

**brianza
design.**

BRIANZA DESIGN EXHIBITION

Competition announcement

www.brianzadesign.net

Art. 1 – Object of the Competition

Brianza Design, project related to the values of the territory and the safeguard of the craftsmanship of the Milan and Como Brianza area, promotes the **1st Brianza Design Exhibition** for the design of an element of the **dining room**: a table or a sideboard or a cabinet (together with the table it is possible to present the project of a chair).

For the wooden products the following materials should be used: multilayer, blockboard, not chipboard nor particle board, and only wood from reforestation. The drawers should be made with a dove-tail joint structure. Only natural oil finish or water based varnish.

For the lacquered products it is possible to use medium density **panels**.

Art. 2 – Conditions to take part to the Competition

The **craftsmanship company** in order to take part to the Competition must have the headquarter in any of the Municipality of Brianza.

There are two classes of competition for the **designers** who wish to enroll

Class 1: Under 26 (26 years not yet had within 27th June 2014 and already 18 years old)

- Students, architects, designers with degree or coming from Architectural University, Design, Schools or Design Institute and “Accademia delle Belle Arti”

Class 2: Over 26 (26 years yet had from 27th June 2014)

- Students, architects, designers with a degree by Architectural University, Design, Schools or Design Institute and “Accademia delle Belle Arti” as of for Class 1

For any of the above class it is authorized a participation as a group, in this specific case all the attendees will nominate a group leader with given declaration, signed by each attendee to be attached to the Competition form. The group leader will be responsible at all effects towards the organization of the Competition and the only legitimate to collect any eventual prize.

Each attendee could present one and a unique project. For whom will take part as a group it will be possible to present also an individual project. It will not be possible for an attendee to present two or more projects or that one group will present two or more projects.

Art. 3 – Projects requested

Each attendee will present a project for **one element for the dining room** (table or sideboard or cabinet) and will upload his project exclusively on the website www.brianzadesign.net in the dedicated section to the competition “Brianza Design Exhibition” where he will fill in the following form:

- form with name, surname, address, telephone number, email, date of birth and school degree

Moreover the attendee will have to upload:

- the figure of the project (**1 figure named “Technical Drawing”, 1 figure named “Render”**) size A3, mandatory in PDF format entitling the figure (name of the product by designer), sizes and materials used.
- Descriptive text for the project
- Copy of the University degree or diploma or regular certification proving being enrolled to a proved degree course
- Document nominating the group leader signed by each and all attendees (in case of group participation)

The projects could be realized with any technique or tool.

The project supplied for evaluation must be original and unreleased, penalty being excluded to the Competition or, should this fact of being no-original be informed afterwards, the attendee will have to return the prize and any eventual reconization given.

Art. 4 – Delivery Term

The project should be uploaded and being on line not later than **27.06.2014**.

Art. 5 – Anonymity

The participation to the Competition must be anonymous: all the components of each figure or project should indicate only the title identifying the project (name of the product by designer) and the Class of participation.

Art. 6 - Commission

An examining commission by Brianza Design will evaluate the projects received and complying with the indications of this Competition Announcement according to the originality and the aesthetical value of it – all functional to the item proposed and taking also into consideration the quality of the communication and presentation of the project itself.

Art. 6 – Choice by the craftsmanship to realize the product

The craftsmanship has to enroll not later than 27.06.2014.

By a given personal password which will be provided only after the closure of the uploading of all projects, he could see all the drawings and choose the product to be realized not later than 18 July 2014.

During the choice there will be no indication related to the designer who has created the project.

The choice will be made only according to the presentation of the project and with a direct and exclusive connection.

The promptness will have an important role in order to avoid that a single project is chosen by more companies. The company who will choose firstly the project will be appointed accordingly. The selected projects will not be available any more being already selected by a craftsmanship.

Only in a second time the aggregation will put in contact the designer with the company in order to start the production.

The company/craftsmanship and the designer will undersign a contract of Royalty on the sold value of the product which will be produced.

The product will have to be realized not later than 31st October 2014 and a photographic picture should be taken not later than 28th November 2014.

Art. 7 – Jury and award ceremony

In addition to the collaboration relationship between designer and company/craftsmanship there will be also the opportunity to realize the project and participate to the competition “Brianza Design Exhibition”.

A Jury of 9 VIP people coming from the Design world and media will be created.



This Jury will choose the products for the award ceremony only after its production.

The Jury will choose 5 products designed for each Class.

To each of the 10 winners the company/craftsmanship who has realized the product will provide a prize to his designer of the amount of Euro 1.000,00=

Between the projects not selected neither produced additional 10 items will be prized 5 for each Class of participation to whom a mention and a wooden Oscar will be created for the event.

Art. 7 – Information and publication of the results

The result of the Competition will be communicated to the design (or the group leader) of each winning project by email not later than middle February 2015. By Mid-March an award ceremony will take place, time and place to be defined.

Art. 8 – Property of the projects sent

The project sent to the Examining Commission will remain of the designers property, any eventual request to sue those projects should be asked and authorized by the designer.

Art. 11 –Acceptance of the Competition Announcement

The participation to the Competition presumes the total acceptance of the present Competition Announcement.

In relation to D.lgs. 196/03 regarding the treatment of the personal data and protection of this sensible information, all the participants authorize the organization to treat their personal data for the aim of the competition and implicitly accept all the regulation.

The responsibility of the treatment of the personal data is to Brianza Design.

The participation to the competition by each single attendee implies the consent and the mandate to the aggregation Brianza Design to advertise and divulgate the content of the projects sent, in the form Brianza Design would decide either by press or internet.

For further info please refer to the following website www.brianzadesign.net



Contact: info@brianzadesign.it

Submit subscription starting from February 10th, 2014