

Press release Honda Research Institute Europe & hack.institute „Face the robot!“

„FACE THE ROBOT!“

Online Challenge: 20 K prize money for a robot head and its interaction design.

In cooperation with hack.institute Cologne, Honda Research Institute Europe is looking for an innovative design for a head and face of its multi-entity research platform consisting of a mobile assistant robot, a table-top robot and a virtual avatar.

Cologne, September 12th 2017 – Honda Research Institute Europe (HRI-EU) invites character, UX and interaction designers and design students to join their online challenge “Face the Robot”. The objective of the challenge is to conceptualize the design of the head and face of the different embodiments of an intelligent system: a mobile assistant robot, a table-top robot and a virtual avatar. Submissions shall include the general design for the appearance and the main expressions for interacting with people. It’s the participants’ creative decision if the actual design shall be abstract or anthropomorphic.

Prof. Dr. Bernhard Sendhoff, President of HRI-EU: „We are particularly excited to learn from the ideas and thoughts of people who are not actively involved in the science and research in artificial intelligence and robotics. Using the synergy between technology and design we hope to explore new approaches to the interaction between multi-entity systems and people.“

From end-September on the participants of the design challenge will have a maximum of four weeks to submit their designs online as PDF or video. The deadline for entries is October 22nd 2017. A jury of internal experts at HRI-EU will choose the best 28 designs of the online challenge. The prizes are impressive: The first prize has a value of 10.000 EUR, 4.000 EUR will be given to the second-best and 1.000 EUR to the third place. Furthermore there will be a reward of 200 EUR for 25 additional entries.

Afterwards it is planned that the winning designs will influence the actual design of the real assistant robot, the table-top robot and the virtual avatar at HRI-EU.

Further information of the Honda Design Challenge: www.face-the-robot.com

About Honda Research Institute:

In 2003, the Honda Research Institutes were founded in Japan, in the United States and in Europe, to conduct research in emerging fields of technology especially computational and artificial intelligence, robotics, brain science and bioinformatics. More than a decade later artificial intelligence is seen as a technology that will shape our future in many ways, ranging from autonomous driving to personal robots and from smart design to the efficient use of resources.

We research intelligent systems that work among us, for us and with us. This is why we call it *Cooperative Intelligence*. Cooperative intelligence is the ability to use optimally limited resources to achieve goals in complex environments together with others in a social context. Cooperative intelligence does not just focus on the function but ensures confidence and trust when we interact with artificial systems. This way it enhances *our* capabilities, allows *us* to share our experiences and strengthens *our* role in society.

We apply our research in artificial and cooperative intelligence to next generation mobility systems, personal assistants and to engineering, design and manufacturing processes that are efficient, robust and that enhance the creative potential of our engineers.

The challenge is hosted by:



Honda Research Institute EU

Honda Research Institute Europe GmbH
Carl-Legien-Straße 30
63073 Offenbach/Main, Germany
www.honda-ri.de

And organized by:



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