

Regulations

Guangzhou and Milan Twin City Civilization Redesign

promoted by architectural studio Guangzhou Yuan She Yi He Decorate Design Co. LTD and the 21st Guangzhou International Art Fair, with Itasia s.r.l., organized by POLI.design, Consorzio del Politecnico di Milano

(the notice was drawn up in accordance with international standards agreed with ICOGRADA, ICSID, IFI)

Introduction

"As the old saying goes: the onlookers see more than the players do".

During the sudden economic boom, a number of facets and peculiar characteristics of Chinese culture have been ignored, and have consequently disappeared or never emerged.

Thanks to this competition, and hence through the vision and interpretation of Chinese culture by young Italian designers and creative talents, the promoters aim to encourage the new generation of Chinese designers to discover the importance of their own culture and to hand such heritage over to the designers of the future.

Art.1 Aim of the competition

The architectural studio Guangzhou Yuan She Yi He Decorate Design Co. LTD and the 21st Guangzhou International Art Fair with Itasia s.r.l., through POLI.design, Consorzio del Politecnico di Milano, announce a competition of ideas for the detection of interior design concept inspired by Chinese culture.

Art. 2 Theme of the competition

Each registered designer is asked to propose a concept in one of the three project categories listed below:

- **home space**: (mark A) design one or more home rooms by drawing inspiration from life style and traditions bound to Chinese culture;
- **decor**: (mark B) design a furniture line, or even just one item or a complement,

inspired by life style and traditions typical of Chinese culture;

- **work of art**: (mark C) create a work of art, with no technique or material restriction, inspired by Chinese culture.

Art. 3 Jury composition

The Jury is composed of five members with voting rights:

- Matteo O. Ingaramo, Director of POLI.design
- Enrico de Benedetti, Architect
- Davide Groppi, Designer
- Jason Ma (Taiwan), Interior designer
- Zeng Zhen Wei (Cina), Professor of Art and Design

The Jury's decision will be based on a majority vote.

The President of the Jury will be appointed by the Commission itself from the indicated members.

Art. 4 Competition trustee

The trustee, acting as an intermediary between the promoter, the jury and the competitors, is:

POLI.design, Consortium of the Polytechnic of Milan
Via Durando 38 / A
20158, Milan, Italy
Tel. 0223997201 fax 0223995970
e-mail competitions@polidesign.net

Further information on participating in the competition can be requested via the email address provided.

Art.5 Awards

The total prize money is € 13.500,00 which will be divided as follows:

- **home space** (mark A):

1st prize: € 2.000,00
2nd prize: € 1.500,00
3rd prize: € 1.000,00

- **decor** (mark B):

1st prize: € 2.000,00
2^o classificato: € 1.500,00
3rd prize: € 1.000,00

- **work of art** (mark C):

1st prize: € 2.000,00
2nd prize: € 1.500,00
3rd prize: € 1.000,00

Should the Competition - due to a lack of projects judged suitable - finish without a merit ranking and without a winner, the

Jury may, at its sole discretion, divide the prize money and distribute it among the projects worthy of particular recognition. The promoter specifies that all prize money will be distributed in any case. The amounts shown are gross, to which apply (if any) deductions required by law.

In addition to the cash prize, the winners can participate in the 21st Guangzhou International Art Fair, showcasing their project; travel expenses will be borne by the promoters.

The winners will also have the opportunity to have an interview with the Guangzhou Yuan She Yi He Decorate Design Co. LTD architectural studio for formalizing any prospective jobs.

Art. 6 Terms of the competition

The competition is made up of two phases, and its aim is to select and identify 9 winners, three per each category.

In phase 1 each participant (or design team) designs an interior design concept inspired by Chinese culture or a work of art as per the theme description in Art. 2. Stage 1 is anonymous, therefore the works must not bear any reference to the candidate (name, surname, photographs ...).

Phase 1 deadline is October 5, 2016 for Project categories A and B, November 3, 2016 for the Project category C.

At the end of phase 1, the Jury assesses:

- for Categories A and B, consistency, value integration, aesthetic quality and feasibility of the proposal, and selects 6 worthy projects for the next step; the projects for prototyping and presentation at Guangzhou Winter Art Fair are to be chosen from them. The jury reserves the right to select only some of the worthy projects, or all of them, for prototyping.
- For Category C, consistency, value integration, aesthetic quality, and select three works of art that can be brought on display at the Guangzhou Winter Art Fair (shipping costs borne by the promoters). The jury reserves the right to select for shipping and put on display only a portion or all of the worthy works of art.

Stage 2 (A and B Categories): prototyping of the projects selected to be exhibited at the 21st Guangzhou International Art Fair,

care of the competition promoters, with the participants' support. Selected participants are expected to offer their support as regards prototyping, providing information and drawings, if needed.

Important note: projects submitted in Categories A and B must be feasible, more in detail suitable for prototyping, to comply with the second phase, in which the selected projects must be prototyped to be displayed at Guangzhou 21st International Art Fair.

Participants in the project category C of the competition will have to provide independently for the physical realization of their work by November 3, 2016: the projects selected by the jury must be delivered to the organizers of the competition, who will see to their shipment to China for the exhibition at the 21st Guangzhou International Art Fair.

Participants in the project Category C of the competition will have to provide independently for the physical realization of their works by November 3, 2016: the projects selected by the jury have to be delivered to the organizers of the competition, who shall provide for the their shipment to China for the exhibition at the 21st Guangzhou International Art Fair.

Art.7 Rules for participation

Participation is open to students of art and design schools, young designers and creative under 35, Italian or who are studying/working in Italy. Participation is subject to the compilation of the participation form on the site www.polidesign.net/TwinCity, by October 5, 2016 (November 3, 2016 for participants in the Project Category C).

Groups of designers can also participate: a group leader must be appointed who will be the only contact point in dealing with POLI.design.

Members of the Jury, their relatives, and employees of POLI.design, Consortium of the Politecnico di Milano may not take part.

Art. 8 New Projects

The projects should in any case be new and developed specifically for the Twin City-Civilization Redesign contest.

By submitting their entries, the participants declare that the project

submitted is original and does not infringe the intellectual property rights of third parties. In addition, they declare to have (or to have acquired) all rights to the images that are attached to the projects.

In the event of dispute regarding the originality of a project, it shall be referred to the judgment of the Design Jury.

Art. 9 Entries

Project categories A and B

For Phase 1, the entries are to be sent in digital format exclusively through the form on the site www.polidesign.net/TwinCity before the given deadlines (see art. 12).

The competition is anonymous; therefore, the participant's name or other identifying marks must not appear in the documentation submitted for Phase 1.

Each participant (or group) must upload, through the form on the site www.polidesign.net/TwinCity:

- a book containing a maximum of 3 ISO-A3 landscape tables in pdf format, with an overview and key details, including settings, drawings and other images or data deemed useful to express the entirety of the project. The tables must be mounted in a single pdf file called 'boards_code' (e.g. boards_123456') (see Art. 10 for the definition of the numerical code). The use of colour and all graphic techniques are admissible.

- a short report (max 4000 characters) describing the motivation for the project and its characteristics, and any other information considered useful. The pdf file of the report must be in ISO-A4 format and must be called 'report_code' (e.g. 'report_123456') (see Art. 10 for the definition of the code).

- 3-4 high resolution jpg or png images giving general and detailed views of the concept (call the files img_01.code, img_02.code). All the designs or images to illustrate the project must be included in the above tables or in the report.

The participant's numerical code must be given on all tables, on the cover sheet and on the pages of the report (see Art.10).

The uploaded files (tables and reports) should not exceed, in aggregate, the 10Mb.

For Phase 2 the selected participants have to provide support for prototyping projects to Chinese companies that promote competition, according to the procedures that will be communicated after the Phase 1.

Project category C

For Phase 1, the entries are to be sent in digital format exclusively through the form on the site www.polidesign.net/TwinCity before the given deadlines (see art. 12).

The competition is anonymous; therefore, the participant's name or other identifying marks must not appear in the documentation submitted for Phase 1.

Each participant (or group) must upload, through the form on the site www.polidesign.net/TwinCity:

- A report (max 5000 characters) that describes the motivations, inspirations and characteristics of the artwork and any other information considered useful. The pdf file of the report must be in ISO-A4 format and must be called 'report_code' (e.g. 'report_123456') (see Art. 10 for the definition of the code).

- 5 photos in high resolution of the realized artwork (call the files img_01.code, img_02.code).

Participants must provide independently for the physical realization of their artworks by November 3, 2016: the artworks must occupy a maximum volume of 1 m³.

For Phase 2, projects of Category C selected by the jury must be delivered to the organizers of the competition, who shall provide for their shipment to China for the exhibition at the 21st Guangzhou International Art Fair.

Art.10 Identification and anonymity

The documents submitted by the competitors for Phase 1 must not be signed or in any way identifiable or traceable back to the owner; instead they must be marked with a numerical code created by each participant (or group) based on the following rule: a six-digit number, with no digit repeated more than twice, and not in sequence, preceded by the marking of the project category (A, B or C).

The data relating to the designer or group of designers must be reported on the participation form on the site www.polidesign.net/TwinCity; the form must be completed online by the participants as accepting the terms set out in the regulations by October 5, 2016 (November 3, 2016 for participants in the Project category C). The form must report, in the dedicated space, the numeric code chosen (For example 123456).

POLI.design, as trustee, will deal with the administration and coordination of the Competition, communication with participants and the receipt of emails and the material. The Jury will have no part in any coordination or administrative work.

Art. 11 Usage rights

With the payment of the award the promoters reserve the option to use the winning projects for a period of one year from the date of the report of the jury. Within this period the promoters will evaluate whether to acquire the rights to use, and in this case the economic relationship with the designer will be governed by a specific contract, according to the assessment criteria provided by the ADI. HOST - Fiera Milano reserves the right to sell to third parties the opportunity to acquire the rights to the projects.

The promoters will require a one-year option also for projects not awarded a prize, subject to payment to be agreed between the parties. HOST - Fiera Milano reserves the right to sell to third parties the opportunity to request an option on projects not awarded a prize.

The promoters will not change in any way the work presented without the consent of the designer.

The protection of work beforehand by its registration or patent applications is done at the discretion of the competitor.

Art. 12 Deadlines

By **17:00 of October 5, 2016** the module containing the data of the participant and the papers related to **Phase 1 (project categories A and B)** should be completed online on the site www.polidesign.net/TwinCity.

Participants who submit a project for the **Project Category C** (work of art) will have

until 17:00 of November 3, 2016 to upload through the template on the site www.polidesign.net/TwinCity their own materials.

On December 7, 2016 the winners with the jury will travel to Guangzhou (China) where a press conference is scheduled on December 10, 2016 at the headquarters of the study Yuan She Yi He Decoration & Design Co., while on December 15, 2016 will officially begin the Winter Fair of art.

Art. 13 Information and publication of the results

POLI.design undertakes to present the initiative and use the results of the competition as it deems appropriate.

All entrants hereby authorize POLI.design, Consortium of the Politecnico di Milano and the other promoters of the contest to display the projects submitted to the competition in eventual exhibitions or events. Entrants also authorize POLI.design and the other promoters of the contest to publish their projects in a catalogue, book and/or in the specialist media; should this occur, nothing will be due, apart from the obligation to cite the author(s).

Competitors who are not winners have the right to request, in writing and within 15 days from the communication of the results, that their work not be distributed.

POLI.design, Consortium of the Polytechnic of Milan will notify all participants of the results of the Jury's deliberations within 30 days from the date of the delivery deadline, by e-mail to the addresses used when sending the materials.

Art. 13 Privacy policy

Information pursuant to and for the purposes of Art. 13, Legislative Decree 30 June 2003, no. 196 (Data Protection Act).

According to these regulations, the processing of personal data shall follow the principles of correctness, lawfulness and transparency and the protection of your privacy and your rights.

All information submitted by the parties concerned is to be used only for purposes related to the business of company and for activities related to the event in question, in particular:

- to meet the obligations laid down by law, regulations, EU legislation and civil and tax laws;
 - for insertion in company databases;
 - for processing internal statistics;
 - for sending information by POLI.design about its activities or those of companies linked to the Consortium itself.
- The full information is available for consultation on www.polidesign.net site.

Milan, June 2016