



HYUNDAI INNOVATORS OF THE FUTURE ENTRY GUIDELINES

Thanks for your interest in Hyundai's Innovators of the Future design competition.

We've quizzed our expert judging panel to formulate a set of criteria you can follow to have the best chance of being shortlisted, and ultimately being chosen as the winner for 2017-18. You'll find these below.

Before entering, please carefully read the [T&Cs](#) to ensure you're eligible to enter. We've summarised the key points at the foot of this document.

HOW TO IMPRESS OUR PANEL

Our prize is worth £4,000 plus invaluable exposure. Before you unleash your design brilliance, it's essential to get a good idea of what our judges are after.

The four key criteria your entry must satisfy are:

- **Innovation**

How is your design innovative?

- **Future proofing**

How is your design future proofed?

- **Design**

Is your entry seamlessly designed?

- **Sustainability**

Does your design take sustainability into account?

Here are the things our panel of experts are looking for:

CREATIVE USE OF SPACE

You are tasked with designing the driverless SUV interior of the future, so get creative. Think about seamless design and form, while being able to justify your choices.

COLOUR

Use colour wisely. Think both aesthetically and practically about your use of colour.

FUNCTIONALITY

How does the space work? What will you choose to include? While some new technologies of today won't be with us in 50 years, others will simply evolve. Think about how technology will enhance and be relevant to your design.

PRACTICALITY

While we may do away with drivers and forward-facing seats, you'll still be designing the interior of a Sports Utility Vehicle. What will the passengers of 50 years' time need?

SUSTAINABILITY

Sustainability will only become more important in the future. How do you intend your design to reduce the Carbon Footprint? What materials can be used in a sustainable way?

BE UNEXPECTED

While there are future developments that we might be able to predict, others should amaze us. Surprise us!

BE INSPIRATIONAL

Will your design bring joy to people? Will passengers be excited about taking a trip in this revolutionary SUV?

WHAT TO INCLUDE IN YOUR APPLICATION

Applications lacking the following information will be considered as incomplete and may be discarded, so make sure to include:

1. Original designs which are solely your work in a PDF format (this is a solo competition)
2. A cover page including only:
 - a. Your name
 - b. Date of birth
 - c. University/College (where applicable)
 - d. Any relevant social handles* should we wish to share your work
 - e. A headshot for publicity use
3. A maximum 300 word summary of:
 - a. Your vision for SUVs of the future
 - b. Explanation of how your design/designs hit each of the 4 key criteria (innovation, future proofing, design & sustainability).
4. The PDF may include links to personal websites or data transfer sites for interactive content, 3-D content or graphics. Maximum file size: 100 MB..
5. Entries must not include stock imagery in place of your own and may not include copyrighted material.
6. Entries should not include offensive images or material.
7. Designs should not be heavily branded.

WHO CAN APPLY

Entry to the competition is subject to reviewing the full T&Cs which can be found here. A snapshot of application details is listed below.

1. Entry is open to UK residents aged 18 years or over who hold a valid passport from one of these countries: UK, EU, USA, Canada or Australia.
2. UK residents who have passports not belonging to these countries may enter but must take full responsibility for their own Visa applications.
3. Employees of Hyundai and their immediate family are ineligible to enter.
4. Employees of agencies associated with the Innovators of the Future competition are ineligible to enter.
5. Entry to the competition commences on 20.11.17 and concludes on 04.02.18. Entries received after the closing date will not be considered.
6. Entry to the competition is only possible via the competition landing page <http://innovators.hyundai.co.uk>
7. Only one entry per person is permitted. The Promoter's decision is final.