

THE TVS DESIGN CHALLENGE

In association with Bengaluru By Design



Bengaluru By Design, invites design enthusiasts, design students and professionals to be a part of the TVS Design Challenge. The aim of this contest is to showcase the power of good design to rejuvenate two-wheelers in their respective categories, whilst staying true to the brand persona.

This challenge is set out for two exclusive vehicles by TVS Motor :

1) TVS APACHE RR 310

2) TVS NTORQ 125

About TVS:

TVS Motor Company Limited is the second largest two-wheeler and three-wheeler manufacturer in India producing scooters, motorcycles, mopeds and three-wheelers. It ranks amongst the top ten two-wheeler companies in the world, distributing to over 60 countries. "Joy of riding" defines TVS's design sensibilities. TVS Motor's strength lies in design and development of new products.

About Bengaluru By Design:

Bengaluru by design is an initiative to celebrate creativity, encourage design thinking and explore the innovations in design today. We are demystifying design and making it more accessible to the public through our extensive installations, workshops, events, pop-ups, talks and more. Local talent and global mavericks, modern innovations and reconstructed classics, the exquisite and the everyday... explore everything design with Bengaluru By Design.

TVS APACHE RR 310 CHALLENGE

Give it a race inspired look through Colors & Graphics



BRAND APACHE:

The TVS Apache is born out of a need to create a puritan racing machine. The pinnacle of technology and the apex of performance is the guiding principle for Apache. TVS Apache series has remained consistent with its positioning of "Racing DNA Unleashed" and has extended the brand world of performance racing through various first-in-class experiences of racing across all disciplines. Every Apache traces its DNA to TVS Racing, one of India's biggest racing fraternities, which has a rich heritage of 35 years. The dedication and technology that has resulted in over 1500 race wins and 70 championship titles across road racing, motocross, supercross and rally racing. The progression and achievements of the brand are a result of continuous innovation and Apache staying true to its racing DNA.

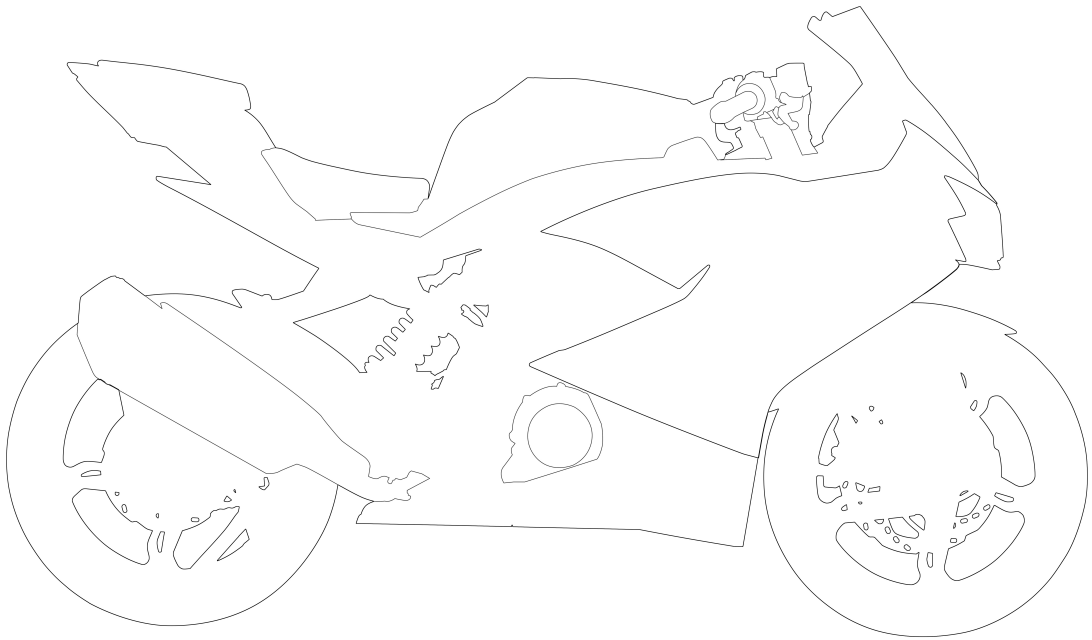
The newest offering from the stable of Apache is the RR310- the ultimate track weapon. Born out of *#PureRacecraft*, this ultimate machine is going to be your canvas.

To know more about your canvas, please visit:

<https://www.tvsapache.com/rr310/>

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THE TASK :

We are looking for our next race-inspired graphics & colour combination for this beast. Your job is to take this vehicle (we have given a contour-line drawing, as well) and create its new graphics & colours which will appeal to all the young racing enthusiasts.

POINTS TO CONSIDER:

- RR310 is a no-nonsense race-inspired machine. Keep that spirit alive.
- Let your imagination go wild in search for that race-inspired graphics, keep in mind the brand colour & tonality – Red, Blue & White.
- Be creative but at the same time be judicious.
- Be imaginative but at the same time be practical.
- While, the entire vehicle is your canvas, the colour and graphics need not be applied everywhere.

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THE JUDGES:

Experienced designers at TVSM. The creators of the machine themselves

THE PRICE:

1st PRICE: Rs. 40,000/- (single recipient)

2nd Price: Rs. 30,000/- (single recipient)

3 Price: Rs. 15,000/- (two recipients)

10 Consolation Prices: TVS MERCHENDISE

- Certificate of Appreciation & Participation by TVS & Bengaluru By Design
- Design Showcase on Bengaluru ByDesign Social Media and Digital Platforms.
- Winner Announcements at the India Design Forum Conference hosted by Bengaluru By Design on 23rd & 24th November 2018, Bengaluru.

SUBMISSION:

- Please share a written concept of your design in no more than 250 words
- All images of designs to be shared in 300 dpi PDF/ JPG format. Please name the file as **(yourfullname)_BBD_TV_S_Challenge_Submission_(1,2,3 etc)**
- All entries to be shared by email to mail@bengalurubydesign.com.
- If the files are more than 18 MB then please share via www.wetransfer.com
- Last date of submission: **Sunday 18th November 2018 11.59 pm, Late entries will not be considered**
- Application form & Annexure I to be completed and the signature of the participant is mandatory. Incomplete & unsigned forms will not be considered.
- Each Participant can choose to take part in the Apache RR 310 and/or the NTORQ 125 Challenge. However only single entries of each challenge will be accepted. Multiple entries will not be considered.

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PLEASE ENTER YOUR DETAILS IN ALL CAPS AND SUBMIT THE SUPPORTING DOCUMENTS

FIRST NAME: _____ **LAST NAME:** _____

AGE: _____ **M/F:** _____

DATE OF BIRTH (dd/mm/yyyy): _____

STUDENT / PROFESSIONAL (please specify): _____

IF STUDENT, please mention

COLLEGE/ UNIVERSITY NAME: _____

DEGREE/ COURSE: _____

(Please attach your student identity proof)

IF PROFESSIONAL, please mention

COMPANY NAME: _____

DESIGNATION: _____

(Please attach your identity proof: Passport copy or Driving license or Aadhar)

MOBILE NO: _____ **EMAIL ID:** _____

ADDRESS: _____

TERMS & CONDITIONS:

I agree that Bengaluru By Design and TVS have the right to use the submitted designs at their discretion across mediums, crediting the designer. I agree that the designs are original and TVS or Bengaluru By Design a brand of Exhibitions by Design LLP are not liable in the event of a breach of copyright or plagiarism. This is the sole responsibility of the participant.

SIGNATURE OF PARTICIPANT: _____

DATE: _____

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ANNEXURE I

