

## **Fountain of Hygiene: Sanitiser Design Competition**

### **About**

*Hand washing has been identified by the British government as the most effective way to prevent and slow the spread of COVID-19.*

With more than 100 countries and territories now affected by Coronavirus (COVID-19), Bompas & Parr invites the creative community to design inspired takes on the sanitiser pumps now on counters across the globe. It is hoped that this will accelerate the establishment of new behavioural norms, which benefit the on-going health of global society.

The initiative sits within the wider context of the creative industries using the means at their disposal to reduce the physical, social and economic impact of the virus. LVMH is using the production lines of its perfume and cosmetic brands to produce large quantities of hydroalcoholic gels. Washyourlyrics.com by @neoncloth generates hand washing instructions accompanied by lyrics from a song of your choice.

By embracing the power of design we can acknowledge the impact it can have. Fountain of Hygiene wishes to unite the design community in the challenge to rethink hand sanitisation in order to aid the global fight against the spread of infection.

### **Global Recognition**

Bompas & Parr is collaborating with the Design Museum for Fountain of Hygiene: Sanitiser Design Competition. The project seeks to challenge and inspire the design community to envision the future of sanitiser and safe socialising by exploring the aesthetic, functional, social, gestural and experiential possibilities of enhanced hygiene. The shortlisted projects will be presented to a selected panel of judges in the first week of April. These experts will select the winners of each category, who will have their proposal displayed at the Design Museum and online. Models of the top ten submissions will be auctioned by Christie's, at the exhibition launch, with proceeds going to The British Red Cross. An online display will be developed in parallel if a real-world display is not recommended.

### **How to Enter**

#### **Who:**

We welcome participants from all countries, disciplines and ages. For those under 18 years, please ensure you enter the Cadet Designer (under 18) category, noting this in your email.

#### **Charity Donation:**

In order to enter, we kindly ask that you make a donation to The British Red Cross using the link below, in order to support their humanitarian work during this extraordinary time. Please donate as you feel appropriate. The receipt of this donation should be included in your application as proof of entry.

<https://donate.redcross.org.uk/appeal/national-emergencies-trust-coronavirus-appeal>

#### **What to Submit:**

Please submit one A3 concept board. It may contain any form of artistic interpretation from hand sketches and digital renders to videos and animation. Submissions should showcase a design for an enhancement of sanitiser pumps, sprays, wipes, dispense units or even gestures and rituals. It is worth considering your concept within both the public and domestic realms.

**How to Submit:**

Please submit an A3 PDF to [sanitiser@bompasandparr.com](mailto:sanitiser@bompasandparr.com). Visuals must be 300dpi to ensure clarity. The limit for the PDF is 10MB. Please do not embed any content; submissions containing videos should provide a link to the video content within the email to a Youtube or Vimeo channel.

Please do not submit any physical pieces, though do note if these are available and include any dimensions.

**Judging Criteria**

Each submission will be evaluated using the following four parameters: innovation, functionality, social impact and design aesthetic.

**Award Categories**

1. Industrial Design
2. Luxury Design
3. Gesture and Ritual
4. Awareness and Communication
5. Child-Directed Design
6. Cadet Designer (Under 18 Participant)
7. Hygiene Innovation Beyond the Sanitiser

**Panel**

The carefully selected judging panel will be announced soon. It will consist of a team of international experts, with diverse skills and specialisations, qualified to evaluate within the different prize categories.

**When****Submission Deadline:**

Please submit all designs before midnight GMT 29<sup>th</sup> March to [sanitiser@bompasandparr.com](mailto:sanitiser@bompasandparr.com)

**Application Checklist**

1. Your entry (applying the aforementioned submission criteria)
2. Receipt of donation (amount at your discretion) to The British Red Cross
3. Entrant name and contact details
4. Entrant social media handles for accreditation
5. By entering, you consent to B&P sharing your designs online

**NOTE: This endeavour is looking for interested corporate partners, looking to take successful concepts to scale and create significant impact. Please get in touch through [sanitiser@bompasandparr.com](mailto:sanitiser@bompasandparr.com)**