

Call for projects

Announcement of International competition

Public Design Festival – sixth edition

Milan, 8th /13th April 2014

1. Public Design Festival – the context

Public Design Festival is an international festival of **design of public spaces**, proposing projects for **living, using and experiencing**. The fundamental theme which is transversal to the whole festival and recognizable in every idea, project and action, is public space understood as a place to live in, to be redeveloped and to be made the most of, where the city can recognize itself as a community.

2. Competition focus

For the 2014 edition, the competition is developed around the theme of **street food**: by day and at night, it now interacts with an **urban lifestyle** and is one of the primary requirements of **contemporary social living** in all cities worldwide.

Street food means cooking based on the preparation, display, sale and consumption of food in squares and streets and in general in public spaces.

Public design acts as a tool to develop solutions that make these activities easier, from mobile units where food can be cooked and served to areas of conviviality.

3. Aims of the competition

The competition is conceived with the following aims:

- to develop public design;
- to raise the awareness of public opinion on the theme of public space as a fundamental planning context;
- to develop, support and assert the culture of the public space;
- to offer planners and designers the chance to present their ideas at one of the opportunities of greatest expression and visibility of design (the week of the Milan Salone del Mobile)
- to present innovative proposals linked to the theme of street food that can become good practices for Expo 2015;
- to stimulate the pro-activity of all the citizens with regard to the public dimension

4. Location

Each year Public Design Festival chooses a different urban context where its projects are presented. The exhibition area for 2014 is Piazza XXV Aprile in Milan. The square has recently been inaugurated after a long period of redevelopment and connects Porta Garibaldi station with the Brera district, a hotspot of the Salone del Mobile with the Brera Design District circuit.

5. Guidelines

The organization will evaluate only the projects entered in the competition that meet one or more of the following requirements:

- A) Design of services and infrastructures for the preparation and serving of food in public spaces;
- B) Design of objects and services linked to the consumption of food in public spaces, that are functional and at the same time stimulate social relations;
- C) Design of solutions with outstanding environmental qualities which shows sustainable alternatives to current practices;

Preference will be given to the projects:

- that guarantee their economic sustainability
- that include interaction with the public
- with a low environmental impact, in the processes and building materials and for waste-disposal aspects

6. Terms and conditions

a) Eligible projects

The projects presented do not necessarily have to be original.

b) Calendar

28th February 2014 – Deadline for entries to the competition

10th March 2014 – Publication of the results

8th /13th April 2014 - Public Design Festival sixth edition

c) Who can enter the competition

The competition is for all those **over 18 years old**: students of art, design and communication, students at fine arts academies, professionals and artists. **Group participation** is also allowed, on condition that a group leader is identified and at least one member of the group is over 18.

d) Requirements for the presentation of the designs

The designs must be presented as follows:

- exclusively in **digital format**, work sent in any other way will not be taken into consideration
- the file in .pdf format must be named with the name of the entrant or of the group leader using the **format available on the site**
- any **videos** must be in the **Quicktime format**
- the file sent must not exceed **8 MB**

e) Material necessary

- 1) the curriculums of the designers, the firm or the group that presents the design or of all the individual participants
- 2) two photos of the designers, of the firm or of the group presenting the project (300dpi)
- 3) descriptions of the project, its aims and technical specifications for production
 - visualization of the project (rendering, illustrations, 300dpi photographs)
 - any sponsors that realistically the designer or the group independently intends to involve in the project

f) How to enter

Entrance to the competition is only and exclusively through the website

<http://www.publicdesignfestival.org/publicdesignfestival/bando/2014/EN/personal/login.php>

g) Selection committee

The technical-scientific commission will meet by 10th March 2014 to select the projects.

h) Methods of selection

From all the projects entered, **the commission will select a variable number of projects which will be realized and presented in Milan during the sixth edition of the Public Design Festival**

2014, simultaneously with the week of the Salone Internazionale del Mobile.

The organization takes responsibility for the building permission and the logistics of the location. All the costs of realization of the project are at the expense of the designers.

The selection commission also reserves the right to **contact the designers individually** who must present, **within 1 week of the request** by the committee the following **additional material**:

- static calculations signed by architects or engineers
- signed release (which can be downloaded from the site)
- technical specifications on the materials
- final renderings and images for communication and press office (300 dpi)

i) Partnership

The projects selected can benefit from sponsoring and technical sponsoring, to be totally organized and coordinated by the designers. Any type of sponsoring must be evaluated together with the organization, which will take into consideration the suitability of the partner company with the image of the festival and, if the case, it may veto the collaboration.

The visibility to be given to any partner companies must be agreed with the organization, on pain of exclusion.

*l) Realization of the project**

- The organization will notify individually the schedules for the presence of the selected projects. The designers undertake to respect the times notified by the organization.
- The selected projects must correspond in full to the project presented on paper. Any modification must be agreed with the organization, otherwise the organization reserves the right to exclude the project from the competition.
- Unpacking, assembly/disassembly, creation, organization and maintenance, setting up and taking down are by and under the complete responsibility of the participating designers.
- The time allowed for setting up and taking down the project are: 2 days for setting up and 1 day for taking down. Any modifications to these time limits are to be agreed with the organization
- The organization assumes responsibility for obtaining the permits for occupation of public space
- The project, once selected, becomes to all effects part of the programme of the festival and the communication plan

*** Some things to know before starting your design**

- the organization guarantees a security service at the location during the night
- the project will be subjected to all weather conditions
- in the case of acts of vandalism, the designer is responsible

m) Use of photographic material

The organization is free to use the images of the selected projects for the purposes of communication and press office, with the sole obligation of mentioning the author.

n) Rights of production

The participants in the competition keep the ownership and right of use of the works.

o) Acceptance of the competition regulations

Participation in the competition presupposes full acceptance of these regulations. In entering the competition, the participant consents to the use of his/her personal data in the respect of Legislative Decree 196 of 2003. The data controller is **Associazione Culturale Aprile, via Privata Cuccagna 2/4, 20135 Milano.**

Competition bureau

Any requests for clarification can be sent to the organization:

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