

LELO UNDESIGN AWARD 2014



The Challenge

Deconstruct Design to Reconstruct Connection

We at LELO are challenging designers all over the world to go back to design's roots, to undesign something and conceptualize something original – and it can be anything at all: an app, an artefact, an image, an item, an accessory, whatever you want – with a single goal in mind...

...to encourage togetherness, and to inspire a real human interaction, for anyone, anywhere at any time.

So step up, brave designer, and UnDesign something amazing. Start from scratch and show us how we can deconstruct design to reconstruct connections.

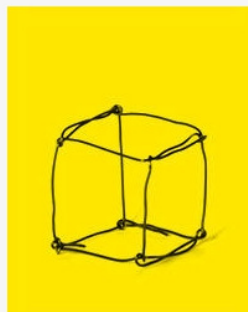


Categories



Fashion & Accessories

How could what we wear be a tool to bring us closer to those around us? How can fashion help us stay better connected with loved ones?



Technology, Products & Spaces

From augmented reality to smart materials, how might high technology aid intimacy? How can spaces encourage togetherness?



Graphic Illustration & Painting

How might something visual strengthen existing connections and encourage new ones? How does imagery evoke feelings of closeness?

Judges



Miroslav Slavic

Sila Songkran

Michael Beets

Shinichi Honda

Miroslav Slavic

LELO CEO

As LELO's CEO since 2010, Miroslav Slavic has seen some of the company's greatest achievements come to fruition. From innovative product launches that have become instant LELO bestsellers to pushing the company further into the mainstream consciousness, Miroslav's guidance has seen LELO change the face of an entire industry as well as the public's perceptions of pleasure and intimacy.

Sila Songkran

Art Director

Since joining LELO in 2011 and becoming Art Director shortly after, Sila has overseen all of the brand's visual output, where his signature style has melded with LELO's perfectly. Before his time with LELO, Sila held the position of Art Director at Coty Inc.'s New York office, where he oversaw all design work on accounts for Marc Jacobs, Kenneth Cole and Sarah Jessica Parker.

Michael Beets

Filmmaker/Theatre Director

Born in South Africa, raised in Australia and currently based in Shanghai, China, Michael is a filmmaker and playwright whose work has seen him traverse the globe. Perhaps best described as a storyteller, his skills in directing for screen and stage have helped him to create some of the most exciting theater productions in the burgeoning field of transmedia — narratives delivered via multiple media platforms — where his influence will be felt for a long time to come.

Shinichi Honda

Professional Photographer

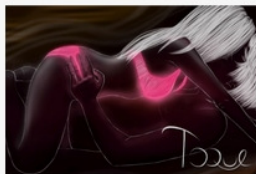
An accomplished photographer whose work has been exhibited in galleries from Tokyo to Paris, Shinichi Honda has lent his considerable talents to brands such as Canon, Hitachi and Casio, as well as working as the official photographer for the Formula 1 Singapore Grand Prix. Shinichi has studios in Shanghai and Tokyo, and is the recipient of such prestigious awards from EPSON, the Summit Creative Awards and the MOBIUS Awards for creativity in advertising.

Judging Criteria:

- › Innovation
- › Uniqueness & originality of design
- › Functionality
- › Ability to bring people closer



2014 Winners



Toque

Aline Darc Piculo dos Santos

Fashion & Accessories Winner

Nowadays, everyone ... [Read More](#)

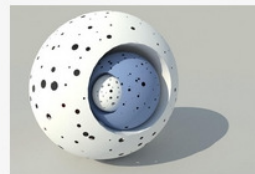


Helios

Ana D'Apuzzo

Graphic, Illustration & Painting Winner

I experienced the ... [Read More](#)



KIWARS

Hesham Khaled , Yasmine Ibrahim , Yomna yasser , Sarah Othman , Mohammed Elkady , Mahmood Kamal

Technology, Products & Spaces Winner



Helios

Ana D'Apuzzo

✕ Close

I experienced the bad side of life growing up in war circumstances (Ex Yugoslavia), so I decided to show something that is above war and crimes and bad people; nature. After all we share the same sun and the same sky and we should respect the rhythm of the nature and follow it in our lives. This series of paintings is called "Helios" and it is dedicated to the Sun, celebrating its Energy, Love and Life and its connection with a humans and nature.

Graphic, Illustration & Painting Winner

