

DELLTechnologies/Forum

REAL TRANSFORMATION
DESIGNATHON
Powered by Dell Precision

THEME

*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.*

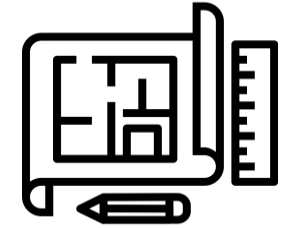
Immersive
(Motion Design)

*Content that is more
immersive, in its
experience and intent.*



THE CONTEST BRIEFS

The domain specific challenges to enable tech driven design transformation..



SPATIAL DESIGN

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=MDCDRllzsc>