

Design Competition in Expo Dubai 2020

Call for project ideas and proposals
by teams of young designers and Lombardy's companies

Guidelines for foreign designers

The present instructions are not the translation of the whole notice. They constitute operational guidelines aimed at young foreign designers who will participate in the call, in team with Italian companies.

Le presenti indicazioni non costituiscono la traduzione integrale del bando, ma vanno intese come linee guida operative, indirizzate unicamente ai giovani designer stranieri che intendono partecipare alla call, in team con imprese italiane.

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1 Object of the call

The call is part of the project Design Competition in Expo Dubai 2020, promoted by Lombardy Region and Chamber of Commerce of Milan Monza Brianza Lodi, in collaboration with Politecnico di Milano. It is directed at young designers and gives them the opportunity to develop innovative projects that will be presented during the Expo Dubai 2020.

The Design Competition Expo Dubai 2020 intends to promote the innovation applied to the Design, which represents a regional and national excellence. By participating, Lombardy's companies obtain the opportunity to open new areas of industrial development, achieve international market outlets and get close to Expo Dubai 2020.

Design Competition also serves as a virtuous model of meeting and collaboration between talented young designers and manufacturing companies. In fact, the Competition allows designers to develop concrete ideas while the companies implement innovative processes and products.

2 Purpose and themes

Design Competition Expo Dubai 2020 aims to identify innovative ideas proposed by young designers with the endorsement of Lombardy's companies. Competition's topic "Connecting Spaces" can be applied to the following themes:

- *Innovative Crafting*: design objects to connect spaces which evoke the Italian tradition of craftsmanship interpreted in an innovative way;
- *Digital Connecting Spaces*: spaces connected through digital, IoT, new domotics technologies applied to design and information design;
- *Design for Human Connection*: temporary structure to connect people (e.g., resting and prayer spaces, children areas, environmental comfort zones).

The proposals have to be consistent with the Expo Dubai themes of *Sustainability, Mobility and Opportunity* and with Italy's Theme Statement for Country Pavilion at Expo Dubai 2020: *Creativity, Connection and Knowledge*. These aims to highlight the ability of Italian competence to create innovation through expertise and beauty, combining art and science, tradition and technology, as a dialogue platform at global level.

3 Participation requirements

Joint teams of young designers, individually or in groups, and Lombardy's companies can participate.

Designers have to meet the following requirements at the date of call publication:

- a) Age under 35 years old;
- b) Student or graduated in design, architecture or engineering;
- c) Resident in Lombardy or attending / have attended and completed study courses in Lombardy's institutes or universities (in the case of a group participation, at least half of the components or most of them must have this requirement);
- d) Having not participated in more than one edition of DECÒ / Design Competition.

In the case of groups, all the components must meet the requirements of letters a), b), d). The involvement in the team of UAE students, that have the requirements of letters a) and b), will be rewarded.

Every team is allowed to present only one project proposal.

4 Benefits for the designers

An exhibition of awarded prototypes will be organized during design events in Italy and finally at Expo Dubai 2020 in the UAE, from October 2020 to April 2021. In the months before the Exposition, the projects will be possibly illustrated to the commissioners involved in the construction of the Country Pavilions. In addition, it will be offered visibility to companies and designers through the publication of an editorial on the prototype within the Design Competition website and the creation of promotional material.

Companies will have the ownership of the prototypes and will commit themselves to making them available to the organisers over the 18 months following Expo 2020.

The designers can protect their work in advance, in accordance with current legislation on the protection of intellectual property, and could conclude agreements with companies to develop and market their prototype.

5 Applications

The company, on behalf of the joint team, shall submit the digital application form through the web page www.deco.regione.lombardia.it **within the 22nd January 2019 at 12.00 pm.**

The application form, filled in by the company, must also include the forms relating to designers and project idea, namely:

- a) Attachment A - "Designer Module" filled in with the personal data and self-declaration of each designer group component, signed with handwritten signature; the designers' modules should be scanned into a single PDF file
- b) Attachment B - "Data sheet of the project idea" filled in and handwritten signed by the designer; in the case of design team, all the other components should sign the form; attachment B should be scanned in a single PDF file
- c) Attachment D - "Consent form to personal data processing - Designer"
- d) Three panels at most, defining CONCEPT, DESIGN and FABRICATION PROCESS. Panels should be in PDF format, with a maximum image size of 2 MB. Each file must be named in the following way: "designer surname_project idea name_file's object" (eg "Rossi_ white flower_panel 1, Rossi_ whiteflower_panel 2, Rossi_ whiteflower_panel 3"). The application should include in the provided space the link to an IT repository without time limit, which contains the same images in .jpg format to be used for institutional communication purposes
- e) The designer's valid identity document scanned on both sides; in the case of designer team participation, the document of each designer is required, scanned in a single PDF file

6 Projects selection

An international jury consisting of representatives of project partners and international experts will choose the winning proposals.

The jury will select up to a maximum of 20 project ideas, at its sole discretion, based on the following evaluation criteria.

	Evaluation criteria	Maximum score
1	Quality of graphic products and contents' clarity	up to 15
2	Consistency with the competition topic "Connecting Spaces" and with the Expo Dubai 2020 theme	up to 25
3	Innovative concept	up to 30
4	Functional, performance and technical innovation, related to the reference sector	up to 15
5	Environmental compatibility: sustainability, recyclability, materials' eco-compatibility and maintenance	up to 10
6	Design for all: usability, safety, social inclusion, compatibility, pleasantness, versatility	up to 5
	Total	100
	Reward for projects presented by mixed team of Lombardy's and UAE's students/young designers	20

The project ideas that will not reach the minimum score of 60 (excluding the possible reward score by the evaluation) will be excluded in any case, even if total selected ideas do not reach the expected number of 20.

The list of submitted and accepted projects will be formulated within 90 days by the closure of this notice, ratified by the Director of the Chamber of Commerce of Milan Monza Brianza Lodi. This list will be published on the project website www.deco.regione.lombardia.it.

Throughout the project, companies and young designers should observe professional secrecy and cannot use and / or disclose the information and data they will become aware of.

7 Developing and making prototypes

The joint team of companies and designers will manufacture the prototype of the winning proposals, collaborating with the Politecnico di Milano and/or the American University of Sharjah (EAU).

Publications on the prototypes should mention any tutor of the involved university.

The deadline to manufacture the prototype is 1st September 2019.

The prototype should not deviate substantially from the submitted design idea and any changes must be previously authorized by the organizers.

If the designer gives up the competition, the competition participation of the related company will automatically decay.

8 Financial contribution

A financial contribution up to 20.000 EUR will be recognized to the company to cover the costs of developing the prototype of the selected 20 projects.

9 Final disposition

9.1. Use of materials

Participating in the competition, designers and companies implicitly authorize the Chamber of Commerce of Milan Monza Brianza Lodi and the Lombardy Region to publish and disseminate communication material of the selected projects.

9.2. Timeline

22 nd May 2018	Call opening
22 nd January 2019	Deadline for project submission
Within 90 days from the closure of the call	Publication of the winning proposals
1 st September 2019	Deadline for manufacture of prototypes
October 2020 – April 2021	Prototypes exposition at Expo Dubai 2020

The dates of other events in which the prototypes will be exhibited will be communicated from November 2019.

9.3. Information

More information is available visiting the Lombardy Region website <http://www.deco.regione.lombardia.it/en> or contacting:

- Politecnico di Milano: **expo2020-dabc@polimi.it**
- Chamber of Commerce Milano Monza Brianza Lodi: **marketingterritoriale@mi.camcom.it**, tel. +39.02.8515 4177



“Design Competition Expo Dubai 2020 - Connecting Spaces” is promoted by Lombardy Region and Chamber of Commerce of Milan Monza Brianza Lodi, in collaboration with Politecnico di Milano and the participation of the American University of Sharjah. For more information visit: www.en.regione.lombardia.it and <http://www.milomb.camcom.it/english>.

Politecnico di Milano is the leading university in Italy and Europe in engineering and architecture, with a multi-disciplinary approach that has been applied in previous Expos and Olympic Games. For more information visit: www.polimi.it/en/

The American University of Sharjah is a leading educational institution in the Gulf region consciously based upon American institutions of higher education and thoroughly grounded in Arab culture. For more information visit: www.aus.edu

Progetto realizzato nell'ambito dell'accordo di programma per lo sviluppo economico e la competitività del sistema lombardo in essere tra Regione Lombardia e sistema camerale lombardo.

