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OPEN DESIGN ITALIA, RELEASED THE COMPETITION ANNOUNCEMENT FOR THE FIRST ITALIAN FESTIVAL OF SELF-PRODUCTION DESIGN

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OPEN DESIGN ITALIA, RELEASED THE COMPETITION ANNOUNCEMENT FOR THE FIRST ITALIAN FESTIVAL OF SELF-PRODUCTION DESIGN

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Press release

OPEN DESIGN ITALIA,
RELEASED THE COMPETITION ANNOUNCEMENT
FOR THE FIRST ITALIAN FESTIVAL OF SELF-PRODUCTION DESIGN

From 19th to 21st November 2010 will take place in the Foro Boario of Modena the first edition of Open Design Italia, the event dedicated to self-production design and to limited series production

We are looking for talents. The cultural association La Pillola 400 notifies the release of the competition announcement for Open Design Italia, the event dedicated to the self-production design and the limited series production. The first edition is scheduled from 19th to 21st November 2010.

The competition announcement is available, and can be downloaded on the website www.opendesignitalia.net. The deadline for participation is on 13th July 2010. The competition is open to designers, graphic designers, studios, groups, individual persons and creatives, who have made self-production and limited series production their professional choice.

To participate it is necessary to send projects relevant with the following categories: product design (household and gift items, technology, packaging, various products), interior design (furnishing, decoration, textile, lighting), fashion design (fashion, accessories, jewellery, textile), communication design (graphics, publishing, virtual design, web design), urban design (public furnishing, transports, energy). The projects will be selected according to qualitative standards, originality, technical and aesthetical functionalities, giving a particular attention to the innovative solutions in terms of environmental impact. The fundamental requirement is that the participants must create and produce the projects at their own expenses and in a sufficient quantity to allow the exhibition and the sales during the event.

Open Design Italia offers a new approach to design, either from a productive point of view, or from an exhibitory point of view. Self-production and limited series production are at the centre of the event. The exhibition inside the beautiful Foro Boario of Modena will give to the designers the opportunity to sell directly their productions to the public, while an European Jury will have to select the three best participating designers, to whom award the prizes.

Open Design Italia is more than the exhibition and the competition. On the agenda, before and during the event, a set of collateral events linked to design will give life to the cities of Bologna and Modena. Exhibitions, artistic installations, meetings, performances will be created and carried out by some private and institutional partners of the event.

Open Design Italia is ideated by Elena Santi architect and organized by La Pillola 400, in collaboration with the Ufficio Giovani d'Arte, Municipality of Modena and with the support of Iceberg, Ufficio Promozione Giovani Artisti - Cultural Sector, Municipality of Bologna.

For information:
Website www.opendesignitalia.net, e-mail info@opendesignitalia.net

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Ausgabe 05/2010

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