



Finanziato
dall'Unione europea
NextGenerationEU



Ministero
dell'Università
e della Ricerca



Italiadomani
PIANO NAZIONALE
DI RIPRESA E RESILIENZA

IdD

ISTITUTO
DEL DESIGN
MATERA

D.I.A.R.Y. - PNRR

Product Design Competition

Innovative solutions for upholstered furniture design

Product Design Competition

Innovative solutions for upholstered furniture design

Premises

The Design Institute, managed by IFOR S.R.L., based in Matera in via P.Vena,66c Partita Iva/ C.F. 00583040779, e-mail: info@institutodeldesign.it, PEC: institutodeldesign@pec.it, represented by President Prof. Pasquale Domenico Toce, Registered office at the company's registered office, under Project D.I.A.R.Y. - INTAFAM00061 - CUP: H81B24000090006 financed by the European Union - NextGenerationEU according to PNRR - Mission 4 Education and Research - Component 1 Strengthening the provision of services to education: from nurseries to universities From research to business - Investment 3.4 University teaching and advanced skills, sub-investment T5 Strategic partnerships/initiatives to innovate the international dimension of the AFAM system, index a Product Design Competition aimed at identifying innovative solutions for the design of upholstered furniture.

REGULATION

Art. 1 - Subject of the competition

The competition is designed to stimulate new ideas and solutions in the design of an upholstered furniture. The concepts presented must be suitable for fitting into the collection lines of a company of upholstered furniture with the possibility of using the most varied materials and construction technologies.

Taking into account the needs and behaviour of users, ergonomics and anthropometry principles and manufacturing and processing processes, proposing innovative solutions for new scenarios of use of the upholstered furniture.

Projects should also consider a sustainable approach in the choice of materials and production techniques with a view to responsible design, taking into account the principles and practices of eco-design (environmental impact assessment of the product, use of sustainable materials and design techniques for waste reduction, circular design: design of repairable, recyclable and reusable products). The design of the project should take into account:

originality of design;

aesthetic-functional values;

sustainable approach;

versatility of use;

marketing potential;

feasibility (possibility of industrial implementation of the projects).

Art. 2 - Conditions of participation

The competition is open to students

- the Bachelor's Degree in Design of the Institute of Design of Matera;
- of the Academy of Fine Arts Rosario Gagliardi in Syracuse | MADE Program (Design Triennium);
- the Three-year Course of Artistic Design for the company of the Academy of Fine Arts of Lecce.
- Bachelor's Course of the Faculty of Fine Arts and Design of the Izmir University of Economics

It is possible to participate either individually or collectively, not in both ways. In the case of participation in a group, it will be necessary to appoint a lead person who will be the sole person responsible for the project.

Art. 3 - Categories allowed

All proposals that fall into the category: new ideas and solutions in the design of a upholstered furniture are accepted. Projects must be original and unpublished. Failure to comply with these requirements will result in the exclusion of participants from the competition at the sole discretion of the commission.

Art. 4 - Terms of participation

Participation in the competition is free of charge.

It is possible to submit projects from 24 March 2025 to 19 May 2025, at 23:59 exclusively via the following form <https://forms.gle/9HJHP7EsuvriDKui9> in which you request the entry of personal data, the Academy of origin and year of attendance of the author or the author of the project in case of individual participation or of the group leader/ in case of collective participation, and in which it is required to upload the documents requested by Art. 5.

Art. 5 - Presentation of project documents

The following papers are required:

- No. 2 boards A1 (59.4 x 84.1 cm)

Tav. 1: an overview, reference scenarios and usage patterns, mood boards, general concept of the object in the context of use and sources of inspiration; description of technologies used and feasibility; a three-dimensional representation of the project itself (the techniques of drawing processing are free, the use of color, CAD processing, photos, sketches, photo inserts, etc.) is allowed; any digital extensions;

- Tav. 2: one or more technical drawings, sufficient to clearly illustrate the project such as plans, outlines, sections, axonometric views, exploded views, construction drawings quoted in appropriate scales and details of detail and material choices, deemed significant (design techniques are free);

The tables should be merged into a single PDF file.

1. a preview image of the project, summarising its characteristics (maximum file size 2Mb), formatted ISO 4 horizontal PDF;

2. a short descriptive report (max 2000 characters spaces included) describing the rationale, general concept, design features and materials envisaged. The pdf file of the report should be on a sheet in ISO-A4 format (21 x 29.7 cm) vertical,

On all the documents requested, a box must be inserted that shows:

- Project title with the following wording Innovative solutions for the design of upholstered furniture.
Product Design Competition - Istituto del Design di Matera

- Name and Surname - University of origin, year of attendance

(in case of collective participation, list the names of the group members/s)

All papers must be combined in a single pdf file named 'book_project title' (maximum file size 5 Mb).

Art. 6 - Causes of exclusion and incompatibility

The following will be excluded from participation:

- Papers sent after the deadline for submission of proposals;
- projects which do not comply with the technical requirements and other provisions of this call;
- those who will make public the project or part of it before the approval of the contest acts in any multimedia device or physical medium.

The determination, even after the conclusion of the procedure, of the causes of ineligibility for the competition and the absence of the requirements or other conditions of participation referred to in this call entail the exclusion from the competition, without prejudice to any other liability, also of a criminal nature, in the case of false or misleading statements, or for other specific cases of crime provided by law.

Art. 7 - Role of teaching staff

The teaching staff of the partner institutions is entrusted with the task of promoting the initiative among the student component of their Academy to facilitate the widest participation without distinction of gender, age, origin, etc. , identify and organize the procedures for checking the quality of the project (in terms of originality and content) and collaborate to achieve a reasonable number of entries to the competition.

Art. 8 - Evaluation criteria

Each project will be evaluated on the basis of the following criteria:

originality of the design and ability of the proposals to define new scenarios of use in relation to the specific context by proposing innovations of typological, technological and/or morphological character.

aesthetic-functional values (1 - 5 points);

attention to product sustainability (1 - 5 points);

emotional impact on the commission and potential consumer (1 - 5 points);

versatility of use (1 - 5 points);

Marketing potential (1 – 5 points);

feasibility (possibility of industrial implementation of projects) (1 - 5 points).

Art. 9 - Jury

The Jury, composed of experts/ external to the institutions and the artistic director of the Institute of Design respecting gender equality, will evaluate at its sole discretion, the works submitted in competition to select the finalists.

The jury will be composed of the following voting members:

- Prof. Maria Sinatra Director of the Institute of Design in Matera (President of the Jury)
- Arch. Saverio Calia CEO & General Manager Marketing & Development of Calia Italy
- A jury member nominated by ABA Lecce
- A member of the jury proposed by MADE Program - Academy of Fine Arts legally recognized "Rosario Gagliardi" of Syracuse
- A proposed member of the Faculty of Fine Arts and Design of the Izmir University of Economics;
- Professional designer

For each project, each jury member will give a score of 1 to 5 points for each criterion.

The decisions of the Jury are incontestable and do not need to be explained.

Art. 10 - Prizes and Special Mentions

This competition provides for the award of 3 international scholarships worth € 1500,00 to students from the first 3 projects chosen by the jury as winners.

International scholarships can only be used at partner universities to enrich or complete academic training.

In the case of participation in a group, the total amount of the grant will be divided equally between the members of the working group.

The Jury reserves the right to select some projects for special awards/mentions. The announcement and award of the latter will take place at the same time as the proclamation of the winners/bulls. The results of the jury evaluation will be communicated to the winners/s within the established deadlines and communicated by e-mail directly by the organizing secretariat of the competition.

The award ceremony will take place in June 2025 on the occasion of the final exhibition of the projects and artistic production of the academic year 2024-2025 of the students of the Institute of Design, as part of the event Italian Design Agorà 2025.

It will be the responsibility of the organizing secretariat to contact the winners to communicate the modalities of collection of the prize.

Art. 11 - Disclosure of results

By submitting the project and the documents required by the call, the bidder authorises the promoter to publish and publicise his project in the manner and with the means deemed most appropriate, for as long as necessary for any purpose related to promotion, communication and/or marketing.

On the opening days of Italian Design Agorà 2025, all works will be shown to the public at the expense of the event organizer, in digital format and/or reproduced on graphic media appropriate to the content and

consistent with the exhibition spaces and displays. The installation of works on the wall, on the base and on the ground, as well as the realization of live performances, will be accepted provided that they have been requested in advance by the finalists/ by the finalist/ to those who curate the event and have been authorized by them.

Upon acceptance of the prize, the winners/ winners give free to the institution Institute of Design, in addition to the work, also all publication rights and economic exploitation, without prejudice to the right to always be mentioned as authors/ authors of the work.

The names of the winners and their project ideas will be published on the website, on social media and in the magazine Ifor Annali following the award ceremony.

All the participants, through their application, authorize the organization to expose their projects in public and to publish their project on a catalogue or specialized press; for this reason nothing will be due except the obligation of the citation of the author.

Art. 12 - Ownership of submitted works, rights of authorization and intellectual property of the works

By submitting the project and the documents required by the call, the bidder authorises the promoter to publish and publicise his project in the manner and with the means deemed most appropriate, for as long as necessary for any purpose related to promotion, communication and/or marketing.

Each participant declares that his or her project is original, that he or she is the author of it and that it does not infringe the rights of third parties. The organizing body is therefore exempt from any liability for any disputes that may arise regarding the originality and authorship of the work or any imitation or exploitation by third parties of the work itself.

Each participant agrees to release the organization from all liability in case of any claim or obligation arising in connection with such initiative.

The concession is free of charge and exclusive, without territorial limits and time, with the sole obligation to cite in every occasion of use the author/ the author of the work/ project.

In the event that the work/ project is susceptible to subsequent economic exploitation by the Institute of Design, the author/ author will be awarded a prize equal to 20% of the revenues, deduct the costs incurred by the Institute of Design for the protection of the work.

No other rights may be advanced by the participants in relation to the Institute of Design.

For any dispute relating to the execution and interpretation of this Regulation will be exclusively competent the Judicial Authority of the Court of Matera.

Art. 13 – Timeline

- 7/04 – 19/05: opening and closing of the contest
- 21/05– 31/05: projects evaluation phase by the jury members
- 3/06 – 7/06: communication phase reserved to the authors of the finalist projects and the projects worthy of mention
- 17/06: public announcement of the four winning projects and the four projects worthy of mention during the Italian Design Agorà 2025 event

Art. 14 - Acceptance and storage of the documents

It is the responsibility of the Institute of Design to accept and store the works sent digitally and will not be in any way responsible for any loss or damage related to the projects in competition.

Art. 15 - Acceptance of the regulation

Participation in the contest implies the full acceptance of these rules and any irregularity or non-compliance with it will render the participation void and will cause any accrued right to the Prize. The Institute of Design, as promoter and organizer of the competition, reserves the right to make changes to these rules if they are necessary or only appropriate, this at its sole discretion, Committing to give immediate notice to all/e/le participants and the jury through publication on the website.

Art. 16 - Privacy and Processing of personal data

By joining the competition, students consent to the processing of personal data in compliance with law 675 of 31/12/1996.

The personal data of the students participating in the competition, pursuant to art. 13 of the European Regulation on the protection of personal data 2016/679 and Legislative Decree n.196 of 30/06/2003, are processed exclusively for the purposes of managing this competition.

The personal data issued at the time of participation will be processed by IFOR SRL, manager of the Institute of Design, as Data Controller - in compliance with the provisions of D.lgs. n. 196/2003, as amended by D.lgs. 101/2018, and the Regulation (EU) 2016/679, in accordance with the information given below. Information on the processing of personal data pursuant to art. 13 and 14 of Regulation (EU) 2016/679 (GDPR).

This information is provided by IFOR SRL, with its registered office in Matera, Via Pasquale Vena 66/C r, as the data controller, to illustrate the purposes and ways in which personal data provided for participation will be processed Innovative solutions for the design of upholstered furniture- Product Design competition.

Art. 17 - Transparency

The organization guarantees maximum transparency in every phase of the contest and undertakes to publish promptly the updates and acts of each phase.

Art. 18 - Information

Further information and clarifications can be requested, only and exclusively in writing, by e-mail to: mobilitainternazionale@istitutodeldesign.it insert in the subject "Competition info".

Art. 19 - Care and organization

Scientific coordination: Arch. Angela Iacovino

Organization: Project Manager Dr Maria Teresa Russo

Multimedia activities coordinator: Designer Michele Calia

Marketing: Dr Martina Tria

Acceptance and custody of the works: Dr Antonella Trolio

Direttrice dell'Istituto del Design di Matera

Prof.ssa Maria Sinatra

IDD Istituto
Del Design
Direttore
Prof.ssa Maria SINATRA