

iQ



Design Challenge





In October 2008 Toyota set students of the Royal College of Art (RCA) a challenge: to create a household item that reflects 'intelligent urban living' – the concept that informed the design of the Toyota iQ.

The designs had to fit into one of four categories; living room, kitchen, bedroom and garage. Entries have been whittled down to 12 finalists, who have all come up with eclectic solutions to one of the many challenges of living in busy, crowded, noisy city environments.

Winners will be announced on Thursday 15 January with a top design selected in each of the four categories as well as an overall winner. The prize is £3,000 per category, with an additional £3,000 being awarded as a Grand Prize. The winning designs will be displayed in a special exhibition at the Royal College of Art.

We have put together four unpublished video interviews with the finalists (click the links on the right to view them one by one).

In addition, we are writing about the students and their entries daily at the This is iQ blog. The fourth and final post will be published today. We will be writing about the winners on Friday.

<p>Meet the RCA students</p>  <p>click to view video</p>	<p>The future of design</p>  <p>click to view video</p>
<p>The future of transport</p>  <p>click to view video</p>	<p>The influence of Japanese design</p>  <p>click to view video</p>

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