

Industry News

Go Wild! Design and Donate a Mask to Benefit the WWF

Humanscale, the ergonomic office products manufacturer, is holding its annual mask competition/auction to benefit the World Wildlife Fund on September 20. By designing and donating a mask for this event, you will help raise money for the WWF, which is the leading environmental organization dedicated to protecting the diversity of life on planet Earth. The rules for mask design are quite simple. All entries must be:

- Tangible
- Easily transportable
- Made from environmentally friendly, non-perishable materials
- Representative of the face of a nondomesticated animal.

All masks will be judged by a distinguished panel representing a wide range of design disciplines. Judging will be based on:

- Use of environmentally friendly materials
- Degree to which the mask captures the essence of the animal (personality, presence, look)
- Overall design.



This year's competition will also have a student division.

Winners will be announced at the event. The top three vote-getters will receive Humanscale's award-winning Freedom chair, designed by Niels Diffrient.

Last year's event drew 250 attendees and earned more than \$12,000 for the WWF. Attendees for the event will include members of the World Wildlife Fund in and around New York City, members of the architecture and design community, facility managers, and clients from the New York metro area.

Due to space limitations, Humanscale must limit the number of entries to 100. If you would like to participate in this event by designing and donating a mask, contact Karen Dickstein at Humanscale, 212-353-1383 or KarenBDE@aol.com.

For more information about humanscale, visit www.ergoview.com

For more information on the World Wildlife Fund, visit www.wwf.org. 