



Agorà Design
2023

Agorà Living
SECTION



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Agorà Living regulation section (interior design)

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REGOLAMENTO SEZIONE **Agorà Living**

ARREDAMENTO D'INTERNI

ART. 1

Goals and purposes

The implementation of research and development is indispensable for companies operating in the field of design and architecture, in order to compete on an equal footing with competitors in their target market.

Assessing original projects, developing innovative products and acquiring a skilled workforce takes time and dedication on the part of companies.

Agorà Design is the epitome of this ongoing need for research.

The aim of the event is, in fact, to trigger the production cycle in the field of architecture and design that starts with an idea and materialises in the marketing of the product.

Agorà Design promotes dialogue and encounters between different generations and cultures. It achieves this through a contest dedicated to designers, architects, students and professionals, and a festival where the public, industry insiders, companies and big names in architecture meet to share ideas and future actions.

ART. 2

Subject of the call

Participants are called upon to submit innovative and original projects, featuring design, functionality and environmental sustainability, describing unique uses and innovative applications of materials. For the Living section, the participants must create a prototype - on their own or in partnership with a sector-based company - that respects the shapes and dimensions of the project in the contest.

The open call dedicated to Living embraces all the production and creative possibilities that revolve around the world of *interior design* (from furniture and accessories, such as fabrics, wall coverings, flooring, etc.) with the goal of stimulating innovative in production.

At each edition, the Association and the company reserve the right to identify a main theme to which designers are invited to respond.

For 2023, the theme identified is 'Hyperlocal: architecture and design from the regions'. Is it possible to intercept new creative energy in a hyperlocal dimension? In a world demanding a change of pace in terms of sustainability, how can a designer and an architect respond to society's needs? Is it through the revival

of forgotten or obsolete knowledge and techniques, to reinvigorate the culture of the design by following the specific features and history of different regions? For 2023, Agorà Design's new open call dedicated to Living puts these questions to designers and architects and invites them to recount, through design, their reflections and experience of current changes in their living and working contexts. In addition to cash prizes, the category includes awards and special mentions such as the one for projects that excel in their re-use of olive wood.

ART. 3

Participation requirements

Participation is open and free.

The contest is aimed at students and professionals as indicated below:

- **Professional category:** the Professional category includes all those who, on the date of registration for the competition, are not enrolled in Training Schools, Institutes or Academies, but who are already working, in particular in the field of design, interior design, and industrial design, etc.
No specific educational qualification is required for this category.
- **Student category:** aimed at all Italian and foreign students of Architecture and Engineering Universities, Design Schools and Institutes, Fine Arts Academies and secondary, technical and artistic higher education institutions.

For both categories, participation can be individual or collective.

If participating as a group, it will be necessary to appoint a group leader, who will be in charge and the sole contact person for the project.

If a group is made up of students and professionals, the group will fall under the Professional Category.

Each participant may submit no more than one project for the Agora Living section.

If there are several contributors, the application form and privacy form must be filled out in full by all the participants in the project.

ART. 4

How to apply

For the Agora Living section, applications must be filled in on the website www.agoradesign.it, while project layouts must reach the dedicated email address **no later than 12 noon on 3 July 2023.**

ART. 5

How the contest is organised

The contest is organised into the following stages:

- Deadline for open call: 3 July 2023
- Notification of pre-selected projects: by the end of July 2023
- Jury's assessment: August 2023
- Notification of the winners: by September 2023
- Prototype exhibition: from 28 September to 1 October 2023 - Martano (Lecce) at Palazzo Baronale

It is not necessary to have already produced the prototype at the time of registration. Relevant information on sending the prototypes to the exhibition venue will be made known once the selection has been made.

ART. 6

Initial project selection: assessment committee and criteria

In the initial stage, the assessment committee will select the 60 projects deemed to be the most innovative and consistent with the theme based on the criteria listed below.

The assessment committee will reach a decision at their sole discretion.

The criteria taken into consideration will be:

- Consistency with the design theme in points 1 and 2 of this call
- Design quality
- Functional innovation
- Technological innovation
- Feasibility and economic sustainability

A score from 1 to 10 will be given for each element.

After this stage, the organisation will hand over the projects to an expert jury which will be invited to decide the winner, along with the second and third places. The expert jury will reach its decision using the same criteria as in the pre-selection stage. The jury will be made up of:

- A president of the jury
- An ADI - Industrial Design Association - representative
- A professional working in the design field.

The president and the members of the jury will be officially announced after the assessments have closed.

The decision of the expert jury is final, conclusive and binding.

The selection of the jury will be completed no later than August 2023.

ART. 7

Presentation of project designs

The online registration *form* at www.agoradesign.it must be used to submit an application.

The **online application form** includes the personal data form, where the participant must indicate their date of birth, tax code, residence/domicile, personal contact details (telephone/email address); Students will be required to specify the site of the University, faculty and year of attendance; a brief biographical presentation written by the applicant.

A short descriptive text-only report (max 2000 characters including spaces) which outlines the motivation, general concept, project features and materials envisaged.

Only the project layouts, however, should be sent to the email address, no later than the contest deadline, on Monday, 3 July 2023.

The subject line of the email should indicate: LIVING CONTEST application

The documents to submit via mail to the address contest@agoradesign.it are:

1. a short descriptive text-only report (max 2000 characters including spaces) which outlines the motivation, general concept, project features and materials envisaged. The .pdf file of the report should fit on an ISO-A4 format page (21 x 29.7 cm) with a portrait layout and should be name "report_name/project title"
2. Three graphic designs consisting of 3 ISO-A3 landscape project layouts (42 x 29.7 cm), in .pdf format, which must contain:
 - Layout 1: an overview, general concept of the object and sources of inspiration;
 - Layout 2: technical drawings: plans, elevations, sections, axonometric views, exploded views, scaled construction drawings and details of material choices, deemed significant;
 - Layout 3: representation of the object, rendering, photo of the model.
 - The project layouts must be combined in a single .pdf file named "layouts_name/project title" (maximum file size 5 Mb).
3. a preview image of the project that sums up the key features (it could be a rendering or another image considered significant), and will be used for the catalogue, in .jpg format (maximum file size 1 Mb).

The creation of the prototype is a prerequisite for participation in the festival.

By entering the contest, the participants selected in the LIVING category undertake to create a 1:1 scale prototype that will be exhibited at the Palazzo Baronale of Martano during the festival, from 28 September to 1 October 2023.

ART. 8

Prizes and recognitions

A Judging Panel will be appointed to award the final prizes, which will take into account the criteria and aims of the contest. After examining the entries received, assessing their originality, degree of innovation, feasibility, social, ecological, economic suitability, formal and functional aspects, and the suitability of the materials, it will award the following cash prizes at its sole discretion:

Professional Category

first prize Euro 2,000.00 (two thousand euros)

second prize Euro 1,000.00 (one thousand euros)

third prize Euro 500.00 (five hundred euros)

(gross of tax deductions ref Italian Pres. Decree No. 600/73 as amended by Italian L. No. 449/97)

Student Category

first prize Euro 1,000.00 (one thousand euros)

(gross of tax deductions ref Italian Pres. Decree No. 600/73 as amended by Italian L. No. 449/97)

The winners will be informed directly by the secretary's office of the contest organisers.

The Judging Panel, at its sole discretion, may decide that no project adequately meets the requirements of this call for proposals and may, therefore, decide not to nominate a winning project.

The decision of the Judging Panel is final, conclusive and binding.

ART. 9

Judging panel

The Panel, referred to in the previous point, will be made up of prominent figures from the fields of design, architecture, publishing, marketing and business enterprises. The official line-up will be announced at a later date.



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ART 10

Grounds for exclusion and incompatibility

The following will be excluded and not be permitted to participate in the contest:

- members of the panel, their relatives up to and including third degree of relationship, anyone who has participated in the organisation of the contest or in the drafting of the call for entries;
- applications and entries submitted after the deadline stipulated in the call for entries;
- projects that do not comply with the technical requirements and other provisions of this call;
- participating authors who publish the project or part of it before approval of the contest proceedings on any multimedia device or physical media.

The identification, even after the conclusion of the procedure, of grounds for ineligibility to take part in the contest and the failure to meet the requirements or other conditions for participation set out in this notice, shall result in exclusion from the contest, regardless of any other liability, including criminal liability, in the event of false or misleading declarations, or for other specific offences under the law.

ART. 11

Award ceremony and exhibition of projects

The venue for the contest award ceremony and exhibition will be Palazzo Baronale in Martano, to be held from 28 September to 1 October 2023.

ART. 12

Catalogue and advertising

In addition to visibility in the exhibition, the projects will be published in a catalogue which will be sent to major design agencies and editors of design magazines in Italy and Europe.

Agorà Design will subsequently take part in some of the most important sector-based trade fairs. A certificate of participation will be issued to students upon request.

ART. 13

Subsequent project development

Regardless of the prizes awarded by the judging panel, at the end of the event, the partner companies will submit the most interesting entries from a design and technical point of view for analysis in order to assess their production and commercial potential. Projects that meet these requirements may be selected for subsequent display at events or trade fairs and potential marketing.

The chosen designs may undergo modifications of a technical-constructive nature in order to ensure that the prototype is optimised for technical reproduction. This stage must be overseen and assisted by the designer at the production company site.

ART. 14

Intellectual property rights and press releases

By simply submitting the project and documents required by the contest call for entries, the participant duly authorises the promoting organisation to publish and publicise their project in the manner and by the means deemed most appropriate, for as long as necessary for purposes of any kind related to promotion, communication and/or marketing.

All the participants declare that their design is original, that they are the author the design and that it does not infringe the rights of third parties. The organising body is, therefore, exonerated from any liability for any disputes that may arise regarding the originality and authorship of the work or from any imitations or exploitation of the work by third parties.

All the participants agree to exempt the organisation from any liability in the event of any claims or obligations arising in connection with this initiative.

The economic exploitation rights arising from any industrialisation of the prototype will be agreed upon with the designer by signing an agreement if the industrialisation and commercialisation option, described in the following clause, is exercised.

The partner companies reserve the right to industrialisation and commercialisation upon agreement with the designer within the ensuing 12 (twelve) months after the end of the event. The designer will be free of all constraints after this period.

The prototype will remain the property of the designer and/or the company that produced it (as agreed upon between the designer and the production company).

The projects will not be returned to the sender.

The authors of the projects are not entitled to any compensation for the publication of their work.

Agorà Design is exempt from all liability for any theft, loss or damage to the entries. Participants have the right to protect their project idea in advance in accordance with current legislation on the protection of intellectual property.



If deemed appropriate, Agorà Design and its partner companies will duly publicise and promote the projects and images of the works featured in the event in their catalogues or other media, so that the latter is always visible in the world of design, production and marketing.

ART. 15

Conditions for participation

Participation in the event implies full and unconditional acceptance of these rules and regulations and of the decisions of the selection committee and judging panel.

ART. 16

Information and contacts

Applicants, who would like to request information about the purposes and procedures regarding the contest, can contact the secretary's office of the organisation for the Agorà Design contest via the following contacts:

Email: info@agoradesign.it
Secretary's office: +39 342 5261338