

## DESIGNER ICE CREAM COMPETITION: BRIEF

**Deadline: 27<sup>th</sup> August 2018**

Following the success of The British Museum of Food's exhibition this summer, SCOOP: A Wonderful Ice Cream World, Bompas & Parr is giving the design community the chance to reinvent the way we consume ice cream for London Design Festival.

Bompas & Parr now invites designers, architects and artists to restore the glory of the ice cream mould, creating shape and form that's fit for 21<sup>st</sup> century snacking and displaying on contemporary dining tables.

### The rules:

- Use any techniques you want to show off your design: drawings, models, renders – there are no restrictions. But Bompas & Parr will need at least 1x image to circulate to media
- Provide a 3D cad file in IGES format so that a mould can be fabricated, making sure there are no 'undercuts' in the shape as this will prevent the ice cream from unmoulding. Think carefully about the structural nature of ice cream as anything too tall and thin will collapse
- Maximum size is 15cm in any orientation (height, width and depth)
- Only entries received by the closing deadline of **12pm, 27<sup>th</sup> August 2018** will be judged and the top three will be chosen by a panel of judges and created for London Design Festival
- Please specify what flavour you would want the ice cream that fills your mould to be – perhaps what Louis Sullivan meant to say was 'form follows flavour'. You can choose any two flavours. If you are one of the successful winners the team at Bompas & Parr will be able to create virtually any flavour that you wish your ice cream to have, sweet or savoury, so don't hold back.

The three shortlisted designs and the overall winner will be chosen by a panel of expert judges including:

- Marcus Fairs, Founder, **Dezeen**
- Christopher Turner, Head of Design, Architecture and Digital Collections **Victoria & Albert Museum**
- Gwen Webber, Programme Manager, **British Council**
- Gonzalo Herrero Delicado, Architecture Curator, **Royal Academy of Arts**
- Joseph Watson, London Creative Director, **National Trust**
- Peter Murray, Chairman, **New London Architecture**
- International ice cream experts, **Robin and Caroline Weir**
- Rachele Caltagirone, Senior Project Director of Marketing, **Argent**
- Co-founders Sam Bompas and Harry Parr, **Bompas & Parr**

### The Prize:

The judges' three favourite designs will be turned into ice cream and will be on sale at SCOOP during the London Design Festival for one day only on Thursday 20<sup>th</sup> September 2018. All profits will be donated to Maggie's Centres. Maggie's Centres is a great charity that supports people living with cancer, and their family and friends.

One overall winning designer will have their face moulded into an ice cream. They will be invited to Bompas & Parr's studio and undergo a technique to create an exact replica of their face which can be turned into an ice cream mould.

The winning designer will be invited to visit SCOOP: A Wonderful Ice Cream World with up to 30 colleagues for an exclusive tour hosted by Sam Bompas, founder of the British Museum of Food.

### Submissions:

Please fill out the below template when submitting your Designer Ice Cream.

Any submitted media may be auctioned for charity and circulated to press.

**Entries should be emailed to:** [dan@bompasandparr.com](mailto:dan@bompasandparr.com)

Please direct any questions to Dan Price on [dan@bompasandparr.com](mailto:dan@bompasandparr.com) or call 020 7403 9403.

### DESIGNER ICE CREAM COMPETITION: SUBMISSION FORM

<b>Company name</b>	
<b>Contact name and position</b>	
<b>Phone number</b>	
<b>Email</b>	
<b>Ice cream/mould name</b>	
<b>Description of your ice cream including information on form and flavour (max 250 words)</b>	
<b>List of files attached – wetransfer is accepted.</b>	

**Please email your entry to:** Dan Price, [dan@bompasandparr.com](mailto:dan@bompasandparr.com)