THEME

Bottle Up!

Bottled water produces up to 1.5 million tons of plastic waste per year. Plastic requires up to 47 million gallons of oil per year to produce. And while the plastic used to bottle beverages is of high quality and in demand by recyclers, over 80% of plastic bottles are simply thrown away.

What do you do with yours?

OBJECTIVES

• To raise awareness of the importance of adopting a 3R mind-set with respect to our environment.
• To promote the innovative recycling and reuse of everyday materials, starting with plastic water bottles.
• To entrench a culture of 3R within the School of Design & Environment

DESIGN BRIEF

The 3R Challenge is to design and display a creative object made entirely with used plastic water bottles collected by your team. The final outcomes need to have the following attributes:

1. The primary material in the entire project should be reused old plastic water bottles.
2. A defined purpose based on a concept.
3. A target user group.
4. Fits into a box of 60cm x 60cm x 60cm.

Final requirements for display and judging:

1. Finished object
2. A brief write-up (Min 100, max 200 words) on the concept, typed & presented on 1 A4 sheet.
3. Bottle statistics & a list of other materials used.

Please check the FAQs for details.
JUDGING CRITERIA

- Design Concept 20%
- Creativity and originality 30%
- Attractiveness 30%
  (Workmanship and detailing)
- Green Factor 20%

RULES

1. The competition is open to all current students from DE.
2. Each team shall comprise a minimum of 2 students and a maximum of 5 students.
3. Each tutorial class shall have at least 1 team participating. Students are also allowed to form groups with other students from any DE courses.
4. On the day of the event, groups are allowed to mount their projects any time after 12pm and before 3pm on 14th December’ 12.
5. They may further modify their projects before 3pm.
6. They are not allowed to do any further modifications to their display after 3pm. They are also not allowed to do any further changes to their write-ups after 3pm.
7. During the evaluation by the 3R judging panel, the team members may be required to clarify certain aspects of their project display.
8. Registration can be done online through the following website (http://www.np.edu.sg/de/happenings/Pages/20121018_competitions_3R.aspx) from 22 Oct 2012 to 9 Nov 2012.
9. CCA points will be awarded to all team members and team leaders.
10. Decisions by the 3R judging panel are final.
**KEY DATES**

- **09 Nov 2012**: Closing date of registration of team
- **14 Dec 2012 12nn**: Mounting of 3R project for display at the PDI Design Centre at Block 44.
- **14 Dec 2012 3pm**: Judging of 3R project & audience voting
- **14 Dec 2012 5pm**: Prize presentation & food glorious food!

**PRIZES**

- **1st prize**: $400 worth of vouchers
- **2nd prize**: $300 worth of vouchers
- **3rd prize**: $200 worth of vouchers
- **Audience choice**: $100 worth of vouchers
- **Merit Awards (x 10)**: 5 movie tickets for each team

**FAQ**

1. **Q.** Can I use materials other than plastic bottles?
   
   **A.** Yes, as long as the additional materials do not take over the design. Old Plastic water bottles should be the basic ingredient in any form, shape and size. We also recommend using responsible ‘green’ materials (could be other recyclables) as additional materials for the 3R project.

2. **Q.** Do I need to bring my final model in a box of 60cmx60cmx60cm?
   
   **A.** No. The size of 60cmx60cmx60cm is given as a reference. Your finished product should not be bigger than this volume. It can however be smaller.

3. **Q.** How functional need my product be?
   
   **A.** The function of the product should fulfill your design concept. At the end of the day, more than concept functionality, we are looking for a creative, articulately finished project of a display worthy standard. Tacky duct-tapes, peeling paints, flimsy joints affects both functionality and competition standards.
4. Q. What do the judges mean by ‘Design Concept’?
   A. Every idea needs to have a proper reasoning. In your design concept the judges will be looking for how your idea of the design has been interpreted & executed in the end product.

5. Q. Are there any ideas or inspirations that I can look at?
   A. Of course! Check these out for starters but do not restrict to these ideas alone:

   - Table decorations, playthings
     - Limited utility; Visual appeal of static displays
   - Toys - static or mechanics driven
     - Aesthetic appeal + creative engineering
   - Creative utilitarian objects
     - Unconventional use based ideas
   - Lighting uses
     - Ornamental, functional
   - Lighting uses
     - Changing form, complex, functional
   - Apparel / fashion
     - Complete change of original form, aesthetic value and interesting joinery details

   Do not forget to check out these stories:
   - Story of stuff: http://tiny.cc/bottletstory
   - Video for inspirational reuse: http://tiny.cc/bottlelightvideo
   - Reference websites: http://tiny.cc/3rbottle