



Call for Entries
M2L Genuine Design
Scholarship Competition

Submit by February 23, 2009 to:
Your school administrator (see pg. 3)

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Check Essay Question: 1 2 3

Name of Entrant: _____

Entrant School: _____

Entrant Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-Mail: _____

Signature: _____ Date: _____

Print: _____

Please let us know how you heard about this competition: _____

For more information please contact Novità Communications at info@novitapr.com or visit:
www.genuinedesign.com or www.m2lcollection.com

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To be eligible for the M2L Genuine Design scholarship, students of affiliated New York Eleven schools must complete the following:

- a) View the Genuine Design seminar online at www.genuinedesign.com or request a DVD
- b) Completed entry form, signed by applicant
- c) Prepare two- to four-page essay in response to one of three possible questions regarding design authenticity (see p. 2)

Deadline for submissions is **February 23, 2009**. Participating schools will review all of the entries and select a pool of no more than 3 finalists. A jury of distinguished design journalists will then review finalists' essays. Four winners will be selected to receive a scholarship of **\$3,500, \$2,500, \$1,500 and \$1,000** respectively. Winners will be announced in Spring 2009 during a New York Eleven event. The winning and finalist essays will also be posted on the M2L and Genuine Design sites.

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 By signing this form, the entrant submits that:

- a) The information submitted with the form is accurate and correct.
- b) No individual or entity, other than Undersigned, has any copyright or other legal right to prevent this entry or to prevent the publication or other use of the depictions submitted with this entry.

Further, the undersigned authorizes the use of the writing and illustrations in connection with the entry in publicizing the competition or in publicizing M2L. This authorization will only be operative in the event that the entrant is a winner or given honorable mention in connection with the competition. The undersigned acknowledges that the materials submitted in connection with the entry will not be returned and that the organizers of the competition may determine that no winner is to be selected and that no award is to be given.

Please answer one of the following questions in a 2-4-page essay:

Essay 1:

You have just been commissioned to re-design a penthouse apartment in New York City. The client appreciates high-end modern design, yet requires you to stay within a certain monetary budget. After reading countless articles on design integrity and intellectual property, it is important to you to incorporate original works into your design approach and to help the client understand the difference between an iconic piece and a knock-off. How would you educate your client on this issue of authenticity? Please take us through the designer/client conversations and cite specific products that you would use to support your argument on genuine design. Please include illustrations when possible.

Essay 2:

The Design Piracy Prohibition Act was introduced to the Senate by Senator Charles Schumer of New York in the summer of 2007. Congress is currently considering legislation to extend copyright protection for fashion designer's work via this bill. Please prepare a letter to the Senator and describe why furniture designers deserve equal protection.

Essay 3:

You were selected to develop and showcase a product in an exhibit at a design museum that features works from young emerging designers like yourself. Shortly after the highly successful exhibition, you find out that someone has copied your design and is promoting it as his/her own. Please explain the steps that you would take to protect your ideas and your intellectual property.