

UNI

Mad Hatter's Closet

Designing a personality-driven furniture.



Fig: 1 - Closets an integral part of the interiors - An illustration

Premise

In the old days, the necessity of storing clothes was not the purpose that was attributed to closets.

Houses those days were barely a single room while people slept on the floor. The elite people had manors with bedrooms where people slept and used for other activities, sometimes for entertaining guests too. When one's bedroom was also to be occupied with so many activities, they needed a place to have a private moment, either for reading, praying, or to store their prized possessions. This is where the closet was invented.

Up until the late 1960s, the cloth hangers that we now find in closets and wardrobes were not even invented. Clothes were stored in chests and trunks.

The term closet eventually became a synonym for secretive or private.



Fig: 2 - Closets - from being a personality extension are now an industrial solution

Trends

The evolution of closets from the medieval period to today's cupboards gave rise to many variants for the storage of clothes and other pantries and have taken many forms all over the world. They have also become a part of the building in some cases.

Today closets are available in a range of lavishness, from just a **wooden cupboard** with racks to store folded clothes, to a **whole room** dedicated to dressing up including a pantry and other accessories.

But only the high-end closets give their customer the luxury of customization and without that closets come in a range just wide enough to cover the tastes of the larger percentile of people. If we all were given the option to design our **closets to suit our personalities**, it would be fun to visualize what the whimsy sect of the population would want their closets to look like.



The Mad Tea Party Scene,
Alice in the Wonderland

Fig: 3 - A visual representation of one of the scenes in Alice in Wonderland.

Brief

It is always a sight to watch creative people go through their day and to wonder at the way their thoughts run. In every aspect of their life, some people stand apart, and to represent this quirky sect of our population, no one can do it better than a fictional character.

And who better than **The Mad Hatter** himself. The hat maker with an eye for good hats.

The challenge here is to design a personalized closet for Mad Hatter from the beloved fantasy story '[Alice in wonderland](#)'.

The aim here is to broaden the realms of closet designs by designing for the creative population and redefining the definition of storage in the future.

This project would help future product designers to broaden their visions and cater to the needs of all kinds of people.

Objectives

Personality - Understanding and decoding the personality of the mad hatter.

Compartments - Conceiving components and compartments.

Features - Conceiving interesting features.

Details - Conceptual structural and carpentry details to execute the above.

Volume

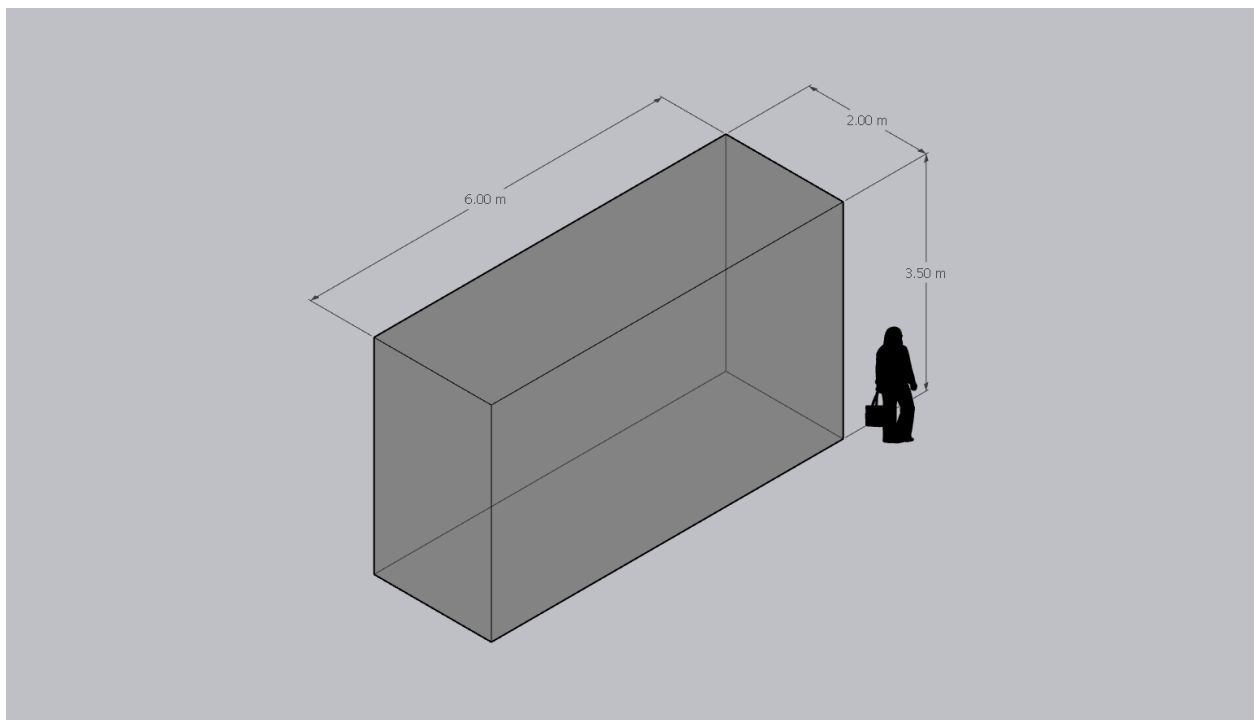


Fig: 4 – Volume of the closet

The closet has to be designed inside space of **6m x 2m and height of 3.5meters**. The closet will rest against a wall and will have clean space in front of it. The closet can have any number of doors, depressions, drawers, mirrors, voids, all according to you.

The challenge looks at the most meaningful conversion of character to the design in the space that is available. This is not a space efficiency challenge, unlike traditional wardrobes of today - hence participants are open to employing creativity.

How to submit?

Read all the competition rules and details from the sidebar, and hit **register**. You can pay the entry fee and book your registration right away. The additional resources directly unlock as soon as you register on your dashboard. Once you are ready with your project - begin uploading from the dashboard and follow this tutorial to submit. You can add your team members to your project while submitting it.

Discover the full submission tutorial here: <https://to.uni.xyz/uploadtutorial>

Submission Requirements

You have to deliver a furniture design outcome on the following volume, based on the given outlines.

1. Recommended number of sheets/presentation images/boards:
3 (Three) of size [2800px x 3500px] in portrait digital format (JPEG only).
2. Minimum 3 (Three) & No maximum sheet limit. Each image should be less than 15MB. (Do not submit PNG format)
3. Minimum requisite submissions are sheets/boards + Cover image containing:
 - a. 1 x Key concept section
 - b. 3D views x 4
 - c. Additional cover image of 2000px x 1000px
 - d. Write an article/story in the Journal section[#] of the project (of about 700-1000 words) answering the questions given in the guide pdf.

#Journal Section appears midway in the project submission portal. More instructions in the additional resources.

Additional Resources

This competition contains additional resources that contain a set of files useful to complete the competition submission. This folder is made available on your profile dashboard automatically as soon as you register.

This additional resource folder of this competition contains:

Submission Format files in PSD | AI | InDD, Size of volume in Sketchup & Guide to Journal Section + Questions

Learn more on <https://uni.xyz/competitions/mad-hatter's-closet/info/about>

<https://uni.xyz/competitions>

Base Rules

- + The competitions are open for students and professionals from all the disciplines of design.
- + The team limit for this competition is **4 members** maximum per team.
- + You can register more than one team but they have to be registered separately.
- + Ensure that the final sheets submitted do not include your name or any other mark of identification.
- + Your submission is linked to your UNI user account which stands as your identification, we do not have any identification codes.
- + This is a design idea challenge only. There is no built commission/realization associated with the problem.
- + In case of publication in the yearbook we will reach out separately for selected entries.

Pro Tips

- + Use exploded views to discuss multi-leveled conceptual models better.
- + Mention sheet number on the corner of every sheet.
- + Plagiarism of any idea/form/design/image will be disqualified with a notice.
- + All the sheets or images will be viewed on a digital device. e.g. Laptop screen or projector. Uploaded sheets or images will not be physically printed for evaluation. The submission hence should be prepared for digital viewing only.
- + Submit JPEG images only. (PNG will not function)

Disqualification

The competition is protected by our [disqualification policy](#) to support fair play in a competitive environment like UNI. Participants are requested to stick to the details in the brief and connect with the curatorial committee on contact@uni.xyz in case of doubts or revisions.

Please check the link above for details. Failure to adherence may lead to soft or hard disqualification based on the violation.

Judging Criteria

The entries will be judged by an international jury of the competition on the following criterions:

Presentation: The fundamental to a good entry is a visual delivery of ideas.

Concept/Idea: Quality of thought and intent in the pre-design phase.

Design Outcome The final furniture design outcome of the solution.

The judging panel can also add other criterions based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfill the above-given criterions first in their design. Names of the jury panel will be announced soon.

Prizes / Deadlines / Registration

For complete information on active prizes and details on the entry fee, visit the **Awards & Fees** section of the competition here:- [Awards&Fees](#)

Learn more about this competition here:

<https://uni.xyz/competitions/mad-hatter's-closet/info/about>

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