In the spirit of Dell Technologies Forum 2019 – Enabling Real Transformation, introducing.. 

“SMARTER BY DESIGN”

Technology is fast demolishing all existing constraints of form, function & aesthetic, across creative processes and pursuits.

Designers, enabled by cutting-edge design technology, can now design..

Intelligent (Spatial Design)  
Spaces that are more intelligent, in their construction and usage.

Intuitive (Product Design)  
Products that are highly intuitive, in their interactivity and purpose.

Immersive (Motion Design)  
Content that is more immersive, in its experience and intent.
THE CONTEST BRIEFS

The domain specific challenges to enable tech driven design transformation.

Design an intelligent space which solves an existing problem or create a certain new benefit to the user. The purpose of this intelligent space is up to you to decide.

- Identify the target audience of your solution
- Elaborate on how the proposed design concept is smarter by design and will work to deliver the intended benefits to the target audience.

Expected output:
- 3D renders of your design, presented in a self running power-point presentation (.ppx format).
- Clearly indicate,
  - The target audience and its problem statement
  - The design concept
  - How is the concept smarter by design?

An intelligent building where the front panels change position depending on the rays of the Sun to conserve energy

https://www.youtube.com/watch?v=MDCDRIIIzsc