

Pillar Project Design Competition Approaches Final Two Weeks

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The first ever design competition by the Pillar Project (<https://pillarproject.io/>), part of Swiss Blockchain innovation company Twenty Thirty AG (<https://2030.io/>), will soon be drawing to a close. The closing entry date will be on Friday September 17 2017.

Around the globe, designers are being given the opportunity to assist in the creation of Pillar Wallet 0.1, which will be a simple mobile wallet to transfer ether in and out and show transaction history. The wallet will develop through multiple iterations to become the world's best consumer user experience for managing people's digital lives.

The competition prizes are as follows:

First Prize: 50 ether (£14.7k / €15.9k / \$18.9k) *

Second Prize: 20 ether (£5.9k / €6.4k / \$7.5k)

Third Prize: 10 ether (£2.9k / €3.1k / \$3.8k)

* Approximate value as of Wednesday August 30 2017.

In July, the Pillar project received over 113,600 ether (equivalent to almost \$43million today) from supporters in a 60-hour blockchain token sale, also known as an ICO. The Pillar project initiative is the brainchild of David Siegel (<https://pillarproject.io/>), a serial entrepreneur, author and the world's first web designer. His 2010 book, Pull (Penguin), described a future with no apps and with the personal data locker at the centre of people's lives.

David Siegel said, "We want to reach out worldwide on our first design challenge. 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 per cent of the score goes to design sketches and mock-ups, 20 percent goes to testing, and 30 per cent 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 Pillar project is staffed by innovators from across the globe in 13 time-zones who are part of the Twenty Thirty blockchain community. As well as David Siegel, the founders include Tomer Sofinzon from Israel, Yogesh Gaikwad from India and Vitor Py from Brazil.

The team will soon set up their first offices in Rio de Janeiro, Brazil and London, UK. The Pillar project is currently recruiting staff for their new offices and the competition is the perfect

opportunity for individuals to show their worth and value to the crypto-community. The ethics at Pillar mean CVs are disregarded, instead people are recruited on their ability to do what is needed.

Designers who are looking to permanently join Pillar can use the design competition as a way of getting involved in the early stages of the wallet's development.

Details of the contest may be found at <https://pillarproject.io/contests> and the competition will close on Tuesday September 17 2017. Participants are encouraged to join the Pillar community group at <https://community.pillarproject.io/>.

Contact: info@pillarproject.io

Links:

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

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

Pillar Project Design Competition Video: https://www.youtube.com/watch?v=p_LJ4quJozU

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://www.youtube.com/watch?v=cl2aNk72TUc&feature=youtu.be>

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Please contact Adam Betteridge at adam@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. David masterminded the Pillar project token sale in July 2017 and successfully raised over 113,600 ether through 13,536 transactions from 8,919 buyers.

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.