries received honourable mentions. The designs that almost made it to the jury's selection will be given a second chance. The twenty best entries will be placed on the HEMA website. Then the public will be the judges, not the jury. HEMA customers will be able to vote for their favourite design in the HEMA Public Award from 20 June on www.hema.nl. This prize is also something a beginning designer can be proud of.

Sabien Duetz

Chairperson of the HEMA Design Competition Jury



Some of the jury members unpack the design "verkeersbordbasket."

the jury

Sabien Duetz (chairperson)

"I want to know what a product can do for me right away. A customer looking to buy something at HEMA wants to know that too. An entry must embody exceptional simplicity in everything. This was my most important criterion when judging the entries."

After studying law, Sabien started her career at De Bijenkorf. She subsequently worked as concept developer at Albert Heijn and as an interim purchasing manager at Prénatal. For the past eight years she has formed a bridge between commercial and creative interests as Design and Concept Manager as well as helping to steer the image of HEMA products. Sabien was also the jury chairperson in previous years.

Frederik van Heereveld

"I mostly look at the feasibility and suitability for actual production of the entries. Everything must be right about an entry. I noticed that the designs this year were very 'analogue'. While it is presently very interesting to make a link to the digital world of computers and iPods."

Frederik gained recognition as a designer and as the founder of the design initiative FEEK. In 2006, he received the Elle Decoration Award and he was a lecturer at the Design Academy. Recently, Frederik started the new bed-and-breakfast concept home@feek in Antwerp. He also designs products for manufacturers in the Netherlands and other countries. Frederik was a jury member in four previous editions of

the HEMA Design Competition.

Peter van der Veer

"The form of some designs stimulated one to look more closely at the product. Other entries only stood out once one 'zoomed' in on them. Almost all of them were aimed at children although the assignment also lent itself for making something for adults."

In 2002, Peter van der Veer received the Kho Liang I prize for industrial designs from the Amsterdamse Raad voor de Kunst. Since 1984, Peter has run his own design bureau Van der Veer Designers. Peter studied at the Design Academy in Eindhoven. Peter was also a member of the jury in 2010. He has also been involved in taking

some of the winners into actual production.

Nannet van der Kleijn

"I was looking for something that made one feel like going outdoors to do sports – products with a 'twist'. Products that make one think: 'Wow! It so simple and so good, but it didn't exist.'"

Nannet is Creative Director/Deputy Director of the Amsterdam Fashion Institute (AMFI). She studied at the Fashion Academy Charles Montaigne (the predecessor of the current AMFI). In 2010, Nannet was jury member for the TWOTY Awards.

Ralf Fricke

"The first thing I looked at was the design. If it was attractive, I looked at whether the function was clear. Finally, I looked at how the design had been developed and implemented. Is the product ready to be placed on a store shelf as it is?"

Ralf graduated from the Design Academy Eindhoven in 2010. During the graduation show of the Dutch Design Week in Eindhoven, Ralf's Multishuffle won the public award.

Hans van Tol

"If a game is made well, it is immediately obvious why it is fun to play it. This is what I looked at when judging the entries. Do I understand it? Is it really fun?"

In 2005, Hans van Tol was the first Dutch person to win the Nederlandse Spellenprijs (Dutch game award) with his board game De Ontembare Stad (The Untameable City).

As the founder of the games publisher The Game Master, he created a quality brand for party games.

Helen Reniers

"I was looking for a feeling of recognition in the entries: a design that appeals, that does something to you. It was quite difficult, because not all the designs had been fully developed."

Helen graduated in 1997 from the Hogeschool voor de Kunsten in Arnhem specializing in 3D. Since 1999, she has worked at HEMA as a stylist and is responsible for the household and DIY product groups. Her special interest is the use of natural materials.

Tirza Brems

"This year, the entries were very varied and this made comparison difficult. I mainly looked at whether a design was real HEMA. In other words, attractive and exceptionally simple. Can I explain this to my child easily?"

At HEMA, Tirza Brems focuses on new markets. As Concept Manager Innovation, she has been involved in developing some of the entries from previous editions of the

HEMA Design Competition. Previously, Tirza was Purchasing Manager in the fashion departments at HEMA.

Wouter Wouters

"A design should, first and foremost, be truly attractive and really innovative, I think. I also looked closely at the commercial feasibility. How much should it cost? How much would I be prepared to pay for it?"

Wouter Wouters started five years ago as a purchasing assistant at HEMA. As a purchaser, he currently develops concepts and is responsible for the composition of the range of garden, camping, bicycle and sports articles. He also selects the right suppliers and negotiates with them.

Lotte van Strien

"For me, a product is well-designed if it makes me feel happy right away. It has to be simple, practical but yet special and different."

After studying Concepts & Brands at the Amsterdam Fashion Institute, Lotte started working at HEMA as purchasing assistant in the men's fashion department. She is now coordinator of the fashion division. She coordinates the sales and promotion process of the division. In this position, Lotte's responsibilities also include setting up a new sports (fashion) concept.



findings of the jury



The jury discusses one of the selected designs.

The need to assess 417 entries (almost 50% more than last year) necessitated a high work pace. Furthermore, this year's assignment gave the participating students a lot of room to come up with very different designs. After all, you can think of all sorts of things to make sports and games more fun and easier for HEMA customers. Accordingly, the students came up with lots of ideas: from party games to tents to a reading aid for dyslexic children to a holder for water bottles. All of these ideas came before the jury in the HEMA head office in Amsterdam.

In general, most students interpreted the assignment in a rather one-sided way. Apparently, they thought that "sports and games" at HEMA was something for children, such as playing ball on a field, making "houses" in the forest, going on a treasure hunt or making chalk pavement drawings. The jury did not encounter many designs aimed at a broader target group or products specifically made for adults. The jury was very enthusiastic about how carefully some of the entries had

been worked out and how everything about them was right – the design, the name, the packaging and the concept.

Unlike other years, the assignment invited students to come up with an idea in addition to the design. In some cases, this called for a more critical look by the jury. Some designs also only stood out when looked at closely. Many entries were rejected quickly. There were only a few entries that were really innovative and also properly thought-through. An entry had to offer more than just being "nice". Safety, practical applicability, the possibility of successfully finding a place for a product on a store shelf, suitability for the a large target group: these considerations determine whether a product is real HEMA.

A large number of entries lacked the exceptional simplicity the jury was looking for. A design might be attractive, a concept not bad and the development and implementation okay – but is it a real HEMA product? If there was too much doubt, the designs were not selected for the jury prizes, but these

entries were nominated for the public award. HEMA customers will decide whether one of these ideas will win an award after all. After lively discussions, the jury finally reached unanimous agreement on the final winners.

The first prize went to a design which was truly HEMA right down to the minor details from the name to the cheerful design and especially the function. All the jurors were immediately enthusiastic about this entry. "Fresh, optimistic and in line with the spirit of the day" was the jury's unanimous opinion. The second prize was awarded to a design that only stood out during the last evaluation. The discussion only really became heated regarding the winner of the third prize. The design is inventive, technically very well developed, exciting and provocative. The safety of the design remained a topic of discussion. In addition to these three prize winners, five entries received an honourable mention. A further twelve designs also made the short list for the public award. The result will be announced on 2 September 2011 on www.hema.nl/ontwerpwedstrijd

first prize

speurtocht tjielp

(chirp hunt)

"This is precisely what we mean by 'exceptional simplicity'. This makes everyone smile,"

says jury chairperson
Sabien Duetz.



The name, the design, the packaging, the included instructions: everything about "Tjielp" is spot-on. These attractively designed birds let you easily and simply organize a "bird hunt" in the forest. You attach the bird to a branch using the clips on the tail. Cards with tasks can be placed in the beak and tail. The concept is simple, but it is the implementation that makes this design really special. Tjielp makes a treasure hunt game easier and much more fun. "If you see this in the store, you immediately want to use it," says jury chairperson Sabien Duetz. The design invites you to go out and discover your neighbourhood, park or local forest. This makes this design completely contemporary and completely HEMA. The jury was unanimous in its judgment: Tjielp is the deserving winner of the design competition 2011.

the designer
Astrid Bontenbal

TU Delft

"Tjielp is a happy bird and gives the treasure hunt an optimistic feeling. This treasure hunt set is also very suitable for children's parties."

second prize

foto safari

(photo safari)



"This design shines in its simplicity, but the possibilities are endless."

Jury member
Frederik van Heereveld

Some jury members first passed over the 'Foto safari' entry. There is little to criticize regarding the design, but it is mostly about what is in the box: cards with photo assignments. You can go out as a group to take photos of a city or town. You can share the results via social media such as Hyves or Facebook or your own page on the HEMA website. You can also compile and order a photo book of your outing. 'Foto safari' breathes new life into the old photo hunt concept. While discussing this entry, the members of the jury became increasingly enthusiastic. 'Foto Safari' is suitable for children's parties, company outings or family get-togethers. In other words: for almost every HEMA target group. It challenges you to rediscover your city or town and gives and adds the additional dimension of being able to share the results.

the designer
Vivian Baas

TU Delft

"Foto safari creates a link between two areas in which HEMA has become increasingly active: the very wide 'photo' range and the HEMA website / social media."

third prize

verkeersbordbasket

(traffic sign basket)

"This product is provocative, innovative and really urban. The design is also well thought-through."

Jury member
Peter van der Veer



the designer
Owen Thijssen

TU Delft

"The 'verkeersbordbasket' has been designed so that no clamps, screws or similar materials are needed to hang it up. This makes it simpler and easier to use so children are also more motivated to use it."

No other entry in this edition caused as much of a stir among the jury members as the 'verkeersbordbasket.' The jury praised the design for its humour, originality and innovative aspects. Some jury members thought that the design might not be feasible in view of safety considerations. What makes the 'verkeersbordbasket' so controversial? The basketball hoop can be hung on any traffic sign, allowing anyone to create their own basketball court. It works wonderfully and fits very well with the idea of kids creating their own play facilities. But is it safe? The package states that the basketball hoop is only intended for use "away from public roads" and this is also stated clearly in the description. These warnings finally convinced the jury.

honourable mention

de veldmannen

(the field men)

"All those men around the football field. What a nice sight. All the details have been thought through."

Jury member
Lotte van Strien



Many students think that playing football in the park can be made easier and more fun. The jury saw many entries based on this theme. In this category, the "veldmannetjes" stood out both figuratively and literally. The attractively finished wooden figures are joined with a ribbon. Stick them into the ground by their feet and you have an instant football field. A well developed and implemented concept, thought the jury. The design was also very good. Nevertheless, there were doubts about how usable it would be – wouldn't football players trip over the many ribbons above the ground? The "veldmannetjes" is not as strong a design as the prize winners, but deserved an honourable mention in view of its exceptional simplicity.

the designer
Veerle van 't Hullenaar

TU Delft

"To make a spontaneous football game more fun and easier, you need to set up a football field."

honourable mention

meidenscheenbeschermers

(girls' shin guards)



"What a good idea! I would love to be part of the design team at HEMA to further develop this concept."

Jury member
Nannet van der Kleijn

Girls have been playing hockey and football for years, but accessories intended specially for girls have not been available. "Till now at least," says jury member Nannet van der Kleijn about the "meidenscheenbeschermers." "It is one of those products which make one think: This should have existed for ages." The only real innovation is the pattern, which is not up to all that much. By adding red dots to a functional "boys' thing", the shin guards are turned into a fashion accessory for girls. The jury had a vision: girls playing football or hockey who let the socks down on purpose to show off their pretty shin guards. "This design opens a world of possibilities in this area and it is real HEMA to be the first to offer them," thought the jury. A refreshing idea and rightly given an honourable mention.

the designer
Mark Voogd

Hogeschool voor de Kunsten, Utrecht

"Until now, there weren't many possibilities for girls to have their own look through their sports accessories. I want to give them this possibility with the shin guards for girls."

honourable mention

het grote vouwboek

(the big folding book)



"This design stimulates children to do a puppet show or a role-playing game in a nice way. Very good."

Jury member
Peter van der Veer

the designer
Imke Höhler

TU Delft

"Almost every boy has a police car or a fire engine at home. But who has a life-size one? The vouwboek invites friends, brothers and sisters, mom and dad or granny and grandpa to join in a game. But playing alone is also fun."

When it is completely folded out, "het grote vouwboek" forms a wall with a picture of a life-size fire engine or police car for children from three to six years old. This offers countless possibilities. It can be used as a background for role-playing, a puppet show, making a "house" or playing hide and seek. This aspect appealed particularly to the jury. "Het grote vouwboek" stimulates children to make their own play world in which they play a fireman and are able to save brothers or sisters or mom and dad. There is also a version in which the wall represents a kitchen or a living room. The wall can be folded up into a handy package that can be taken along easily. The idea could have been developed a little better, but it's certainly an attractive idea.

honourable mention

kegelhoezen

(bowling pin sleeves)



"Versatile, responsible and easy to manufacture. Kegelhoezen make playing ball more fun and easier in a simple way."

Jury member
Heleen Reniers

By pulling a sock with a ball in it over an empty PET bottle, you can make bowling pins that can be used for all sorts of games. How simple can a design be, but yet so fun and versatile? Not all the members of the jury were convinced of the exceptional simplicity of this design. However, the majority were immediate fans. In the first place because it makes good use of the reusability concept. "Reusing products is very trendy and this design caters to this very well," commented jury chairperson Sabien Duetz. "The nice thing is that you can play many different games with it," said jury member Helen Reniers. "You can play bowls with them or make a goal for football with them." Jury member Wouter Wouters was also immediately enthusiastic about the production possibilities. "A supplier who can manufacture these both cheaply and well would be easy to find."

the designer
Laura Schokker

TU Delft

"My objective was to use waste materials to make a new product. I came up with this idea when I realized that PET bottles look rather like bowling pins."

honourable mention

koekhapset

(bite-the-cake set)



"Koekhappen is traditionally Dutch, just as HEMA's roots. This design makes koekhappen up-to-date."

Jury member
Tirza Brems

the designer
Pauline Wout

TU Delft

"Koekhappen is part of Dutch culture, just like HEMA is. It's time to bring the two together."

The "koekhapset" gives the Dutch traditional game of "bite-the-cake" a fresh HEMA look. An entry such as this one should not be left out of the honourable mentions, thought the jury. Several students had worked on this concept. This version really stood out in regard to the exceptional simplicity. The "koekhapset" makes playing the game much more easy: everything you need to entertain children at a children's party is handily packed and quickly set up. The colours chosen are cheerful and up-beat. A real HEMA design. The packaging can also be used for playing "pin the tail on the donkey" with Takkie from the Jip en Janneke childrens' stories as the donkey. The extra value added was also praised by the jury.

public award

The general public can choose their favourite from the twenty best entries in the HEMA Design Competition 2011. People can vote on www.hema.nl from 20 June to 3 July.

- a** **speurtocht tjiepl**
by Astrid Bontenbal, TU Delft
- b** **foto safari**
by Vivian Baas, TU Delft
- c** **verkeersbordbasket**
by Owen Thijssen, TU Delft
- d** **de veldmannen**
by Veerle van 't Hullenaar, TU Delft
- e** **meiden scheenbeschermers** by Mark Voogd,
Hogeschool voor de Kunsten, Utrecht
- f** **het grote vouwboek**
by Imke Höhler, TU Delft

- g** **kegelhoezen**
by Laura Schokker, TU Delft
- h** **koekhapset**
by Pauline Wout, TU Delft
- i** **knutseltraktatie**
by Malik Tas, TU Delft
- j** **halter'eau**
by Sophie Mahé, Institut Saint-Luc, Liège (Belgium)
- k** **speellint**
by Eva van Strien, Hogeschool voor de Kunsten, Utrecht
- l** **hoelafloep**
by Judith de Groot, TU Delft



- m** **streep (kleur je wereld)** by Lars Burggraaf,
Christelijke Hogeschool Windesheim, Zwolle
- n** **topmok**
by Niels van de Water, TU Delft
- o** **mijn eerste boerderij-ervaring**
by Dana Büschges, Fontys Hogescholen, Venlo
- p** **carrier mate**
by Jaap van de Vorst, Fontys Hogescholen, Venlo
- q** **word eating crocodile**
by Matthias Hauke, Fontys Hogescholen, Venlo
- r** **baba sports bag** for little kickers by Karina Bergmann,
Academie voor Beeldende Kunsten, Maastricht
- s** **zwiepl!**
by Tessa Souhoka, TU Delft
- t** **takkie-stokpaard**
by Michael Jenkins, TU Delft



tentoonstelling

The winning designs, honourable mentions and various other HEMA Design Competition entries will be on show at the Amsterdam Public Library (OBA), Oosterdokskaade 143 (within walking distance of the Amsterdam Central Station), from 2 September to 31 October 2011. Dutch design is highlighted every year in September in Amsterdam and Utrecht. For more information, see: www.oba.nl.

participating design schools

This year, a record number of 417 entries were received, an increase of almost 50% over the previous year. The HEMA Design Competition is alive at universities and academies as never before, not only in the Netherlands, but in Belgium too.

At some schools, the competition is part of the curriculum. Students are able to earn extra credits by participating in the design competition. Other schools leave it up to the students whether to participate in the HEMA Design Competition or not.

The entries are evaluated anonymously. Only after the jury has reached its verdict, are the members of the jury told which students have won and the design school they are attending. This year, the strong showing from the Technical University in Delft was remarkable. Seven of the eight best entries were from this university. This year, the students at TU Delft were apparently the most able to envisage what we mean by "real HEMA". Sixteen Belgian design schools participated. Unfortunately none of the entries from Belgium won a prize. There were also

German entries from German students studying at Dutch or Belgian universities. TU Delft, the Fontys Hogescholen in Venlo, the Hogeschool voor de Kunsten in Utrecht and the Christelijke Hogeschool Windesheim in Zwolle submitted the most winning designs. Institut Saint Luc from Liège in Belgium and the Willem de Kooning Academie in Rotterdam were also well represented.

Below is a list of design schools that participated in the HEMA Design Competition 2011.

participating design schools in the Netherlands

- Academie Artemis Amsterdam
- Amsterdamse Hogeschool voor de Kunsten
- Hogeschool van Amsterdam
- ArteZ hogeschool voor de Kunsten, Arnhem
- Hogeschool van Arnhem en Nijmegen
- AKV/St Joost, Avans Hogeschool, Breda/Den Bosch
- TU Delft
- Design Academy Eindhoven
- TU Eindhoven
- Saxion Hogeschool, Enschede
- Hanzehogeschool Groningen
- Noordelijke Hogeschool Leeuwarden
- Academie voor Beeldende Kunsten Maastricht
- Hogeschool Rotterdam
- Willem de Kooning Academie, Rotterdam

- Universiteit Twente
- Hogeschool Utrecht
- Hogeschool voor de Kunsten Utrecht
- Fontys Hogescholen, Venlo
- ArteZ hogeschool voor de kunsten, Zwolle
- Christelijke Hogeschool Windesheim, Zwolle

participating design schools in Belgium

- Brussels, HEFF
- Gent, Hogeschool voor Wetenschap & Kunst Sint Lucas
- Hasselt, Provinciale Hogeschool Limburg
- Hasselt, Stedelijke Academie voor Schone Kunsten
- Liège, Institut Saint-Luc
- Katholieke Hogeschool Mechelen
- Ecole Supérieure des Arts Plastiques et Visuels de Mons



Sabien Duetz: "A design must always be well thought-through."

history

The HEMA Design Competition has existed for more than 25 years and has become an institution for designers, academies and students. The objective has remained the same over the years: to stimulate students at various fashion and design institutes in the Netherlands and Belgium to create a "real HEMA" product. In other words: contemporary, fresh, down-to-earth and user friendly. Design is an important factor in HEMA's success. By organizing the annual design competition, HEMA wishes to show the company's social commitment. The competition helps to give students practical experience and increases design awareness among the general public. The publicity surrounding the competition gives young designers immediate exposure within the design industry and among the general public. It is also HEMA's intention to actually produce and sell one or more of the winning items.

Naturally, this is the best prize of all for the designer. Over the history of the competition, more than twenty designs have actually found a place in HEMA stores. The "le lapin" whistling kettle, which won the first prize in 1989 has become a HEMA classic. The disposable cake stand "tast toe!" from the 2007 competition has also become a very popular product. Both designs are still on sale. In 2010, a record number of designs entered actual production. Two of the winning designs were further developed and added to the HEMA range: "vrachtpatser", the winning design by René Bijsterveld (Hogeschool voor de Kunsten, Utrecht), and "HEMAnd" by Yanti Slaats (Hogeschool voor Techniek, Amsterdam), which won the public award. Additionally, the "traktatieprikkers" and the "speurneus", both nominated for the public award, are on the shelves of HEMA stores.



'elke dag weer'
by Elsie Gringhuis, winner 2007-2008.



'vrachtpatser'
by René Bijsterveld, winner 2010.



'traktatieprikkers'
by Judith Omvlee, participant 2009-2010.



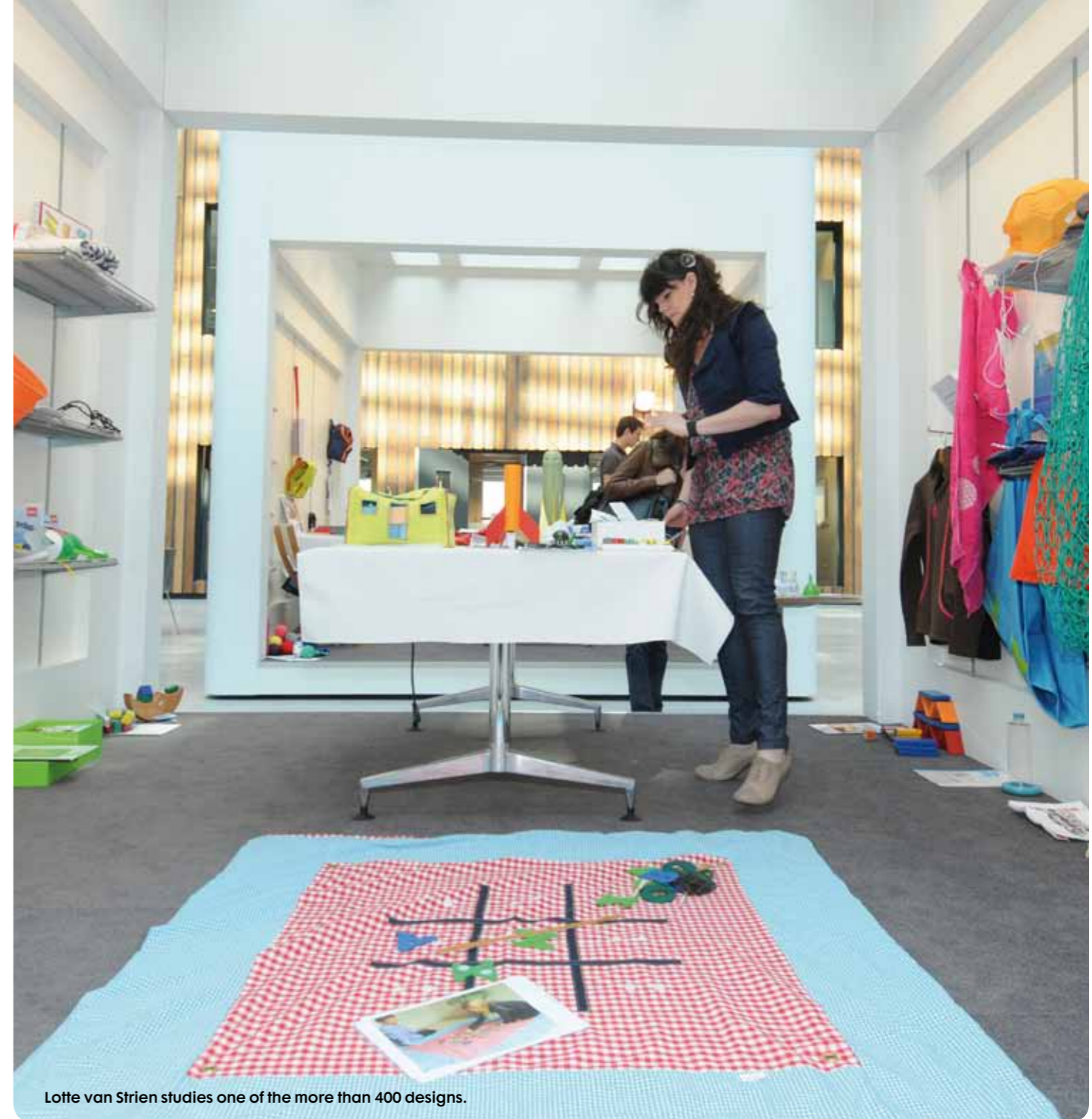
'le lapin'
by Nikolai Carels, winner 1989-1990.



'HEMAnd'
by Yanti Slaats, winner of the public award 2010.



'tast toe!'
by Annet Hennink, winner 2006-2007.





Lotte van Strien studies one of the more than 400 designs.

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The design competition has its own weblog and can also be followed on Twitter and Facebook.  

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