

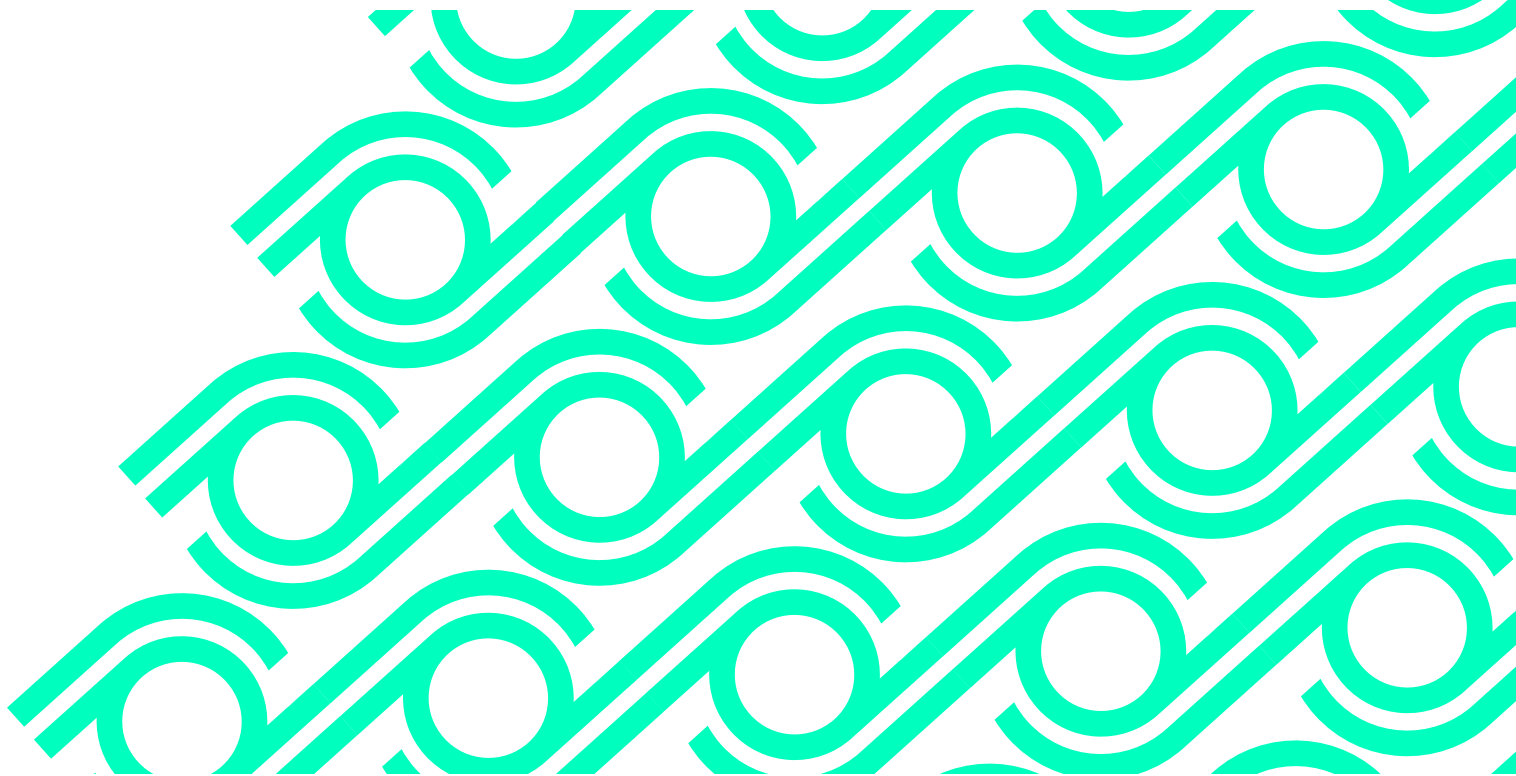


OPEN CALL

TRENTINO DESIGN 3.0

*Design, Local Manufacturing and Local Retailing
for the enhancement of the Territory*

1ST EDITION



AN INITIATIVE PROMOTED BY

TRENTINOSVILUPPO
IMPRESA INNOVAZIONE MARKETING TERRITORIALE

IN COLLABORATION WITH

 **POLITECNICO
MILANO 1863**
SCUOLA DEL DESIGN



UNIVERSITÀ DEGLI STUDI DI TRENTO
Dipartimento di Economia e Management



**CANALI
DISTRIBUTIVI
TRENTINI**

IN PARTNERSHIP WITH

ADI DELEGAZIONE
VENETO
E TRENTINO
ALTO ADIGE

ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

Designhub



COORDINAMENTO NAZIONALE DEI GIOVANI ARCHITETTI ITALIANI



UNIVERSITÀ DEGLI STUDI DI TRENTO
Dipartimento di Ingegneria Industriale

POLI.DESIGN
Consorzio
del Politecnico
di Milano

INTRODUCTION

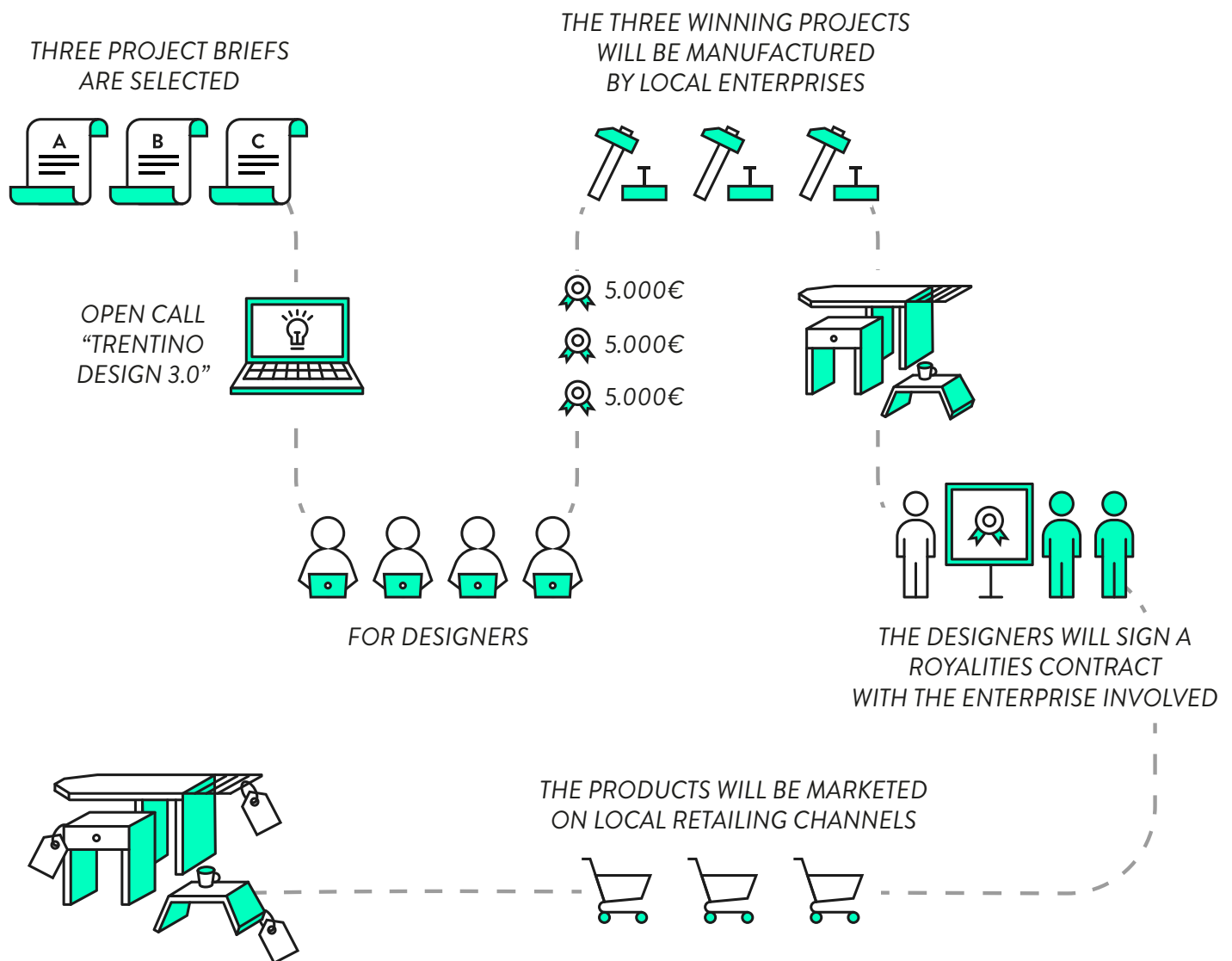
Design is becoming an element of increasing importance in the development of enterprises and country systems at a national and international level.

The European Union has recently promoted several projects in this field and published a guide under the title *Design for Growth and Prosperity*¹ that provides 21 recommendations on how to launch policies and actions that can foster design innovation. The report highlights the objective of enhancing “design’s long-term contribution to smart, sustainable and inclusive growth through increased competitiveness and the pursuit of a better quality of life for all the citizens of Europe”. To address this challenge, Trentino Sviluppo, in partnership with the School of Design

of Politecnico di Milano and the Department of Economics and Management of the University of Trento, is launching a series of initiatives to support the implementation of new local development actions that focus on the enterprises and the territory seen as a unique social and economic system.

Trentino Design 3.0 is an innovative design “competition” developed in partnership with several stakeholders of Trentino that operate in the retailing industry of home furniture and accessories. The aim of the initiative is to establish a *design driven supply chain based on local operators* that can foster local manufacturing capabilities, forging a strong bond between design, the retailing industry, and the enterprises established in Trentino.

HOW DOES IT WORK?

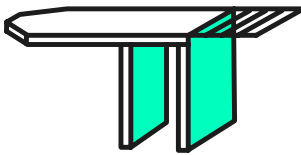


1. <http://bookshop.europa.eu/en/design-for-growth-prosperity-pbNB3112910/>

ART. 1 //

GOALS

The open call aims at developing new home products that meet the needs of one or more of the following project briefs:



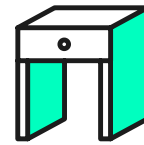
HANG & IRON

Project brief for a system designed to manage clothes. The system shall provide a single integrated solution for hanging and/or ironing underwear and clothes. The system may also provide the possibility to manage unwashed and/or unironed clothes. The solution may be placed in every corner of the house and it shall be functionally and aesthetically independent. It may be complementary to other furniture pieces and/or home appliances or totally independent.



MINI DESK / MOVABLE STORAGE UNIT

Project brief for a product that shall be used as a support to laptops or handheld devices, or provide a support to eat while in bed and/or on the couch. While not in use, the system may be foldable and/or usable for other purposes, it may be placed in view (thus the need to have good aesthetic features) and/or be combined with other furniture pieces (couch, nightstand, small coffee tables, etc.).



OPEN KIT SYSTEM FOR MODULAR FURNITURE SOLUTIONS

Project brief for a multi-function system for modular furniture solutions designed to provide the same functions as a nightstand, shelf, small cabinet or cupboard. The system shall be adaptable both in its size and use/function. It shall have at least one component with an enclosed space and/or drawers. The number of components shall be limited and the joining/assembling mechanism shall be simple and easy to configure without requiring the use of tools.

ART. 2 //

COMPETITION'S THEME

The competition focuses on the design of products that can combine quality and aesthetic elegance, adapted to modern tastes and lifestyles, with a *fair cost* and a local manufacturing process. The aim is to promote *re-shoring* processes in the field of manufacturing by enhancing *local assets and capabilities*. The model pursued is based on aware manufacturing and consumption processes, where customers – by using their freedom of choice and supported by high-quality products, as it happens in the field of food production – can contribute to the enhancement of the territory by buying products with a high added value. Therefore, products shall be interesting from a marketing perspective and deliver results as regards the innovation in their use and function. Furthermore and more importantly, they shall become storytelling tools and explain how they are in line with the values outlined above.

These are some of the keywords used in the development of this project:

TRADITION // INNOVATION //
CRAFTSMANSHIP // TECHNOLOGY //
DAILY LIFE // MODERN LIFE //
MATERIALS // TERRITORY

The projects shall be the product of an original creative effort, they shall be manufacturable on small and large scale, and shall be presented in an assembled version – including prime quality finishing – and flat-pack version.

ART. 3 //

EVALUATION PANEL COMPOSITION

The panel charged with the evaluation of the projects submitted will be composed of representatives of the academic world in the field of design and marketing, journalists, experts of Trentino Sviluppato, and representatives of the retailing industry.

The president of the panel shall be selected among its members following a decision by the members of the panel. The decisions of the panel shall be taken on a majority vote and its final judgment is unappealable.

In the evaluation of the projects, the panel shall take into account

- // the compliance of the project with the main theme of the competition;
- // the conformity of the product to the values outlined in the open call;
- // the originality of the idea presented;
- // the research and innovation value of the project;
- // the aesthetic and material quality of the final product.

ART. 4 //

TRUSTEE OF THE INITIATIVE

The trustee tasked with the coordination between promoters, evaluation panel, and applicants is:

Trentino Sviluppato SPA
Via Fortunato Zeni 8, Rovereto

ART. 5 //

PRIZES

In the competition, the evaluation panel will select a maximum of 3 projects², one for each project brief, which shall comprise an assembled version – also including prime quality finishing – and a flat-pack version.

Each winner will be entitled to a prize money of **5,000 €**, which comprises:

- // a prize for the idea;
- // a reimbursement for the total expenses linked to the development of the project from a manufacturing perspective according to the agreement reached with the local enterprise that will manufacture the product.

To manufacture the projects selected, designers shall negotiate and sign an individual **COPYRIGHT AGREEMENT** with the manufacturers.

2. In the case that no project will be found eligible in one category, the panel may decide to refrain from selecting a winning product. If the panel should identify more than one winning project for the same project brief, applicants may be required to publicly present their projects ("Pitch") to select the final winner.

Each winner shall receive **MAXIMUM VISIBILITY** through several channels:

- // on-line presentation of the projects on the website **www.designhub.it/puntodesign**;
- // promotion of the projects in the specialist **PRESS** (both on-line and on paper);
- // **MARKETING** of the products through the retailing channels offered by the enterprises involved in the initiative.

Participants will be informed of further promotional events related to the projects and the initiative during the competition.

ART. 6 //

COMPETITION FORMAT

The competition will be divided in the following stages:

_ STAGE 1: 01.10.2015

on-line launching of the open call

_ STAGE 2: BY 16.11.2015

application submission according to the modalities outlined on the website **www.designhub.it/puntodesign**

_ STAGE 3: BY 30.11.2015

panel meeting to select the winning projects

_ STAGE 4: BY DECEMBER 2015

public presentation of the winning projects followed by an open invitation to enterprises to make their proposals for the manufacturing of the products.

This stage will then be followed by an evaluation of the applications sent by the enterprises, a stage for the engineering and development of the products in partnership with the enterprises selected, and a product marketing stage³.

- // During stage 1, the open call is published on the website **www.designhub.it/puntodesign**.
- // During stage 2, each applicant (or applicant group) shall submit its application and the documentation required according to the provisions outlined in article 9 of the present document.
- // During stage 3, the panel will evaluate the innovative content, project value, and consistency of the projects submitted, selecting what it considers the most valuable projects.
- // During stage 4, the selected projects will be forwarded in advance to the enterprises of the territory, which may present their applications to manufacture the winning projects.

3. The enterprise will become owner of the commercial rights linked to the sale of the product and shall develop the product in partnership with the winning designer, according to the timetable and modalities defined by the retailer. The enterprise shall negotiate and sign a copyright agreement directly with the designer.

STAGES OF THE COMPETITION:



OPEN CALL DESIGN 3.0



PRESENTATION OF THE PROJECT BRIEFS

OCTOBER 1, 2015



APPLICATIONS AND PROJECTS SUBMISSION

X BY 6 PM (GMT+1) OF NOVEMBER 16, 2015



WINNERS SELECTION

BY THE END OF NOVEMBER 2015



ENTERPRISES ESTABLISHED IN TRENTO



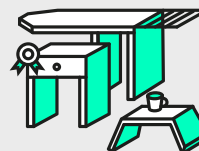
PROJECT PRESENTATION TO THE ENTERPRISES

BY DECEMBER 2015



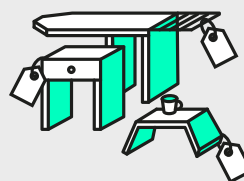
SELECTION OF THE MOST SUITABLE ENTERPRISES

BY FEBRUARY 2016



PRODUCT ENGINEERING AND MANUFACTURING

BY APRIL 2016



PRODUCTS RETAILING AND SALE

THROUGH PARTNER RETAILERS - BY APRIL 2016

LOCAL RETAILING CHANNELS



ART. 7 //

ELIGIBILITY REQUIREMENTS

The competition is free and open to all designers, who can apply individually or working in a group. In the case of a group, the members of the group shall select one coordinator, who will act as head and contact person for the group. To entry the competition, it is necessary to fill in the application form available on the website www.designhub.it/puntodesign and follow the procedure described. The application deadline is set at **6 PM (GMT+1) of November 16, 2015**.

All applications received after this deadline will be void.

In the application form, designers shall indicate which project brief they will follow in the development of their project. Each designer/group may present more than one application by following the same procedure for each product presented.

Members of the panel or their family members cannot entry the competition, as well as the employees of Trentino Sviluppo or the employees of the commercial partners involved in the initiative.

It is recommended to start the upload of the documentation on the platform well ahead of the final deadline of the competition. In the case of technical failure or problems in the upload of the documentation, these shall be promptly notified by sending an email to the address puntodesign@trentinosviluppo.it, possibly enclosing a screenshot that shows the problem encountered. Should any technical problem arise due to failures in the management of the platform that could hinder the upload of the documents required within the deadline, Trentino Sviluppo reserves itself the right to extend the deadline, promptly notifying applicants with a message that shall be published on the website www.designhub.it/puntodesign.

ART. 8 //

ELIGIBLE PROJECTS

Designers ensure to be the sole authors of the project presented, which shall be the product of their original creative effort, therefore not sold or retailed on any kind of commercial channel before the application to the competition was sent.

There are no restrictions or limits in the use of materials, technology, or manufacturing processes (from the most traditional/analogic ones to those of last generation or digital nature), nevertheless it is important to keep in mind that the products presented shall be manufacturable on small and large scale.

The product shall be presented in an assembled version and a flat-pack version that the costumer can assemble at home, even with different kinds of finishing.

4. The images provided shall be used for promotional purposes and for circulating information about the participation and possible win of eligible projects. Therefore, it is recommended to submit documents suitable for these purposes.

ART. 9 //

DOCUMENTATION REQUIRED

The competition documents shall be sent in digital format only by **6 PM (GMT+1) of November 16, 2015**, using the template available on the website www.designhub.it/puntodesign.

The competition is held on an anonymous basis, therefore the competition documents sent shall not bear the name of the applicant or other recognition marks.

Each applicant (or applicant group) shall upload only the following documents by using the template available on the website www.designhub.it/puntodesign:

A_ IMAGES: two or more images/renderings of the product/concept designed (high resolution PDF or JPG)⁴

B_ TECHNICAL DRAWINGS: two-dimensional drawings and exploded views of the product/concept designed

C_ DESCRIPTION: one DOC or PDF file containing a short text (Italian/English) that describes the project and a description of the installation process and use of the product.

D_ TECHNICAL SHEET: one DOC or PDF file containing detailed information on the materials used and the possible manufacturing techniques/technology.

E_ BIO: a short profile of the designer or the group who presents the project (Italian/English).

ART. 10//

PROJECT IDENTIFICATION AND ANONIMITY

The competition documents submitted by applicants shall not be signed or be identifiable or ascribable to their owner. They shall be labelled using a numeric code created by each applicant (or group) in the following manner: a number of six digits placed in random order with no more than two identical digits.

The data and information regarding the designer or group of designers shall be provided in the application form available on the website www.designhub.it/puntodesign; applicants shall fill in the online form and agree to the terms and conditions outlined in the rules of the competition **by November 16, 2015**. The numeric code chosen shall be communicated by writing it in its field in the form (e.g. 141526). As trustee of the initiative, Trentino Sviluppo will be in charge of the secretariat and the coordination of the open call, the communication with applicants, and the gathering of the requests for information and competition documents. The panel shall not be involved in any kind of coordination or secretariat activity.

ART. 11 //

LICENCE OF USE

All material and competition documents submitted to take part in the open call shall become property of the organizers, including the prototypes or components that may be sent for the exhibition of the projects. Designers shall retain all intellectual property rights related to the projects submitted. Applicants ensure that the projects submitted do not violate or infringe any copyright of third parties and guarantee that they are the owners of all rights linked to the use of the images enclosed in the project file. In the case of disputes or complaints regarding the originality of the project, the case shall be forwarded to the Design Jury of ADI – Associazione per il Disegno Industriale (Association for the Industrial Design). At the end of the competition, Trentino Sviluppo commits itself to promote the projects according to the modalities that it considers appropriate for the purpose pursued. The enterprises selected for manufacturing the winning projects shall acquire the rights for the commercial use of the projects, while designers shall retain their intellectual property rights. To manufacture the products, the winning designers shall negotiate and sign a copyright agreement directly with the manufacturers. The enterprise manufacturing the product shall guarantee the development and engineering of the product in partnership with the designer who owns the intellectual property rights of the project. The parts shall reach an agreement regarding possible changes in the project due to technical or manufacturing issues and the designer shall approve any change. The applicants and the enterprises that decide to manufacture one of the winning projects retain the right to protect their products through the registration of trademarks or patents that do not infringe the intellectual property rights of the work.

ART. 12 //

DEADLINES

The application form must be filled in on the website www.designhub.it/puntodesign by **6 PM (GMT+1) of November 16, 2015**, uploading the competition documents required. The files submitted (images and documents) shall not exceed the limit of 10Mb in total.

ART. 13 //

COMMUNICATION AND PUBLISHING OF RESULTS

The organizers of the competition shall promote the initiative and its results through the actions that they consider appropriate for the purpose pursued. Applicants authorize Trentino Sviluppo and the School of Design of Politecnico di Milano to exhibit the

projects submitted during exhibitions or events. Applicants agree to the publishing of their projects in a catalogue, a book, and/or the specialist press; designers shall not be entitled to any compensation for these actions, which shall simply require the indication of the name of the author or authors. All projects may be used by Trentino Sviluppo for promotional purposes related to the initiative, with the duty of indicating always the name of the author or authors.

Finally, applicants agree to:

- // accept all terms and conditions outlined in this document;
- // accept the unappealable final decision of the panel;
- // provide the authorization for the publishing and disclosing of the material and documents submitted (images and texts), including the personal data contained in the biography sent during the application process;
- // promote, disseminate, and support the whole initiative in all its stages.

Applicants who will not be successful in the competition have the right to ask for the non-disclosure of their work. Such requests shall be sent in written form within 15 days after the publishing of results. Trentino Sviluppo shall inform all participants of the results of the competition within 30 days after the submission deadline by sending an email to the address provided during the application procedure.

ART. 14 //

PRIVACY AGREEMENT

Privacy agreement pursuant to article 13 of Legislative Decree no. 196 dated June 30, 2003 (Law on personal data protection). According to the law mentioned above, the personal data required shall be processed according to the principles of fairness, lawfulness, transparency, and protection of the applicants' privacy and rights. All data submitted by applicants shall be processed exclusively for measures and actions linked to the activities of the organizations and institutions involved in the project and in particular to:

- // meet the requirements established by the law, regulations, and European law, and by Italian Civil and Tax Law.
- // add the applicants' information in the IT database of Trentino Sviluppo;
- // develop internal statistical data analysis;
- // allow Trentino Sviluppo to send information about its own activities.

FOR FURTHER INFORMATION ON THE OPEN CALL, PLEASE CONTACT

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