



Open Design Italia 2016 Competition

Call for Applications

1. Contents and objectives of the Open Design Italia 2016 Competition

Created in 2010, Open Design Italia is an event that explores small series design at both a national and international level in a unique way.

It is aimed at designers, artists, makers, craftsmen and small businesses who each contribute products, not prototypes, in which the production and distribution elements are determined, or at least their constituent parts are conceived.

The event is an incubator for creativity and a promoter of services. Through business to business (B2B) meetings and training classes reserved for participants only, it encourages networking between designers, companies and local craftsmen for the purpose of promoting new forms of entrepreneurship and sustainability within the production chain. The Open Design Italia 2016 edition will take place in the prestigious setting of the Basilica Palladiana in Vicenza from 10th to 12th June 2016. The event is promoted in cooperation with CNA Vicenza.

One of the novelties of this year's edition is the selection process which consists of casting events at three Italian cities, **Milan, Rome, Naples (OpenDesignItalia Challenge)** and allows participants to enter the exhibition at the **Basilica Palladiana in Vicenza (OpenDesignItalia On Stage)**.

Each casting offers participants the opportunity to be central figures; and come into contact with prominent figures in the design field through a coaching service, training classes in communication, marketing, and a face-to-face meeting with the selection committee, which includes journalists, companies, institutions and retailers; during this casting, each participant will have a few minutes to present his or her products.

To prepare for the presentation at **OpenDesignItalia Challenge**, a coaching service will be made available prior to the casting event, that will help the participants present their idea in the best way.

The designers who are selected during each of the three castings can then enter into the second step **OpenDesignItalia On Stage**, during which they will be able to exhibit their works within the prestigious setting of the Basilica Palladiana in Vicenza.

The designers will also have access to advisory and training services designed to develop their business. The participants shall have contact with professionals, retailers, companies, and members from various institutions and international events.

During the three day event the awards are presented to the participants following the decision of the international Jury.

Open Design Italia 2016 strives to highlight not only the talent but also the region and the actors of the production chain as a means to promote product design in small series. When selecting, Open Design Italia applies the following criteria:

- _ Projects in which the synergy between the designer and local craftsman/company is self-evident;
- _ 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;
- _ 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

The international competition is open to all designers, craftsmen, fashion designers, professionals, artists, makers and companies and/or studios who carry out business within the design industry. Members of the Jury, the Committee of Experts as well as all persons who participated and/or collaborated in the creation of this competition are excluded.

Participation in the competition is open to both individuals and groups.

In the latter case there should be an individual who is identified as the group leader, which is solely responsible, in effect, for all matters concerning the competition organizers, as well as being the only person in the group who is permitted to collect any awards.

The same individual is not permitted to participate in the competition in more than one group, nor can they participate simultaneously as an individual and a member of the group. Failure to comply with the latter shall result in exclusion from the competition for not only the individual but also all other parties within said group.

To enter the event and the competition designers are invited to submit photos and presentations of works within the categories listed below in section 3.

Only non-residents in Italy will have the opportunity to take part in the casting of OpenDesignItalia Challenge (and may choose among Milan, Rome and Naples) via a video conference with webcam, up to a maximum of 10 participants for each city.

3. Scope of the Competition

All products entered for the Open Design Italia 2016 competition 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, jewellery, textiles
- _Communication design: graphic design (artwork), publishing, web design, applets

4. Selection and evaluation criteria

In order to admit the candidates to OpenDesignItalia Challenge and to OpenDesignItalia On Stage (the event at Vicenza), as well as to the awards, events, dedicated services and the Committee of Experts and, afterwards, the International Jury will select the best projects on the basis of:

- _Originality and innovation
- _Technical functionality and aesthetic quality
- _Use of technology and sustainability of the production chain
- _Connection with the designer's territory and synergy with local production companies

- _Ability to communicate and present the products
- _Marketability of the product

5. Application procedures and formalities

In order to enter Open Design Italia 2016 all interested parties must follow the following schedule:

Step 1 - Register (enter) the OpenDesignItalia Challenge (casting)

Step 2 - Only those who have been short listed from the three events (Milan, Rome, Naples) during Step 1 shall be admitted to the exhibition-event in Vicenza, OpenDesignItalia On Stage.

Step 1 - OpenDesignItalia Challenge

In order to enter the OpenDesignItalia Challenge (casting) all interested parties are required to complete a mandatory online registration, available at www.opendesignitalia.net which includes completion of a registration form, uploading of the proposed products and the payment of the registration fee.

Entry into the **OpenDesignItalia Challenge** provides participants with access to the following services:

- access to the OpenDesignItalia Challenge selection process, being held at one of the three cities, Milan, Naples and Rome (as chosen by the participant at the time of registration).
- presentation (few minutes) in person of the projects (uploaded at time of registration) to a Committee of Experts.
- access to a coaching service aimed at improving participant's public speaking skills.
- marketing and communication training classes carried out by professionals chosen by the organization and held on the same day as the OpenDesignItalia Challenge.
- increased visibility for all participants through "The Diary of Open Design Italia - Challenge" in Open Design Italia's website and social network.

Step 2 - OpenDesignItalia On Stage

Only those who have been selected from the OpenDesignItalia Challenge may access the OpenDesignItalia On Stage (Step 2).

Upon conclusion of the castings events related to the Challenge (Milan, Rome, and Naples), those selected will receive an e-mail requesting them to, once again, complete their Profile page to confirm their participation in the next step.

This includes compilation of a product sheet, which lists all the products that will be exhibited at Vicenza, and confirmation of the payment of the participation fee to be made before the beginning of the exhibition event.

Participation in OpenDesignItalia On Stage offers participants the following opportunities:

- the opportunity to exhibit in the Basilica Palladiana in Vicenza. Each of the designers selected for Step 2 will have a personal exhibition space of 9 m².
- access to international awards specific to the Open Design Italia 2016 competition
- participation in a number of **free and exclusive services** which are provided by professionals chosen by the organization (included in the Step 2 participation fee) and offered to participants who wish to improve their communication and marketing skills, and to learn more about how to protect intellectual property, and the online retail market.

- participation in a number of business to business (B2B) meetings with companies and professionals within the design industry aimed at networking and offering advice specific to the business and retail market in question.
- possibility to exhibit and/or sell works freely without brokerage or interference. Participants have complete responsibility for their own products.
- enhanced visibility across various media formats: publication of a catalogue, an entry page in the website, a substantial promotional activity and press coverage coordinated by the Open Design Italia Team and CNA Vicenza.

6. Jury and Awards at OpenDesignItalia On Stage

The products on display during the Open Design Italia 2016 exhibition in Vicenza (10th to 12th June 2016) will be assessed by an international jury who will select the ones that they consider are the most deserving and those which deserve an honourable mention. These awards are only available to successful designs which were chosen to progress to Step 2 of the competition (OpenDesignItalia On Stage).

All decisions of the International Jury are final. The awards which will be assigned at Open Design Italia 2016 will be as follows:

CNA Vicenza Award: Support for the development of a new product. The winner will receive help with the production by a consulting artisan/company appointed by the partner, for a value up to 3.000 euro.

Centostazioni Award: The three winners will have the opportunity to promote their projects in some of the 103 railway stations that make up the Centostazioni network.

Living Award: Publication of the winner's project in the prestigious magazine *Living* and in its digital edition www.living.corriere.it as well as a free yearly subscription to the digital magazine.

National CNA Award: Awarded to three designers, participating Open Design Italia 2016, to support their participation in one international event.

7. Application and submission of requested documents

In order to apply for the Open Design Italia 2016 competition you must follow the procedures specified in this Call for Applications:

Step1 - OpenDesignItalia Challenge

To enter the competition (Step 1) you must complete the mandatory Registration Form which is available online at www.opendesignitalia.net.

Once registration has been completed, the participants will receive an e-mail which provides them with instruction on how to access the relevant page for uploading solely and exclusively the required documents and information.

The registration deadlines for the OpenDesignItalia Challenge are as follows: for Milan, 11th April 2016 at 18:00 (GMT+1) - for Rome - 25th April 2016 at 18:00 (GMT+1) - for Naples, 2nd May 2016 at 18:00 (GMT+1).

Each designer or group may submit up to a maximum of three projects or collections. All files must be easily identified with the name of the project or collection. The texts may be written in English or Italian.

A registration fee of 80.00 euro (VAT excluded) must be paid.

The registration fee for the OpenDesignItalia Challenge covers the organization expenses for the castings and is therefore non-refundable.

All payments should be completed using either Paypal or credit cards (via PayPal) **no later than the registration deadline for each casting for OpenDesignItalia Challenge**. Payments by bank transfer to CNA Vicenza srl (IBAN IT810086691180000000941112 - BIC CCRTIT2TF01) should be made **no later than three days before** the registration deadline for each respective location for the OpenDesignItalia Challenge.

All required documents and information must be filled in, uploaded and filed directly onto the **Profile page** which the designer was granted access to upon registration by the Registration Form. **Required documents and information:**

- a) Information about the designer or group ("Designer Profile")
- b) Acknowledgement that you have read and understood the "Application Rules and Regulations" (mandatory)
- c) Information about the project or collection ("Products")
 - Maximum of three photographs for each project or collection. Only photographs will be accepted; renderings or other kinds of visual representations are not allowed. Failure to comply will result in exclusion from the competition. Maximum file size for each photograph: 3 Mb. File format: .jpg Resolution: 300dpi
- d) The products' presentation that will be used at the casting with the Committee of Experts during the casting event. No more than 12 slides. Maximum file size 5 Mb. Format: .pdf.
- e) Evidence that the registration fee Step 1 (OpenDesignItalia Challenge) has been paid through Paypal or by bank transfer. Payments by bank transfer should be made **no later than three days before** the registration deadline for each respective location for the OpenDesignItalia Challenge.

For all locations where castings will take place a maximum of 300 applications will be accepted. Any incomplete applications shall not be considered.

Step 2 - OpenDesignItalia On stage

Only those selected during the first Step shall participate in the exhibition-event Open Design Italia 2016, held inside the Basilica Palladiana in Vicenza.

A maximum of 70 participants will be selected. In order to access Step 2 you must follow the procedures specified in this call for applications.

The Step 2 participation fee of 400 euro (VAT excluded) must be paid.

The payment shall be made using either PayPal or a credit card (via PayPal) or by bank transfer to CNA Vicenza srl (IBAN IT810086691180000000941112 - BIC CCRTIT2TF01) **no later than 10th May 2016**.

Those selected will receive an e-mail that allows them to access their **Profile page** and complete the requirements for participation which includes:

- a) Details about the designer or group
- b) Detailed information about the presented projects or collection for every project or collection
- d) Evidence that the participation fee of Step 2 (OpenDesignItalia On Stage) has been paid through Paypal or by bank transfer.

8. Management Board of the competition and the event

The following bodies are responsible for coordinating this event and the competition:

_Open Design Italia Team (www.opendesignitalia.net) who is responsible for collecting all of the required documentation for the purpose of registration, coordinating both the secretariat curator's office and the art director work for the event.

_The Committee of Experts accompanied by a team of consultants in communication, marketing and product development, is tasked with the selection of the exhibitors for the Vicenza exhibition from each of the three castings across the three cities (Milan, Rome, Naples). The composition of the Committee will be published online at www.opendesignitalia.net no later than the 31st March 2016.

_The International Jury is responsible for selecting the winning projects (see point 6) along with the special mentions from the Open Design Italia 2016 entries during the three day event. The names of the jury members will be available online at www.opendesignitalia.net no later than 10th April 2016.

_CNA Vicenza srl (www.cnavicenza.it) is the company who is responsible for organizing the event and coordinating the organizational and logistical matters.

9. Exhibition Area for the OpenDesignItalia On Stage

Open Design Italia has always chosen exhibition venues that represent significant value from an architectural point of view, as they are often deemed to be a suitable arena to showcase the creativity of the participants. Open Design Italia chooses Vicenza and the Basilica Palladiana as the venue for 2016 (OpenDesignItalia On Stage), as the city is considered to be of international interest and is the capital of a territory rich in architecture and craftsmanship.

The event shall take place from 10th to 12th June 2016. Entry to the exhibition area of OpenDesignItalia On Stage, located inside the Basilica Palladiana, is restricted only to participants (designer or group) who have been selected during OpenDesignItalia Challenge and have completed the requisite payment for the exhibition space.

10. Timetable

_From 07/03/2016 to 02/05/2016: submission of entries for the Open Design Italia 2016 competition and Step 1 (OpenDesignItalia Challenge) available through the website www.opendesignitalia.net

_31/03/2016: deadline for the announcement on the website www.opendesignitalia.net regarding the composition of the Committee of Experts for Step 1 (OpenDesignItalia Challenge) and the locations for the castings.

_10/04/2016: deadline for the announcement of the International Jury for Step 2 (OpenDesignItalia On Stage). Information will be published online at www.opendesignitalia.net

_14 and 15/04/2016: OpenDesignItalia Challenge - Milan

_28 and 29/04/2016: OpenDesignItalia Challenge - Rome

_05 and 06/05/2016: OpenDesignItalia Challenge - Naples

Step 1 selection - OpenDesignItalia Challenge

_11/04/2016: entry and submission deadline for applications to enter Milan Challenge at 18:00 (GMT+1)

_25/04/2016: entry and submission deadline for applications to enter **Rome Challenge** at 18:00 (GMT+1)

_02/05/2016: entry and submission deadline for applications to enter **Naples Challenge** at 18:00 (GMT+1)

_16/04/2016: notification sent to the participants selected for Step 2 during the selection event in Milan

_30/04/2016: notification sent to the participants selected for Step 2 during the selection event in Rome

_07/05/2016: notification sent to the participants selected for Step 2 during the selection event in Naples

Step 2 Vicenza Exhibition - OpenDesignItalia On Stage

_10/05/2016: Deadline for payment of the participation fee for the exhibition-vent in Vicenza, only for participants selected during Step 1

_From 10 to 12/06/2016: Open Design Italia 2016 exhibition-event in Vicenza

11. Withdrawal from OpenDesignItalia On stage

Withdrawals are allowed only if related to the participation in the event OpenDesignItalia On Stage at Vicenza and must be communicated **no later than 18:00 on 13/05/2016**. All electronic notifications must be sent by certified e-mail (cnavicenzasrl@cert.cna.it) and all postal notifications must be sent by recorded delivery (with acknowledgement of receipt) to the following address CNA Vicenza srl, via Giuseppe Zampieri, 19 - 36100 Vicenza. In either case the date of dispatch shall prevail and the organisers have the right to ask for a copy in case of refund claim.

Where notice of the withdrawal is received and effected before this deadline, the full amount shall be refunded to the participant. In the event that the withdrawal notice is received after **13/05/2016** then no refund shall be issued.

12. Applicants Agreement to, Responsibilities and Consent for Personal Data Processing

By signing the present Call for Applications the participant hereby undertakes to:

- a) fully accept the contents and rules contained within this Call for Applications;
- b) declare and warrant the authorship and originality of the project, declare that they possess full legal ownership of the property rights which vest in the project, and that both the project and materials are not burdened in any way by any third party rights (authorization and waiver of right-holders must be submitted otherwise); acknowledge and agree that the project shall be excluded from the event if the work is found to in part or as a whole infringe on the intellectual property rights of any third party;
- c) declare acceptance of all decisions taken by the Management Board and the Jury, and recognise the same as final and unchallengeable and cannot be contested or appealed by any other body;
- d) authorize the photographic reproduction and publication of his/her design works as well as any supporting images and/or documentation submitted; authorize the use, even in part, of the application documents, either directly or through trusted third parties, on the understanding that they may only be used in the following circumstances: in relation to the event, in the preparation of catalogues, in promotional activities and incorporated within press kits provided to specialist magazines and industry webzines. In this respect, the only obligation upon Open Design Italia is to ensure that all author(s)

are given due credit for their works during all stages of publication and dissemination regarding the event;

e) authorize the reproduction of his/her own image insofar as it relates solely to the event, authorize the publication of his/her curriculum vitae as well as his/her projects;

f) continued participation in the competition and event by the participant shall signify that the participant in question consents to the processing of their personal data for the purpose of the competition and other such related activities. All data supplied shall be used solely for purposes connected to the event and competition pursuant to Art. 13 of Italian Legislative Decree 196/2003;

g) ensure that all submitted projects which are intended to be presented at the event shall not in any way infringe the standards of public decorum and shall not contain any elements which could be discriminatory in nature in terms of gender, race, language, religion, political opinion, personal or social conditions;

h) agree that each designer shall be responsible for their own exhibition space and objects; participants are liable for any damage caused. The Management Board shall not be held responsible for insuring the works or for setting up the exhibition area throughout the event, nor are they responsible for any transportation or storage of the works.

i) insure for all his/her works. The organization assumes no responsibility for any damage and/or theft; the individual exhibitor is solely responsible for safeguarding his/her own works.

l) personally undertake the production of said projects at their own expenses and in sufficient quantity so that they can be placed on display and sold throughout the course of the exhibition-event in Vicenza, if they are selected for the second step (OpenDesignItalia On Stage).

m) ensure that all participants who will take part in the Step 1 (OpenDesignItalia Challenge) and will be presenting in front of an audience shall not in any way violate the standards of public decorum. All presentations should respect common decorum and common sense and refrain from making potentially discriminatory remarks in terms of: sex, race, language, religion, political opinion, personal and social conditions.

n) accept these rules pursuant to Art. 1341 and the subsequent sections of the Italian Civil Code.

13. Copyright

The intellectual property rights within the submitted projects shall remain at all times the property of their respective designer. However, all related materials and additional documents which were submitted in order to participate in the event shall remain the property of Open Design Italia indefinitely and shall not be returned. Open Design Italia may publish a catalogue containing all projects presented at the event. The publisher and the distributor of the catalogue shall be chosen at the sole discretion of Open Design Italia.

14. Applicable Law and Competent Court

All matters not provided for by the above Participation Rules are governed by the current Italian laws. For any dispute the Competent Court is Vicenza.

15. Info

For more information on the competition, the selection process or the exhibition-event please send an email to the following address: applications@opendesignitalia.net

Art Direction



Organization



MainPartner



MainMediaPartner



Art Direction: OpenDesignItalia
+39 389 94 30 877
info@opendesignitalia.net
www.opendesignitalia.net

Organization: CNA Vicenza srl
+39 0444 569900
via Giuseppe Zampieri, 19 Vicenza
vicenzaopendesignitalia2016@cnavicenza.it
www.cnavicenza.it

