

LG BEYOND Entry Rules & Selection Process

KEY DATES

- January 24, 2009: Deadline for submissions
- Week of February 9, 2009: Finalists announced
- March 4 to 6, 2009: North American Beyond Design Press Conference (Grand prize winners will be announced live with finalists, media, and top industry professionals present)
- April 23-27, 2009: Trip to Milan, Italy for Zona Tortona's international "*That's Design!*" show

LG BEYOND 2009 STUDENT DESIGN CHALLENGE OVERVIEW

LG Surfaces, one division of the LG family, offers an entire line of innovative surfacing products. These products are commonly used in residential (primarily kitchen and bath settings) and in a variety of commercial surfacing applications. LG Surfaces will join forces with its counterparts abroad, LG Chem Europe and LG Chem Korea, to implement a LG design challenge for student-designers at top schools across three continents.

LG Surfaces has created an engaging brand for the 2009 North American version of the competition, which is titled "LG Beyond 2009 Student Design Challenge." The design challenge will encourage participating student-designers (those studying architecture, product or industrial design) to conceptualize their submission, specifying material and color from among three of LG Surfaces product lines: the classic HI-MACS® line; the eco-friendly LG HI-MACS® EDEN collection; or the colorful new LG HI-MACS® Spectrum series.

LG Beyond with its theme of Balance will encourage students to think:

- Beyond current applications of products uses
- Beyond the limitations of products (highlighting flexibility/possibility)
- Beyond what students are currently doing in their curriculum
- Beyond being a student and into a career as a designer

The Balance theme further defines the objective of the design challenge by encouraging students to create a concept that is not only bold and captivating, but also to craft a design that is resilient and inviting to the general public. The entry must aesthetically reflect this year's theme: Balance. It must be suitable for public and commercial design applications, such as those found in retail settings, hotels, restaurants, banks, hospitals, doctor's offices, classrooms, dorms and cafeterias.

POTENTIAL EXPOSURE OPPORTUNITIES FOR STUDENTS

This is an incredible opportunity for students to begin building a professional portfolio.

- Will they create the next design trend for retail or restaurant or hotel settings?
 - Will their piece be discovered? Manufactured in mass for distribution around the world?
 - Will they enjoy recognition in top North American design and architecture publications?

Invitation to finalist press conference in Atlanta, includes the opportunity for the finalists to:

- Meet and receive feedback from top North American commercial designers and architects.

- Gain exposure to top North American journalists that regularly cover design and architecture.
- Receive training by our design experts and tour the LG CIM manufacturing facility.

Chance to be a Grand Prize winner and visit Milan for Design Week 2009 where they would...

- Exhibit their finished concept and participate in a professional photo shoot.
- Meet other design students from Europe and Asia and mix with top international designers.
- Tour the design show and some of Italy's most incredible feats of design and architecture.
- Travel alongside, and develop relationships with, top North American journalists that regularly cover design and architecture.

WHO CAN PARTICIPATE?

Students studying architecture, product or industrial design at select design schools. The design challenge is exclusively open to students; therefore, to be eligible, participants must be enrolled in a design project, equivalent course or other interdisciplinary area offered by the school that they attend. Proof of student enrollment in the selected schools will be required for qualification of an entry into the LG Beyond 2009 Student Design Challenge. The design challenge is not open to employees of LG Surfaces and/or any other affiliates or agencies.

STUDENT WORK

Individuals will be considered on their own merit; teamwork will not be taken into account during the selection process. Only one entry per student per design challenge is accepted. To qualify, concepts must reflect the theme and be suitable for commercial design applications in industries such as retail, hospitality and dining, offices, banking, healthcare and education.

PARTICIPATION FEES

Participation for students is free of charge. There is no cost to enter design challenge. No purchase is required. The LG Beyond 2009 Student Design Challenge is subject to all applicable federal, state, and local laws. Void where prohibited.

PRESENTATION OF ENTRIES

The deadline to submit entries is January 24, 2009. The LG Surfaces Beyond Design Challenge will accept entries no later than 11:59:59 p.m. on the deadline date. Entries are entered by uploading concepts to the challenge website (launched by LG Surfaces specifically for this design challenge), making the submission process streamlined and paperless. To submit their design, students will fill out the online form which will ask for the student's contact/background information. They will then be prompted to upload both a photo of himself or herself (optional), up to five JPEG rendering(s) of the concept (2MB maximum file size) and a brief project statement describing the concept, its use and relationship to the challenge theme, *Balance* (maximum 250 words). The submission must specify material and color from among three of LG Surfaces product lines: the classic LG HI-MACS® line; the eco-friendly LG HI-MACS® EDEN collection; or the colorful new LG HI-MACS® Spectrum series. The address of the website for entries is www.lgbeyond.com.

Submission of the dimensional renderings shall constitute an "Entry" into the LG Beyond 2009 Student Design Challenge. By entering, student agrees that he/she grants LG

Surfaces and its affiliates the right to use his/ her submission in whole or in part, edited, or unedited in the LG Beyond 2009 Student Design Challenge. All submission renderings, finished pieces and photography are property of LG Surfaces. LG Surfaces reserves the right to publish photographs of all entries submitted within the context of this design challenge in either print or electronic form. Use encompasses sales, marketing, educational and publicity use in all media worldwide. LG Surfaces use of the images is not limited to the connection with the design challenge and the challenge publicity. The student-designer will be credited (in writing) with the concept and the fabricator-partner is credited with the production of the piece(s) it produces.

Entrant also agrees that his/her submission is an original design and has not been copied in whole or part from any other work, and to the best of their knowledge does not violate the copyright or trademark right of any other person or entity. If the entry violates any of the rules of the design challenge, at such time the entry will no longer be eligible for the LG Beyond 2009 Student Design Challenge.

JUDGING CRITERIA FOR BEYOND

- Originality and creativity
- Functionality of design and ability fabricate
- Relevance to challenge theme
- Evidence of understanding of process and materials
- Overall presentation of concept

The LG Surfaces Beyond 2009 Student Design Challenge reserves the right to value engineer the concept in the best interest of creating concepts which have a legitimate opportunity to actually be installed from a limited cost- perspective.

SELECTION OF SCHOOL WINNERS

All submissions will be reviewed by a panel jury including: (1) a representative of LG Surfaces, (2) a representative of the school, (3) a representative from the Sterling Surfaces, the official fabricator partner. Based upon specific criteria (such as originality, creativeness and feasibility of fabrication), this panel will identify the top design from each North American school. A national press release will announce the winner from each school to local/regional media, trade professionals and each of the school communities.

SELECTION OF GRAND PRIZE WINNERS AND THE JOURNALIST AWARD WINNER

The North American school winners will comprise the finalists. In March 2009, the finalist student-designers will be flown to a press conference in Atlanta where the three grand prize winners and the Journalist Award Winner will be announced. The trip itinerary will include a tour of LG CIM (where LG HI-MACS is manufactured) and opportunities to mix with media, professional designers and fabricators.

GRAND PRIZE WINNERS [LG Surfaces Top North American Student Designers of 2009]

From among the student-designers selected to advance in the design challenge and go to the press conference in Atlanta, a panel jury including commercial designers and architects from across North America will select three "LG Surfaces Top Student Designers of 2009." The three winners will travel (all expenses paid) to Milan, Italy in April 2009 to see their pieces exhibited during Design Week in Zona Tortona. Additionally, they will have their pieces exhibited at various North American design trade shows throughout 2009.

JOURNALIST AWARD WINNER

A panel jury including journalists from design and architecture publications from across the continent will select one Journalist Award winner from among the finalists. This student-designer will receive an LG- brand prize, such as a flat screen TV and a \$5,000 scholarship to be applied toward his/her school tuition.

ADDITIONAL RECOGNITION & FINANCIAL SUPPORT

All participating student-designers will receive awards (made from LG Surfaces material) to recognize their participation and level of achievement in the Challenge. The winning student-designers will each have a professional photo shoot with their work and will be featured in LG Surfaces press articles and on the Challenge website.

STUDENT DESIGNERS

For those invited to attend, financial support to include:

- All travel expenses for attending Atlanta press conference (March 2009), and other trade shows throughout 2009
- Atlanta press conference (March)
- Zona Tutora in Milan (April)
- Profile and professional photos on Challenge website
- Press interviews and other promotional exposure