



IN THE MAKING

Open Design Italia 2013 Competition Call for Applications

1. Contents and objectives of the Open Design Italia 2013 competition

Open Design Italia, an initiative dedicated to the promotion of self-produced and small series design, is an international contest 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 Venice at the Terminal San Basilio from the 22nd to the 24th of November 2013. During the three days of the event, Open Design Italia promotes a direct engagement between designers and consumers; it also contributes to the creation of **networks** between self-producing designers, entrepreneurs and institutions of the sector by actively encouraging meetings aimed at improving the projects, at developing new production partnerships and at adopting new distribution channels.

The 2013 edition of Open Design Italia provides selected designers with **training services** designed to enhance the designer's products and visibility, in addition to prestigious awards.

Through the competition awards and the partnerships with international institutions, Open Design Italia offers an **internationalization program** that enables the competition winners to have access to such channels; as a result, they 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 2013 wants to place the emphasis not only on the designers themselves, but also on the territory on which they act and on the whole production chain.

When selecting, Open Design Italia looks for:

_Projects in which the synergy between the designer-enterprise and the local craftsman-company clearly emerges

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

_Products that have been created through the digital fabrication method and related services such as fab-labs and innovative companies that transfer technology

_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. Participation requirements

Individuals who wish to participate in the competition can apply online. The candidates will be subsequently selected according to the criteria described in section 4 of this document. Open Design Italia is a market-exhibition that allows selected designers to freely exhibit and sell their objects without any intermediation.

In order to participate in the competition, designers are invited to submit pictures of their design projects in relation to the competition categories listed in section 3, on the condition that they commit to producing 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 to the competition is free and open to **designers, professionals, artists, makers and companies and/or 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 contest.

Participation is on an individual or group basis. In case of group participation, a group leader must be selected to have full responsibility for the group as a whole and to be the only person entitled to collect awards.

Individuals cannot participate in the contest 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 group.

For residents of the Kingdom of the Netherlands:

Designers that have been selected by the Open Design Italia Team and that reside in the Kingdom of the Netherlands can participate in a further selection conducted by the Embassy of the Kingdom of the Netherlands in Italy. The two winners of this selection will each be awarded a **free exhibition space** at Open Design Italia 2013. Other Dutch residents selected for the competition will still be able to participate by paying the exhibition fee (see section 10 for more information).

3. Scope of the competition

Open Design Italia 2013 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 Staff of Open Design Italia 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 Staff, 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
- _ The link with the designer's territory and the synergies with local production companies
- _ Ability to communicate and present the products
- _ Marketability

5. Market-exhibition, services and training for the exhibitors

Designers whose projects have been 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 full and sole responsibility. Throughout the duration of Open Design Italia, only 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 offers, during the three days of the event, **free exclusive services** aimed at improving the communication and marketing potentials of the products. Such services are available **only to selected designers** and include:

- _ Training lectures delivered by marketing, communication, intellectual property rights protection, crowd funding and photography and image experts.
- _ Consultancy services from the Open Design Italia Team during the mounting phase. The aim is to better communicate and present the products especially to potential investors.

Only for a selection of maximum 15 designers, chosen by the Open Design Italia Staff among the 2013 exhibitors, an exclusive "business to business" meeting with companies, sector professionals and journalists will be organized. This event is aimed at improving the support and the development of the projects and of the exhibitor's business.

6. Jury and awards

Throughout the duration of Open Design Italia (22-24 November 2012), exhibited projects will be evaluated by an international jury which will grant three awards and special mentions. All decisions by the jury are final.

The awards that will be assigned in the 2013 edition are:

Ottagono Award: the winning project will be published on the print edition and on the website www.ottagono.com. In addition, the winner will receive a one-year free subscription to the magazine.

Prezi award: the winning designer will have the opportunity of having one of Prezi graphic artists help him or her creating 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 become one of the examples of Prezi's website.

Open Design Italia Award: the winning designer will have full access to the Open Design Italia promotional local and international network, to the direct contacts of the organization and to the promotional service of the winning designer at special events throughout the year.

7. Application and project submission

Application to Open Design Italia 2013 is **free**. Please follow carefully the procedures specified in this document.

To apply for the contest, you must first register online by filling in the **application form** available online at www.opendesignitalia.net. After registering on the website, applicants will receive an email with a direct link to a page where they will be able to upload their projects (only the requested documents will be accepted).

The deadline for the application is the 30th of September 2013 at 6pm (GMT+1).

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 to be uploaded and **required information** to be filled in directly on the **Profile** page (accessible after the registration on the website):

Required documents

a) “Call for applications” document signed in each page (it can be downloaded from www.opendesignitalia.net). Maximum file size: 2 Mb. File format: .pdf, .jpeg

b) Max. three pictures 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

c) designer/ group information (“Designer profile”)

d) project/collection information (“Identity card of the object”)

Incomplete applications will not be considered for selection.

After the selection, chosen designers will be asked to provide further material in order to be chosen as one of the maximum 15 designers who will take part in the exclusive “business to business” meeting.

8. Management Board of the competition and of the event

The following bodies are in charge of coordinating the contest and initiative as a whole:

_Open Design Italia Staff (www.opendesignitalia.net) in charge of collecting applications, selecting designers and coordinating the board of curators and art directors for the initiative. This body, in collaboration with a team of experts, will subsequently select a maximum of 15 exhibiting designers to participate in the exclusive “business to business” meeting with companies, journalists and sector experts.

_An international jury in charge of selecting the three winning projects (see section 6) and the special mentions during the exhibition. The names of the members of the jury will be published online by the 30th of August 2013 on www.opendesignitalia.net

_The Embassy of the Kingdom of the Netherlands in Italy in charge of the selection of two participants that reside in the Kingdom of the Netherlands.

_Nordesteuropa Editore (www.nordesteuropa.it) and Expovenice (www.expovenice.it) are the institutions in charge of the organization of the event and of the coordination of the organization and logistics office.

9. Exhibition area

Each year, Open Design Italia looks for new exhibition areas that have a high architectural value to allow designers to express their full creative potential when exhibiting their items. In 2013, Open Design Italia has chosen once again Venice as the event's location: it is an internationally renowned city and the main centre of the northeastern territory of Italy, an area rich in traditions and artisanal know-how.

The event takes place at Terminal San Basilio in Venice from the 22nd to the 24th of November 2013, as part of the Venezia-2019 European Culture Forum.

The exhibition area is available exclusively to those who have been selected and have paid the exhibition fee.

10. Costs of the Market-Exhibition

Selected candidates, who wish to exhibit their works, will be required to pay an exhibition fee of 650 Euros (VAT excluded) for the 9 square meters exhibition space.

Rental costs include: the exhibition space, electricity and multiple plugging; one exhibition element and, during the three days, access to the exclusive services presented in section 5 of this document.

The payment of the admission fee guarantees to every participant high visibility through the publishing of a catalogue, through the website and through an intense promotion and advertisement activity coordinated by the team of Open Design Italia and Nordesteuropa.

Additional costs:

Additional requests such as furniture (an additional exhibition element and chairs) will imply an additional cost of 50 Euros (VAT excluded) for each additional item; additional costs will be added to rental costs and borne by selected designers.

Selected designers are also responsible for the safety and necessary insurance of their works; the organization is not liable for any damage and/or theft occurred during the exhibition.

Selected designers who wish to participate in the event are **required to pay** the full amount by bank transfer **by the 21st of October 2013** to the following bank account:

Veneto Banca IBAN IT1110503502000024570390214 BIC SWIFT VEBHIT2M

11. Calendar

_From 29 July to 30 September 2013: applications can be submitted on the website www.opendesignitalia.net

_30 August 2013: latest date for the online publishing of the members of the international jury for the 3 awards

_30 September 2013 at 6pm (GMT+1): applications deadline

_7 October 2013 : communication to selected designers

_21 October 2013 : payment deadline for selected designers

_22-24 November 2013: Open Design Italia market exhibition

12. Withdrawals

Withdrawals must be communicated by the 28th of October 2013 at 6 pm (GMT+1) by means of certified mail (expovenice@pec.it) or registered mail (with return receipt) to the following address: Expo Venice Spa Dorsoduro 1648 - Salizada San Basegio 30123 Venezia.

In case of withdrawal before or on the 28th of October 2013, the full payment amount will be reimbursed.

No reimbursement will be granted in case of withdrawal after the 28th of October 2013.

13. Applicants' Commitments, Responsibilities and Consent for the Personal Data Processing

By signing the present call for applications, the applicant:

- a) fully accepts contents and rules of this call for applications;
- b) declares and warrants the authorship and originality of the project, 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;
- 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 but the obligation to quote the author/authors in all phases (publication and dissemination) of the event;
- e) authorizes the reproduction of his/her own image, the publication of his/her curriculum vitae and projects for the sole aim of promoting the initiative. Pursuant to article 1341 and following, I hereby accept this rule;
- f) in participating to the contest and the event, the applicant agrees to the processing of the personal data for the sole purposes of the competition and all related activities pursuant to article 13 of legislative decree 196/2003;
- g) 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) 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 throughout the event, nor for their transportation or storage.

14. Copyright

Individual designers retain intellectual property right on submitted projects.

Open Design Italia will retain all submitted projects and additional documents in its archives; no application materials will 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. Additional Information

For further information on the contest, please write to applications@opendesignitalia.net

Place and date

Signature of the Applicant

Art direction



Organization



Partner



Kingdom of the Netherlands



Art Direction: OpenDesignItalia
tel. +39 389 9430877
info@opendesignitalia.net
www.opendesignitalia.net

Organization: Nordesteuropa Editore
Via Niccolò Tommaseo 63C 35121 Padova
Tel. +39 0498757589
segreteria@nordesteuropa.it
www.nordesteuropa.it
Expo Venice Spa
Dorsoduro 1648 - Salizada San Basegio 30123 Venezia
Tel. +39 0415334850
commerciale@expovenice.it
www.expovenice.it