

Promosedia International Design Competition Caiazza Memorial Challenge²⁰⁰⁹



AIMS

Promosedia announces a competition for

Ideas for Chair design.

The aim of the competition is to stimulate innovative creative ideas, which must however be technically feasible and designed to be mass produced. Submissions are invited which express originality and innovation and which identify the use and function of the chair, giving due consideration to ergonomics, choice of materials and the requirements for mass production.

Entries should present ideas for **INDOOR CHAIRS**

for either residential or contract use, making a significant use of wood (NB: designs of seats such as chaises longues, divans, stools and pouffes are ineligible).

ELIGIBILITY

Young Designers under 40

The competition is open to **designers** under the age of 40 on 1st September 2009: **Architects and Designers; Students**, duly enrolled in Tertiary Design Institutes and Faculties of Architecture. Entry by a design school, or individual courses of **industrial design** (within Faculties of Architecture or Higher Institutes of Design) is also possible. In such cases the responsible head of the course, whose details must be indicated always respecting the rules on anonymity as cited hereunder, becomes the single designated person for communications as well as the only person to collect possible awards. Group entry is also admissible. In such case participants must designate a group leader by appropriate declaration, signed by each group member, to be attached to the entry, as well as all agreeing to be bound

by the competition regulations. The group leader to be responsible for all purposes to the competition organisers as well as being the only person entitled to collect possible awards.

UNPUBLISHED DESIGNS

The designs entered must be original and previously unpublished, created expressly for this competition. Non-compliance with such conditions will result in exclusion from the competition or, in case the non-compliance should only be established later, any possible awards shall be cancelled and any prize-money, award etc. must be returned. Decisions by the Panel of Judges are final and are not subject to appeal.

ENTRIES

Entry is automatic by submitting competition documentation and no entry fee is required. Each participant may submit **ONLY ONE** design and either individual or group entry.

The project to be of a maximum of 2 sheets with dimensional views of the design: of 1 axonometric projection sheet and 1 illustrative sheet with rendering or in perspective. The feasibility drawings must analyse the construction and technical aspects of the design. **The sheets to be on CD-ROM in A3 size (29.7 x 42 cm), each saved in ".jpg" both in 300 dpi definition (high resolution) and in 72 dpi (low resolution) definition.**

Moreover the CD-ROM must contain a short description of motivation, the characteristics of the design - including materials - and any other information considered useful. This must not exceed 500 characters, including spaces, and is to be saved in ".txt" format. It is further compulsory to enclose a paper copy of the design sheets, again in A3 size (29.7 x 42 cm).

If even only one of the above requirements is missing, it will result in the design being excluded from the competition. Furthermore a portfolio (if available)

of the contestant's own works (maximum 10 designs) to be presented anonymously within the CD-ROM.

These designs can be selected from architectural designs, interiors, fitting out designs, general design and exam results (for students).

This portfolio presentation is voluntary and is NOT compulsory.

ANONYMITY

Entry must be anonymous. Entries must not bear the name(s) of the designer(s) in any part of the entry, on pain of disqualification. The designer(s) must choose some name, phrase or code of identification of no more than **2 words, or letter/number code of 6 non-repetitive characters** (graphic symbols are not admissible) which if published may be used as **design name and must appear on every part of the submission, on the CD-ROM and the CD-ROM cover, on every digital image, on each sheet of the attached print-out, on the design description and on the portfolio** (if applicable).

The identity of the participant(s) to be specified in two sealed plain envelopes. Each envelope should bear only the chosen means of identification on the outside of the envelope and containing the following typewritten information (not acceptable if handwritten) of the entrant &/or individuals of the group:

Students:

- name, surname, address, telephone, fax and e-mail address;
- certificate as proof of enrolment in a faculty or institute as specified above.

Professionals:

- personal declaration including name, date of birth, address, telephone, fax and e-mail address.

Each envelope must contain details of the group leader if applicable. Promosedia will retain as the only valid point of

reference the supplied e-mail address. It is therefore advisable to ensure that information supplied is complete, correct and valid for at least subsequent 6 months. Moreover each envelope must contain the declaration of acceptance regarding the use of personal data and the declaration regarding insertion of design data in the special File.

These form can be downloaded from www.promosedia.it - section **PROMOSEDIA INTERNATIONAL DESIGN COMPETITION**.

CLOSING DATES

All submissions must reach **Promosedia SpA, via Trieste 9/6, - 33044 Manzano (UD) Italy by 6 p.m. (18.00 hours) on Tuesday, 5th May 2009.**

Where delivery is by mail or carrier, the postmark or consignment note will be considered proof of compliance.

In any case, designs reaching Promosedia after 12th May, 2009 cannot be accepted even if due to postal or other delays or errors.

PANEL OF JUDGES, MEETINGS AND DELIBERATIONS

The Panel of Judges will consist of eminent members of the design world and design journalist, with the right of co-option by majority, should the need arise for substitutions etc., as well as a Secretary, with no voting rights, to act as administrator and co-ordinator. The Panel will evaluate the entries submitted in accordance with the competition rules and judge on the basis of originality as well as aesthetic and functional aspects of the entry. 50% of the Panel's members will be considered a quorum for meetings. Decisions are deemed valid by a majority of those present. Minutes will be kept of all decisions. The Panel may decide to present no awards should no entry be judged valid or worthy of an award.

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COMPETITION RESULTS

The first prize winner and other possible winners of special awards will be notified by registered mail within 15 days of the Panel of Judges finalising its decisions.

AWARDS

**1st Prize:
Outright
Winner = net
amount of
3,500 euros.**

Promosedia will be responsible for production of the prototype.

The Judges can decide to allocate up to two Special Awards for 500 euros (net amount) to each. Promosedia will be responsible for the production of the prototype/s.

Promosedia is committed to giving relevance and visibility to the award-winning models, through communication and promotion campaigns targeted at the national and international press.

PRESENTATION OF AWARDS

The Award Ceremony and the exhibition of the prototypes shall take place in Udine in Autumn 2009.

USE OF THE WINNING DESIGN AND POSSIBLE SPECIAL AWARDS

Promosedia is free to use images of the winning design and possible special awards in every public relations and communication activity, with the sole obligation of acknowledging the designer's name. Promosedia may forward images of the designs for publication to leading specialised international magazines.

ENTRY MATERIAL

Entry material submitted will not be returned to

contestants who authorize Promosedia to place the material in a special file called "Idee per 1 Sedia" (Ideas For 1 Chair) by completing the authorization form (downloadable from www.promosedia.it - section PROMOSEDIA INTERNATIONAL DESIGN COMPETITION)

PROPERTY OF PROTOTYPES

The prototypes will in all cases remain the property of Promosedia. Promosedia undertakes not to transfer the property to any manufacturing company.

MANUFACTURING RIGHTS

Entrants, whether award winners or not, retain property and intellectual rights to their work(s). Authors of designs which could enter into production, whether after, or independently of the competition, retain the right to reach agreements &/or contracts directly with interested manufacturers. Promosedia will make no claim for any remuneration and will be exonerated from both negotiations between designer and manufacturer and any subsequent controversy which may arise between the parties.

In the communications dealing with the winning design the designer must quote the following:
"Award in Promosedia Design Competition 2009"
even if it should subsequently go into production.

ACCEPTANCE OF REGULATIONS

Participation in the competition presupposes total acceptance of these regulations. In entering the competition the entrant agrees to the use of personal data, according to Law 196 of 2003.

Promosedia SpA,
via Trieste 9/6, 33044
Manzano (Ud) Italy.
is responsible for the handling of personal data.

COMPETITION OFFICE AND INFORMATION

Any further clarification may be obtained from:

CALT Public Relations
Tel. +39 0432 229127
e-mail:
promosediadesign@caltpr.it

these rules may also be consulted on the website:
www.promosedia.it



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Use of Personal Data: Authorisation Form

According to art.13 D. Lgs 196/2003 (Privacy Legislation), we hereby inform you that your personal data will be used by Promosedia SpA to register your entry in the **PROMOSEDIA INTERNATIONAL DESIGN COMPETITION 2009**.

Information marked by an asterisk (*) MUST be completed. To update, cancel data and other rights according to art.7 D. Legislation 196/2003, contact Promosedia SpA in writing.

First Name* _____ Surname/Family Name* _____

Address* _____

City/Town* _____ Postcode/Zip Code* _____ State/Region* _____

Country* _____

Telephone* _____ Cellular/mobile phone* _____

Fax _____ e-mail* _____

City/Town and Date _____

I agree*

yes

no

Signature* _____

Must be legible

The form to be completed and placed in each of the 2 anonymous sealed envelopes accompanying the competition material.

Any explanations or clarifications may be obtained from the Secretarial Office of the Competition:

CALT Relazioni Pubbliche

Tel. +39 0432 229127 e-mail: promosediadesign@caltpr.it

PROMOSEDIA SpA - www.promosedia.it



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Ideas for 1 Chair File

Data Insertion Authorisation Form

The archive file "Ideas for 1 Chair" was created in cooperation with **Friuli Innovazione** (Udine Scientific & Technological Park), the **University of Udine**, **ADI** (Association of Industrial Design) and Promosedia. Its aim is to collect and catalogue all designs entered into the **PROMOSEDIA INTERNATIONAL DESIGN COMPETITION** thus making them easily accessible to interested manufacturers.

The File consists of 3 divisions "designs entered in the competition", "winners" and "designs by invitation", and is made up of the sheets presented by the designer (see point **Entries** of competition announcement) and personal data.

Possibly interested manufacturers will be able to access the File through two **Info-Points**: at Promosedia Office and the Udine Scientific & Technological Park respectively subject to written request to one of these two bodies.

The designers hold ownership and rights of use of the designs held in the File.

The designers hold the rights to come to financial agreements directly with interested manufacturers should designs go into production. Promosedia will claim no recompense and will be exempted both from negotiations between designer and manufacturer as well as any controversies which may arise between the parties.

Questions marked with an asterisk (*) are compulsory.

First Name* _____ Surname/Family Name* _____

Address* _____

City/Town* _____ Postcode/Zip Code* _____ State/Region* _____

Country* _____

Telephone* _____ Cellular/Mobile Phone _____

Fax _____ e-mail* _____

Design Name* _____

City/Town and Date _____

I agree* yes no

Signature* _____
Must be legible

The form to be completed and enclosed in each of the 2 anonymous sealed envelopes accompanying the competition material.

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