

[illegible]

NISSAN | Creative Discovery Challenge

The Creative Discovery Challenge invites creatives to propose innovative ideas and designs by using “Bricolage” to leverage unique perspectives and propose a new way to enhance everyday life.

The Creative Discovery Challenge is looking to award future-thinking, innovative ideas and designs that have the potential to improve people’s lives. Submissions will be accepted until October 2, 2023 and are asked to follow the theme of “bricolage,” where people use everyday objects to create something new. Using bricolage, this award wants applicants to leverage their own unique perspective to propose a new way to enhance everyday life. This award believes that it is possible to uncover the yet unseen value hidden in everyday things and hopes to gather submissions that give new value to the every day by combining familiar objects with new ideas.

The Creative Discovery Challenge is open to both large and small-scale projects as well as ideas still in their early planning stages. Rather than a competition, this is a challenge that hopes to instead unearth ideas that are based on “attainable technology” for the “attainable future” and create a collection of works that can serve as inspiration for future creators as well. A variety of ideas across different genres, including products, graphics, photography, videos, websites, service design, and more are welcome as submissions.

Awards will be given out in three categories: General, Next-Generation, and People’s Choice. Approximately four works will be chosen for each respective category. All submissions will be considered for the General Award, while Gen-Z creators exclusively will be considered for the Next-Generation. The People’s Choice Award will be decided by public voting in October.

The objective of this open call is not to just recognize the most outstanding projects but rather to uncover forward-thinking ideas that are both attainable and that utilize accessible technology. People of all ages and nationalities are encouraged to apply.

Deadline: 02 October 2023

Apply [here](#)