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## Exploring the Perspectives of Jury Members from Different Fields of Expertise in Industrial Design Competitions

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In the last decade, the number of industrial design competitions in Turkey addressing industrial design students and young designers has increased significantly. The increase in the number, and the educational scholarships that are provided to the design students and young professionals, brought industrial design competitions into prominence among design promotion activities. In addition, design promotion activities that are organized with the aim of increasing visibility of industrial design profession in Turkish society and the industry, also carry significance in terms of bringing experts from various fields of expertise together. Jury compositions of the design competitions organized in the last years show that evaluation juries of competitions consist of experts from various fields. Despite the increased importance of industrial design competitions, little is known about them. This thesis examines this gap by exploring the perspectives of jury members from various fields of expertise in jury evaluations of industrial design competitions in Turkey. The fieldwork of the thesis consists of observations in evaluation juries of five design competitions and interviews with fifteen jury members. Based on the findings obtained from the fieldwork, this thesis offers three main conclusions. First, jury members from different fields of expertise do not have a shared goal to be achieved with industrial design competitions. Second, jury members from diverse fields of expertise have a tendency to position themselves and to construct their roles in the juries in order to develop internal relations among jury members, and to provide effective communication during evaluation process and decision-making. Lastly, in jury evaluations where experts from diverse fields come together, discipline-based representation and authority have emerged as the two important issues. Designer and non-designer jury members have contradicting opinions on power relations in evaluation juries of industrial design competitions.

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