

## Open Design Italia 2015 Competition

### Call for Applications

#### 1. Contents and objectives of the Open Design Italia 2015 Competition

Open Design Italia, an initiative dedicated to the promotion of self-produced and small series design since 2010, is an international competition and exhibition-market exploring the field of self-production at both the national and the international level. Self-production is a new approach to design, in which the creative activity is directly linked to the production one. It is aimed at specific types of projects, in which designers conceive and determine all the production and distribution phases of the product.

The event takes place in Trento, at the Trento Fiere from 29<sup>th</sup> to 31<sup>st</sup> May 2015. Trentino-Alto Adige, fertile territory of initiatives that enhance creativity in young people and small medium-sized enterprises which represent the right blend of craftsmanship and industry, mirrors the interests and objectives of this edition which aims at promoting **networking** of skills and project development capabilities between young designers, institutions and small medium-sized enterprises that express the best of made in Italy.

During the three days of the event, Open Design Italia will promote a program of debates, business to business meetings and training workshops which will act as a focus point of the event, thus providing a series of **services** orientated to the designer-participants with the objective of improving their activities and increasing their business contacts. Through the competition awards and the consolidated partnerships with international institutions, Open Design Italia continues its renowned **internationalization program** that enables the competition winners to gain wider visibility and the opportunity to take part in other events and exhibitions around Europe. With this call for applications, which focuses on small-series product design, Open Design Italia 2015 aims to place the emphasis not only on the designers themselves, but also on the territory in which they operate and on the whole production chain.

When selecting, Open Design Italia applies the following criteria:

\_Projects in which the synergy between the designer and the local craftsman/company clearly emerges;

\_Objects that have been completely produced by the designer, who is the main actor in the whole production process, from the project to the final creation;

\_Products that have been created through the digital fabrication methods and related services such as fab-labs and innovative companies that provide intermediary and consultancy services in the transfer of technology and that apply innovative techniques

that address local and global issues;

\_Objects that have been completely produced by the craftsman, who is the main actor of the whole production process, from the project to the final creation.

## 2. Requirements for competition participation

Open Design Italia is a market-exhibition that allows subjects who intend to participate in the competition, via the application process and subsequently selected according to the criteria described in section 4 of this document, to freely exhibit and sell their objects without any intermediation. In order to participate in the competition, designers are invited to submit photos of their design projects in relation to the competition categories listed in section 3, on the condition that they agree to produce such projects as well as bear the production costs for a sufficient amount of items to be exhibited and sold throughout the duration of the event. Participation in the competition is free and open to **designers, craftsmen, fashion designers, professionals, artists, makers and companies a/o studios** working in the field of design. Members of the jury and those who have directly worked or contributed to this initiative are automatically excluded from the competition. Participation is on an individual or group basis. In case of group participation, a group leader must be selected to be held, to all effects and purposes, responsible by the competition organizers, in addition to being the only person entitled to collect awards. Individuals cannot participate in the competition in either more than one group or simultaneously as an individual and a group member. Failure to comply with this rule will result in exclusion from the competition, both for the individual and for the other participating members of the group.

### 2.1. Special section

**For residents of the Kingdom of the Netherlands:** Designers that have been selected by the Open Design Italia Team and that prove to be resident in the Kingdom of the Netherlands can participate in a further selection process conducted by the Embassy and the Consulate General of the Kingdom of the Netherlands in Italy. The three winners of this selection will each be awarded a **free exhibition space** at Open Design Italia 2015. Other Dutch residents selected for the competition will still be able to participate by paying the exhibition fee (see section 10 for more information).

**For Makers:** In addition to the selection process organized by Open Design Italia Team, Makers who apply to the competition will have access to a further selection process, organized by MUSE Science Museum in Trento, which is recognized for its initiatives related to the Maker Movement. The two winners of this selection process will each have a **free exhibition space** made available by The MUSE during the three days of Open Design Italia 2015. The other selected makers can, anyhow, participate by paying the exhibition space fee (as per point 10).

## 3. Scope of the Competition

Open Design Italia 2015 competing projects must belong to one of the following categories:

- \_product design: objects, technology, packaging, other products
- \_interior design: furniture, decoration, textiles, lighting
- \_fashion design: fashion, accessories, jewels, textiles
- \_communication design: graphic design, publishing, web, applets
- \_urban design: public furniture



## 4. Selection and evaluation criteria

Selection by the Open Design Italia Team gives access to the market-exhibition, to the competition and to other related events and dedicated services for the single participant. First the Open Design Italia Team, and then the international jury, will select the best projects on the basis of:

- \_Originality and innovation
- \_Technical functionality and aesthetic quality
- \_Employed technology and sustainability of the production chain
- \_Links with the designer's territory and the synergies with local production companies
- \_Ability to communicate and present the products
- \_Marketability

## 5. Exhibition-market, business to business meetings & training workshops for the exhibitors

Designers whose projects are selected will be given their own space in the general exhibition area where they will have the opportunity to exhibit and/or sell their works under their own full and sole responsibility. Throughout the duration of Open Design Italia, only and exclusively selected products will be admitted to the exhibition.

In keeping with our intention of strengthening the network relations between self-producing designers and industry professionals, Open Design Italia 2015 offers, during the three days of the event, **only to selected designers, free exclusive services** (included in the cost of participation as per point 10) aimed at improving the communication and marketing potential of the products.

These services include;

\_Training workshops delivered by experts in the fields of web marketing, communications, intellectual property rights protection, retail online, photography and image.

\_Consultancy services from the Open Design Italia Team during the exhibition preparation phase, with the aim of improving the communication and presentation of the products especially to potential investors.

-A series of business to business meetings with companies and sector professionals in the fields of networking, business consultancy, communications and retail.

An exclusive meeting aimed at the development of new projects will be organized **only for a selected number of designer-exhibitors of the 2015 edition**, chosen by an internal commission of experts in marketing and communications, and sector companies.

## 6. Jury and awards

Throughout the duration of Open Design Italia 2015 (29-31 May 2015), the exhibited projects will be evaluated by an international jury to determine the most deserving of awards and special mentions. All decisions by the jury are final and unchallengeable.

The awards that will be assigned in the 2015 edition are:

**Open Design Italia Award:** the winner will have full access to the Open Design Italia local and international promotional network, and a free packet of consultancy services on web-marketing, communication, protecting intellectual property rights, online retail, photography and coordinated image.

**Prezi Award:** the winning designer will have the opportunity of having one of Prezi graphic artists help him or her create a personalized Prezi for promoting his or her



design pieces and activity. The outcome of this collaboration between the winner and the Prezi graphic artist will be published as one of the examples on *Prezi.com*.

**Living Award:** publication of the winner project in the prestigious magazine and on the relative site [www.living.corriere.it](http://www.living.corriere.it) and free subscription to the digital magazine *Living* for one year.

**Special Award - DE.MO. 2014 - support for new designs for art shops and bookshops and for the international mobility of young Italian artists:** promoted by *MiBACT - Ministry for Cultural Assets and Activities and for Tourism*, *GAI - Association of the Network of Young Italian Artists* and the *Municipality of Modena*. The objective of the award is to select, within the scope of the 2015 edition of *Open Design Italia*, a young designer of no more than 35 years, to support his/her participation at an international event on self-production.

## 7. Application and submission of documents requested

Application to *Open Design Italia 2015* is **free**. Please follow carefully the procedures specified in this document. To apply for the competition, you must first register online by filling in the **application form** available online at [www.opendesignitalia.net](http://www.opendesignitalia.net). Only after registering on the website, will applicants receive an email reporting the indications to access a dedicated page where they will be able to upload only the requested documents and information.

**The deadline for the competition application is on and not beyond 6pm (GMT+1) 23/02/2015.** Each designer or group can submit a maximum of three projects or collections. All uploaded files must be named with the project/collection title. Texts can be written either in Italian or English.

**Required documents** are to be uploaded and **information** filled in directly on the **Profile** page accessible after the registration on the website via the **Application Form**:

### \_Required documents

a) Max. three photos for each project or collection. Only photographs are accepted; renderings or other kinds of visual representations are not allowed. Failure to comply with this rule will result in exclusion from the competition. Maximum file size: 3 Mb. File format: .jpeg. Resolution: 300dpi

### \_Required information

- a) Acceptance/agreement after having read the Rules & Regulations for participation in its entirety
- b) designer/ group information (“Designer profile”)
- c) project/collection information (“Identity card of the object”) for every project or collection presented.

Incomplete applications will not be taken into consideration.

## 8. Management Board of the competition and of the event

The following bodies, which make up the Management Board, are in charge of coordinating and organising the competition and the event:

\_Open Design Italia Team ([www.opendesignitalia.net](http://www.opendesignitalia.net)) in charge of collecting the documentation requested for applications, and coordinating the curator’s office and art directors for the event. This body is in charge of selecting the applicants for the competition, the exhibitors and then in collaboration with a team of experts, a selected number of designers to participate in the special event aimed at developing new projects.



\_An international jury in charge of selecting the winning projects (see section 6) and the special mentions of the Open Italia 2015 edition, during the three days of the event. The names of the members of the jury will be published online by 19th January 2015 on [www.opendesignitalia.net](http://www.opendesignitalia.net)

\_The Embassy and the Consulate General of the Kingdom of the Netherlands in Italy that contributes to the special section of the competition three exhibitors resident in the Kingdom of the Netherlands.

\_Team MUSE Fab Lab, The MUSE Science Museum of Trento, which is responsible for the selection of two Makers for the special section of the competition.

\_Thebigspace Italia, the company in charge of the organization of this event and coordinating of the organizational office and logistics.

## 9. Exhibition area

Open Design Italia has always chosen exhibition venues that have a high architectural value to allow designers to express their full creative potential when exhibiting their objects. Open Design Italia has chosen Trento as venue of the event because it is a city of international interest and a capital city of a territory, rich in architecture and with a longstanding tradition of craftsmanship.

The event will take place from 29<sup>th</sup> to 31<sup>st</sup> May 2015, at Trento Fiere.

The exhibition area will only be able to be accessed by those who have been selected in the competition and have had the relevant exhibition space fee for paid by the designer or the group of participants.

## 10. Costs of the Market-Exhibition

Selected candidates, who wish to participate at the event, will be required to pay a fee of 550 Euro (VAT excluded) for a single 9 square-meter exhibition space.

Rental costs include: the exhibition space; including plugging multiple and connection to the electrical power supply; one exhibition element; and, during the three days, access to the free and exclusive services as per point 5 of this document.

Exhibition ensures every participant high visibility through the publishing of a catalogue, through the website and through an intense promotion and advertisement activity coordinated by the Open Design Italia Team and Thebigspace Italia.

Other additional costs:

Additional requirements such as furniture (an additional exhibition element and chairs) will incur an additional cost of 70 Euros (VAT excluded) for each additional item; additional costs will be added to rental costs and by borne by the exhibitors.

Exhibitors are also responsible for the insurance of their works.

The Management Board is not liable for any damage and/or theft that may occur during the Exhibition; each designer shall be the custodian of their works.

Selected designers who wish to confirm their participation at the event are **required** to pay the full amount by Paypal or bank transfer to **Thebigspace Italia (IBAN IT56L0572860790026570398999 BIC SWIFT BPVI IT 21026)** by and not beyond **23/03/2015**.



## 11. Calendar

\_From 01/12/2014 to 23/02/2015: applications submission on the website [www.opendesignitalia.net](http://www.opendesignitalia.net)

\_19/01/2015: latest date for the online publishing of the members of the international jury for the awards

\_23/02/2015 at 6pm (GMT+1): applications deadline

\_02/03/2015: communication of the selected designers

\_23/03/2015: payment deadline for the exhibition spaces by the selected designers

\_From 29 to 31/05/2015: Open Design Italia 2015 market-exhibition

## 12. Withdrawals

Withdrawals must be communicated by and not beyond the 30th of March 2015 at 6pm by means of certified mail ([thebigspaceitalia@messaggipec.it](mailto:thebigspaceitalia@messaggipec.it)) or registered delivery (with return receipt) to the following address: Thebigspace Italia srl, via Zanella, 67, 36016 Thiene (Vicenza).

Should withdrawal be effected before this deadline the full payment amount will be reimbursed.

No reimbursement will be granted should withdrawal occur after the 30th of March 2015.

## 13. Applicants' Agreements to, Responsibilities and Consent for Personal Data Processing

By signing the present call for applications, the applicant:

a) fully accepts the contents and rules of this call for applications;

b) declares and warrants the authorship and originality of the project, that the full ownership of the property rights relating to the project and that both project and materials are not burdened by the rights of third parties (authorization and waiver of rights holders must be submitted otherwise); also declares to be aware that the project would be excluded from the selection process if the work is in full or in part made in violation of the rights of third parties;

c) declares to accept all decisions taken by the Management Board and Jury as final and unchallengeable and cannot be contested or appealed by any other body;

d) authorizes the photographic reproduction and publication of his/her works as well as of the images and documents submitted; and the use, even in part, of application documents, directly or through third parties, on condition that they are used in relation to the event, for the preparation of catalogues, for promotional activities and for inclusion in press kits to be delivered to specialized magazines and webzines. In that regard, nothing will be due save the obligation to quote the author/authors in all phases of publication and divulgation of the event;

e) authorizes, in relation to the event, the reproduction of his/her own image, the publication of his/her curriculum vitae and projects;

f) in participating in the competition and the event, the applicant agrees to the processing of personal data for the sole purposes of the competition and all related activities. All data supplied will be used only for the sole purposes of the event and competition and all related activities pursuant to Art. No.13 of Italian Legislative Decree 196/2003;

g) guarantees that submitted and exhibited projects shall not in any way infringe the standards of public decorum, should not contain elements of discrimination by gender,



race, language, religion, political opinion, personal and social conditions;  
h) agrees that each designer will be responsible for its own exhibition space and its objects; applicants are liable for any damage and/or theft occurred during the exhibition. The Management Board shall not be held responsible for the insurance of the works and rental area/stand throughout the event, nor for their transportation or storage.

i) Accepts the present rules and regulations as per and to all effects art. No.1341 and following of the Italian Civil Code.

## 14. Copyright

Individual designers retain intellectual property rights on submitted projects. All relative submitted materials and additional documents, however, sent in order to participate in the event shall remain the property of Open Design Italia definitively and shall not be returned. Open Design Italia may publish a catalogue of all projects submitted for the event. The publisher and the distributor will be chosen at its sole discretion.

## 15. Info

For further information on the competition, please send an email to: [applications@opendesignitalia.net](mailto:applications@opendesignitalia.net)

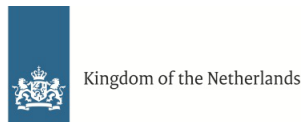
Art Direction



Organization

THEBIGSPACEITALIA

Partner



MainMediaPartner



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