



Studio Clockwork Style Award 2019

To be a winning team, several characteristics are required to set your team and your car apart from others. Team spirit, engagement, know-how, car performance and durability are probably the most present key characteristics you always have in mind when you manage your project.

A very important part of success is also the definition of an elaborated car design. Getting people's attention to your product is something that can really help your project succeed. Each team has to promote their project to gain sponsors, fans and all kinds of support that it may require. What else catches the eye to your product than the car itself?

Studio Clockwork has many years of experience in Transportation Design and is now looking for a student team which has performed its best in styling its Formula Student racecar. The Studio Clockwork Style Award 2019 is a prize which will be given to the winning team that shows technical solutions which are both great looking and balanced with form and function, coupled with a holistic approach towards a high level of presentation and professionalism.



How to Register

All registered teams at Formula Bharat 2019 are allowed to participate. Only 1 application per team is allowed.

Teams will be required to submit their application document (max. 6 pages in PDF-Format, max. 10 MB) containing the following information:

1. All pages must contain your Car Number, Team name, Institution Name & Postal Mailing Address
2. Rendered 3D-Graphics and/or photographs of your car in 4 views: FRONT, TOP, SIDE & ISO - each view on a separate page. Please keep in mind: The better the picture, the better your chances of entering the semi-finals.
3. Total dimensions of your vehicle: length, height, width and wheelbase.
4. Size of your tires (e.g. 10", 13", 15", ...)
5. Description of your Styling developments, ideas, concepts & decisions (max. 1 page).
 - What are you really proud of, because it makes your car looking better than others?
 - Where did you have the most difficulties solving the issues between styling and rules, or other requirements?
6. Design sketches of your vehicle (if available)

Deadline to submit your application is December 15, 2018 via www.formulabharat.com/deadlines.

Semi-Finals

A maximum of 6 teams will be chosen by Studio Clockwork for the semi-finals presentations on January 25, 2019. The judging process will be 20 minutes (10 mins presentation, 10 mins discussion) with your vehicle and a maximum of 6 team members. A television screen will be made available for your presentation. Please make sure to keep the focus of your presentation on the development process of your styling and the issues you had with technical requirements and their final solutions.

Rating Criteria

We rate each application as well as the finalists according specific criteria.

1. **Design theme:** identification and definition of a clear design concept and design theme
2. **Proportion:** balanced proportion of car in harmony with size and dimensions of all visible parts.
3. **Design quality & surface execution of the total vehicle (only in finals):** attractive detail execution and appearance of vehicle, choices of materials and the craftsmanship of fit and finish.
4. **Design Graphic and Color:** graphic and color choice to support vehicle and design concept (such as recognition of corporate identity of University and/or team CI etc.)

Award

The winning team of the Studio Clockwork Style Award 2019 will receive a 3D printed award and an opportunity to collaborate with Studio Clockwork for one year as an advisor for vehicle styling and design. The winner will be announced during the Award Ceremony on 26th January 2019.

"An Artist's dream is an Engineer's nightmare"