

18.05.2022.



RETHINK KITCHEN / SPACE / FUNCTION

OPEN CALL / COMPETITION

FORMAT

IDEA & CONCEPT COMPETITION.

PARTICIPANTS

HOME & GUEST STUDENTS / RESEARCHERS.

COMPETITION OWNER

SVANE KØKKENET - TCM GROUP.

SUBMISSION DEADLINE

01.09.2022 / CET 23.59.

SUBMISSION REQUIREMENT

PDF FILE FORMAT.

PRIZES

1000 EUR / ALL SELECTED ENTRIES*

FURTHER RESEARCH

WWW.SVANE.COM



RETHINK

KITCHEN / SPACE / FUNCTION

THE BRIEF /

The Kitchen. Our core living space. The spot where interior, design, social aspects and of course food/health unite, change, and reshape our lives.

We know how it works today. But what makes the future kitchen space tick?

Svane Køkkenet is one of Denmark's renowned kitchen brands, part of TCM Group the 2nd largest kitchen manufacturer in DK.

Design innovation, future insight, and international oversight is grounded in our DNA. The brand holds 42 showrooms in Denmark and Norway.

We want to challenge ourselves. Question the status quo. Transcending present norms, bias-free, and reach beyond contemporary gameplay in the kitchen space.

That is why we seek the fresh take, the non-established approach, ideas, and conceptual thinking from the next generation.

Rethink the kitchen. The space. The function. The future. Please.



THE ASSIGNMENT /

OUR QUESTIONS

- Your perspectives on the future kitchen/space/furniture/function.
- Sustainability, values, and prime drivers in the next generation kitchen-culture.
- Translation to physical form and functional features.

YOUR ANSWERS

- Short description of analysis, idea, and purpose.
- Concept rendition and visualizations.
- Digital submission in PDF format @ svanecompetition@tcmgroup.dk
Remember name/email/phone number.

We expect innovative answers and empathize the visionary take on this assignment.

Winners will be announced 3rd of October 2022. All entries receive feedback regardless of award status.

Looking forward to learning from all participants and their contributions.

KIND REGARDS - SVANE KØKKENET / TCM GROUP

Please register competition interest by submitting name/institution by email @ svanecompetition@tcmgroup.dk.

Please contact us if needed. We offer Q & A and guidance by email @ Rolf Birk, Designchef / TCM Group rbk@tmk.dk.

*All winners/selected entries are awarded 1000 EUR. All rights to- and free use of awarded entries and entry properties belongs to the competition owner Svane Køkkenet/TCM Group.