

Pillar Project Announces its First Design Contest

Submitted by: Twenty Thirty

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On July 17 2017, the Pillar project (<http://pillarproject.io>), part of Twenty Thirty AG (<https://2030.io/>), a Swiss blockchain innovation company, received over \$20million from supporters in what is called a blockchain token sale, or ICO. Now the project announces its first design competition.

The goal of the Pillar project (<http://pillarproject.io>) is to create a mobile “wallet” application that will become the centre of people’s digital lives. The project has no management structure or board and will soon be coming to London, UK, to hire and get started. To attract world-class designers, they have created a design contest (<http://www.pillarproject.io/contests>) anyone may enter. The contest runs from now until September 17th, with prizes as follows:

First prize: £9,200 (50 ether)

Second prize: £3,680 (20 ether)

Third prize: £1,840 (10 ether)

The prizes will be awarded in ether, a cryptocurrency, and will change as the price of ether changes (currently £184 per ether).

“We want to reach out worldwide on our design challenge,” said David Siegel, one of the project’s founders. “We’re attracting world-class technical people, and now we are looking for design and user experience (UX) talent. We want people to work in teams, and we’ll soon be launching an online community where people can find other team members.”

The goal of the contest is to sketch out and provide thinking on creating a next-generation “smart” wallet. The judges are not looking for final designs. In fact, 50 percent of the score goes to design sketches and mock-ups, 20 percent goes to testing, and 30 percent goes to thinking and philosophy of what a wallet should be and how people will interact with their digital tools in the future.

Examples of key skills required include user interaction, service and interaction design, typography prototyping, behavioural research, Javascript, other front-end scripting languages and customer service. The competition closes on September 17 2017.

Details of the contest may be found at www.pillarproject.io/contests

Contact: info@pillarproject.io

Links:

20|30 website: <https://2030.io/>

Pillar Project website: <http://pillarproject.io>

The story of the Pillar project: <https://theascent.biz/the-story-of-the-pillar-project-bc7a653c8931>

The story of the Pillar token sale:

<https://hackernoon.com/twenty-years-and-three-months-to-create-an-overnight-sensation-cf7190df871b>

Pillar video channel: <https://www.youtube.com/watch?v=zaYDrkAMD2k>

Video explaining the Pillar Wallet: <https://youtu.be/cl2aNk72TUc>

Ends

Please contact Adam Betteridge at adam@famouspublicity.com, Steven Hanlon at steven@famouspublicity.com or Tina Fotherby at tina@famouspublicity.com or call +44 (0)333 344 2341 for further information.

About David Siegel

As well as being the co-creator of Pillar (<https://pillarproject.io/>) David Siegel (<https://www.linkedin.com/in/siegelventures/>), is a founder of Twenty Thirty AG, a corporation registered in Zug, Switzerland. He is a web pioneer, author, and serial entrepreneur. He is the world's first web designer, started one of the world's first web-design agencies, and sold it to KPMG. He was a figure in the semantic web movement and is now a central player in the blockchain world. In 2016, he was a candidate to become the next dean of Stanford business school. His work is at dsiegel.com.

About 20|30

The founders of Twenty Thirty (<https://2030.io/>), are building a worldwide community to create the decentralized networked world that will be mainstream in the year 2030.