

PUBLIC DESIGN FESTIVAL

Purpose

The duepercinque competition was created with the following purposes:

- to make the public opinion more aware of the public space as a context for projects.
- to offer everyone - Italians and foreigners alike - the opportunity to express their creativity in a festival which talks about public space and enjoy a prestigious showcase, such as Milan's Salone del Mobile and other important events in Milan.
- to establish in time a tradition of projects in the public space.

Task

Participants shall design an intervention in a urban (2x5-metre) parking space.

They may submit different kinds of projects, such as installations, communication projects, services for the city, actions, urban furniture items, or performances.

Submitted projects shall be related to public space according to the following guidelines:

- development of new (creative, temporary, or experimental) solutions to the city's problems
- re-appropriation of the public space as a place to express yourself
- public space as a place where people meet, get together, exchange ideas, integrate, and experiment
- public space as a place where a sense of community is built
- development of new ways to use the public space

Call for new projects

All presented projects shall be new and novel, and especially developed for this competition.

Non-compliance with these terms will result in the immediate exclusion from the competition, or should the non-compliance be established at a later stage in the revocation of conferred awards - by unappealable decision of the jury - as well as in the repayment of received prizes.

Eligibility criteria

The competition is open to people over 18 (for groups, at least one member must be over 18): they may be art, design, or communication students, academies, professionals, or artists. Work groups are also admitted, provided their project contains the group leader's personal data. For groups, the submission must be carried out by the group leader, who will have the possibility to write the members' names.

Jury

A technical scientific committee will meet by March 15th 2010 to select the projects that will be featured at Public Design Festival 2010.

Selection process

The Jury will select among all submitted projects the works that will be completed in Milan during Public Design Festival 2010. The production and management expenses will be covered by the Festival up to a maximum of 1,800 (VAT excluded).

The Jury will favour projects meeting the following requirements:

- interaction with the public
- innovative use of recycled or new generation materials
- development of new solutions to the city's problems
- a low environmental impact

Deadlines

Project Submission // First Selection

The projects and the enclosed information sheets shall be uploaded on the website by the midnight of February 10th 2010.

The projects shall be submitted as follows:

- in digital format only, no other formats will be accepted
- all documents shall be gathered in just one PDF file
- the PDF file submitted shall be named after the group leader
- any video shall be in Quicktime format
- the submitted file shall not be bigger than 8 MB.

At this first stage you shall send:

- personal data
- curriculum
- project description and purposes
- project rendering, illustrations, photo images
- budget required to complete and manage the project, with single entries
- list of possible sponsors to be involved.

Technical Details' Submission // Second Selection

After a careful selection, we will individually contact the authors of 40 projects that will gain access to the competition's second phase.

The 40 selected designers shall send the following materials by the midnight of March 3rd 2010:

- stability assessment signed by architects or engineers
- signed disclaimer (downloadable from the website)
- materials' technical details
- final rendering / photographs for communication and press office purposes (300 dpi)

Announcement of the 10 Selected Projects

Selected designers will have the possibility to complete their projects during Public Design Festival's second edition. The selection will be announced and published by March 15th 2010.

Reimbursement of production expenses

Invoices and receipts are required in order to receive reimbursement. Expenses will be reimbursed within 30 days from the presentation of the invoices. A form for the statement of expenditures will be downloadable from the internet.

Eligible and non-eligible expenses are listed below.

Eligible expenses

- set-up, tear-down, and materials disposal expenses
- materials
- maintenance
- artistic content

Non-eligible expenses

- Communication materials and customized leaflets
- Travel expenses
- Board
- Lodging

Partnerships

Designers may autonomously find a technical sponsorship. The Company's logo will be visible on the totem pole, preceded by "in collaboration with...". The scientific committee will have the possibility to decide whether or not the company is compatible with the festival's image.

Projects realization

- Installations will be open from 9.30 a.m. to 9 p.m.
- Selected projects, once completed, shall exactly match the rendering/selected project. Any changes shall be agreed with the organization. Otherwise, the organization may exclude the project from the competition.
- During the festival, the designers' presence is required for a minimum of 6 hours every day.
- Designers will have 2 days each to set up and tear down the project on their own responsibility.
- *esterni* is responsible for obtaining permits for the occupation of public land
- *esterni* will provide the electric connection to recharge tools during the set-up phase, as well as three generators that will be available in turns to selected designers in their installation area.

Use of the winning project and possible special acknowledgements

esterni is free to use for communication purposes all images of the winning project, as well as all projects receiving special acknowledgements, with the only obligation of quoting their authors. *esterni* will have the right to send the projects' images to the main international magazines from the sector, in order for them to be published.

Production rights

The participants in the competition, even if awarded the prize, will retain the property and the exploitation rights of their works.

Acceptance of terms and conditions

Participants in the competition shall fully accept the terms and conditions contained in this call for entries. Participants in the competition authorize the treatment of their personal data in compliance with the current Italian Data Protection Law (D.L.gs 196/2003). The organization responsible for the treatment of personal data is Associazione culturale Aprile, via Paladini 8, 20133 Milano.

Competition's organization offices and information

produced by

 **esterni**

Tel. +39 02 713613

e-mail: info@publicdesignfestival.org