



STANFORD  
CENTER ON  
LONGEVITY

DESIGN CHALLENGE

**2017- 2018**

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**FOR IMMEDIATE RELEASE**

## **Stanford Center on Longevity Design Challenge Competition Begins**

*Annual Design Challenge Seeks Healthy Behavior Change*

**September 5, 2017, Stanford, CA** -- The Stanford Center on Longevity today opened its fifth annual Design Challenge competition with the theme “Promoting Lifelong Healthy Habits Through Design.” The competition invites student teams from anywhere in the world to submit ideas for products or services that improve wellbeing across the lifespan, with the chance to be invited to Stanford in order to compete for cash prizes. Submissions can be made any time from September 5, 2017 through December 8, 2017.

This year’s Design Challenge competition asks teams to submit design ideas which promote habits that demonstrably improve quality of life. The best designs will be those that are innovative, engaging, practical, and readily understood. Solutions that have been user-tested and are novel, scalable, and inexpensive are strongly encouraged. In particular, the most appropriate design ideas are those that support an individual’s ability to become mentally sharp, physically fit, and financially secure.

Once the submission period ends, a team of judges will score the entries and a list of finalists will be selected. All finalists will receive \$1,000 to build a prototype, and travel expenses will be provided to bring a team representative to Stanford University to present their designs to a panel of renowned industry, academic, and government leaders. Additionally, finalists will spend the day after the competition at the Stanford Graduate School of Business to receive entrepreneurial guidance on taking their design to market.

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**About the Design Challenge**

The Stanford Center on Longevity Design Challenge is a global competition aimed at encouraging students to design products and services to improve the lives of people across all ages. Established in 2013, the Challenge is focused on ways to motivate and empower people in their daily lives both inside their homes and in their community, particularly as they remain healthy and vigorous long past the traditional beginning of retirement.

For more information, visit <http://designchallenge.stanford.edu>

The challenge is made possible by generous sponsorship from a number of companies and foundations. Thank you to our 2017-2018 sponsors: Halbert Hargrove, Home Care Assistance, Lixil and Target.

### **About the Stanford Center on Longevity**

The mission of the Stanford Center on Longevity is to redesign long life. The Center promotes the acceleration and implementation of scientific discoveries, technological advances, behavioral practices, and social norms so that century long lives are healthy and rewarding. Founded in 2007 by Laura Carstensen, PhD and Thomas Rando MD, PhD, the Center works with more than 150 Stanford faculty, their students and research staffs, as well as leaders from industries, thought leaders, and policy makers to develop workable solutions for urgent issues confronting the world as the population ages. For more information, visit <http://longevity.stanford.edu>

Follow the Stanford Center on Longevity [@StanfordLngLife on Twitter](#) and [via our Facebook page](#) for more updates -- including announcements on "Promoting Healthy Habits Through Lifelong Design", the theme for our 2017-2018 Design Challenge!