



Design contest

**Alcantara<sup>®</sup> Every Day**

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The **Alcantara® Every Day** competition has arisen from the Alcantara® LAB project, a container of events and initiatives that have the common denominator of experimentation and research, and the objective of dialogue with all Alcantara® users.

**Alcantara® Every Day** has the purpose of realising the potential of Alcantara® by enhancing it with new forms and languages. Alcantara® is seeking to experience a new dimension thanks to unique project-design, the synthesis of personal experiences and perceptions.

**Alcantara® Every Day** invites designers to suggest new forms and solutions for daily life, also confronting the material's unending potential, creating new juxtapositions, decorations and textures capable of exalting the tactile and visual sensations of a material synonymous with refinement, functionality and practicality. To release the potential of Alcantara® and observe it from new angles is an exercise in creative and technical skill.

## 1. About Alcantara S.p.A.

Alcantara S.p.A. was established in 1972 as a joint-venture between Italian company ENI and the Japanese Toray Industries. The latter has held control over the enterprise since 1995, while the remaining part is under Mitsui and Co. Ltd, one of Japan's most important trading companies. The Alcantara headquarters are in Milan, while the production facilities are in Nera Montoro, near Terni in Umbria.

Since its debut, Alcantara® has been an exciting undertaking that has involved designers from the most diverse fields and the most evolved consumers. Alcantara® has become a very specific style: one constituted by a culture of technology and refinement plus sensitivity to innovation that offers surprising opportunities for pleasurable living.

Alcantara® is a registered trademark of Alcantara S.p.A.

## 2. Competition purpose.

The purpose of the competition is to come up with items of real daily-life usefulness.

The guiding criteria are:

- to devise and design an object that would be touched or experienced at least once a day;
- to devise and design an object that considers the use of Alcantara® materials in its manufacture;
- to devise and design an object that could accompany our everyday lives at home, in the office, while travelling or during leisure periods;
- to devise and design an object that corresponds exactly to the following values through which Alcantara® manifests its uniqueness:
  1. **Sensorial:** as manifested through softness, wrap-around and warmth to the point of aiding physical well-being.
  2. **Aesthetical:** as manifested through beauty and elegance, to the point of becoming a style.
  3. **Functional:** as recognised in resistance, breathe-ability and ease of maintenance, to the point of being freely usable.

## 3. Competition type.

For participants, **Alcantara® Every Day** is looking to architects, designers and creative types generally, of any nationality and age.

Entry to the competition is anonymous, therefore the package, envelope and prepared papers (Art. 5) should not bear any mark, symbol or writing that might render them identifiable; only the identification code should be applied where indicated (see Art. 5). Further marks or writing on project lists or plates that could lead to the entrant's name being known will constitute a reason for exclusion from the competition.

The participation of work groups is permitted. In this case the group would have to nominate one of its members as being in charge of the project. For all of this competition's provisions, a group of entrants will collectively have the same rights as an individual entrant.

## 4. Competition registration.

To register it is necessary to read the competition announcement and to complete the registration form online at [alcantara-lab.com](http://alcantara-lab.com).

Following the online compilation entrants will receive the printable version of the form via e-mail (for insertion in the package - see Art. 5), together with a participation code.

This code confirms the registration and identifies the individual projects.

**Registrations will be accepted from Wednesday 8 November 2006 to 12 noon on Monday 5 February 2007.**

## 5. Ways of presenting prepared entries.

Each participant may enter one project only: the works must be of exclusive pertinence to this competition; projects entered in other competitions or with items in production will not be accepted.

The entries, under pain of exclusion, must be placed in a closed and anonymous package, bearing the words "Alcantara® Every Day" on the outside and addressed to: Alcantara® Showroom, via Mecenate 86, 20138 Milano - Italy.

The entries may be delivered by hand during public opening hours, from Monday to Friday 10.00 a.m. to 5.00 p.m. or via post or authorised agencies.

The dispatches must be effected in "postage paid" mode. Projects received by the set deadline will be considered valid entries. Any that might arrive later than 12 noon on Monday 5 February 2007 will not be admitted to the competition.

In the event of packages dispatched from abroad, they will have to show a value for customs purposes only, however not above that of the materials used. Participants are responsible for the delivery of their projects; in this regard no responsibility will be assumed by the Alcantara® competition officers who will look after the preservation of the competition entries, respecting the confidentiality of information provided by participants.

**The proposals will compulsorily have to be delivered by, and no later than, 12 noon on Monday 5 February 2007.**

**The package must only contain:**

- A closed and anonymous A4-size envelope externally bearing the identification code given at the time of registration. The envelope should contain the printed and signed registration form for the acceptance of the competition rules. In the case of groups, the list of its members and indication of the leader are required;

- the graphical preparation;

- the CD;

- a descriptive report in A4 format, maximum two pages;

- a short biography of the participant(s);

- a photograph of the participant or group of participants

**The graphical preparation** must be delivered in a closed and anonymous package bearing on the outside the identification code assigned at the time of registration. It should be made up of one/two plates in A2 landscape-format (59.4cm x 42cm), fixed on a rigid support of light material (polyplatt or similar). The title of the proposal and registration code should be present on the back of each plate.

The preparation must contain everything necessary for a precise understanding of the project.

Additional indications or writings on the project plates that might lead to revealing the participant's name will constitute a reason for exclusion from the competition.

**The CD** must be included in the package. The CD cover and the CD itself must bear the identification code. The CD should contain the graphical restitution of the preparation(s). There should also be an image/representative composition in 15cm x 15cm format. Acceptable formats are .eps, .tif and .pdf, with a resolution of 300 dpi (suitable for typographical printing).

Finally, the CD should include a short descriptive report in digital form (maximum two A4 pages) and a brief biography of the participant or group of participants.

The representation techniques are as desired.

**The entered works are registered if delivered with the form correctly filled and satisfying the requested standards. The entered works will not be delivered back. The official languages of the competition are Italian and English.**

## 6. Clarification and questions.

Any inquiries or requests for clarification should only be made via e-mail to: info@alcantaralab.com by **Friday 2 February 2007**; this service will end on that day at **4 p.m.**

## 7. Jury composition and the general evaluation criteria for entered projects.

An appropriate commission will examine the proposals and individuate the winning presentations. The jury will be composed of the following members:

Jury chairman:

**Giulio Cappellini** - Designer, architect and art director

**Patrizia Beltrami** – Director of Corporate Communication, Alcantara S.p.A.

**Manuela Cifarelli** – Director, Material Connexion, Milan

**Melanie Damjanic** - Style Development Manager, Alcantara S.p.A.

**Angelo Jelmini** – Set Designer

**Paola Lenti** - Entrepreneur

**Maurizio Modica/Pierfrancesco Gigliotti** – Stylists, Frankie Morello

**Paola Navone** - Designer

**Paolo Pininfarina** – Vice-President, Gruppo Pininfarina, CEO at Pininfarina Extra

**Stefano Pirovano** - Designer

**Jean Louise Pizzinato** - Marketing Manager, Poltrona Frau

**Corinne Poux** – Innovation Manager, Hermes

**Cristiano Seganfredo**– Director, Fuoribiennale

**Francisco Zurlo** – Director, POLI.design Consortium at the Politecnico di Milano

Should no proposal presented be considered sufficiently worthy, the commission reserves the right to declare the competition without result. The jury's decisions are binding and therefore it is not possible for objections to be made against them, also in the event where it has had to judge all the proposals negatively.

The jury will express its appraisals on the basis of the following criteria:

- coherence with the purpose of the competition
- aspects of innovation contained in the entered project
- aesthetics of the product (as expressed through innovative forms, and/or new matches of textures and/or decorations by Alcantara®)
- project feasibility
- sustainability of the designed product

## 8. Prizes.

The jury will award three prizes based on the final classification list.

The prize-money amount is **€ 15,000** divided thus:

**1<sup>st</sup> prize: € 10,000** with prototype production reservation

**2<sup>nd</sup> prize: € 4,000** with prototype production reservation

**3<sup>rd</sup> prize: € 1,000** with prototype production reservation

The prizes are gross of any taxes or levy. Alcantara S.p.A. will not be responsible for any other expense for the use of the material for the anticipated institutional purposes.

In the event of no suitable proposal being found, the prizes will be assigned according to a classification list of merit without proclamation of a winner.

## 9. Prize-giving, exhibition of entries and usage rights.

The jury will gather in Milan, 8 February 2007.

The prize-giving will take place in Milan, 15 February 2007.

The project-selection results will be diffused by means of a press release issued to the sector's main journals and communicated to the respective participants.

The best proposals will be published in an Alcantara®LAB booklet.

The 15 best projects will be displayed in an exhibition at one of the spaces of Zona Tortona Design 2007, during the Settimana del Design event in Milan; all the other projects will receive visibility via video projections.

With the payment of the prize, Alcantara S.p.A. reserves an option on the use of the winning projects for a period of 18 months from the date of the jury's report. Within this time, Alcantara S.p.A. will assess whether to start their production and in such an event the economic relationship with the designer will be established with a specific contract, in accordance with the criteria provided for by the ADI.

Alcantara S.p.A. will also be able to request an 18-month option on projects that were not prize-winners, subject to written communication with the designer.

Alcantara S.p.A. is also committed to refrain from modifying the presented works in any way without the designers' consent.

## 10. Requisites requested from participants.

The entered projects must introduce new and original elements. In particular participants have to guarantee that the proposals are not subject to rights of any kind in favour of third parties. The participants assume all responsibility with regard to the entered project in relation to any possible patent or copyright violations, committing themselves to keeping Alcantara S.p.A. unburdened by any court case defence expenses.

The entered projects must not have been previously published or exhibited, or in any way realised by artisans or companies, or to have been entered in other competitions. It is also forbidden to make the entered projects public, wholly or partially, before the official announcement by the jury of the winning proposals.

The participants keep the copyrights as project creators, therefore, independently of the competition outcome, the projects will possibly be the subjects of specific contracts for copyright exploitation.

## 11. Reasons for exclusion.

The following are reasons for exclusion from participation in the competition:

- Arrival of the entry package after 12 noon on 5 February 2007
- Lack of respect for the rules regarding anonymity
- Lack of, or incomplete, participation application
- Incomplete or missing presentation of prepared projects as prescribed by Art. 5 of the competition announcement
- Lack of respect for the official languages (Italian/English)

## 12. Incompatibility.

Anyone deemed as favoured because of involvement in the compilation and enacting of the competition launch is excluded; in particular:

1. members of the jury, their relatives and kin until the third removed;
2. those who participated in organising the competition, compiling its rules, or nominating members of the jury.

A participant cannot be part of more than one group, or enter contemporaneously as an individual and as a group member, under pain of exclusion from the competition.

A participant cannot enter more than one design proposal.

## 13. Competition timetable.

Launch publication	8 November 2006
Clarification and information	available until 4 p.m., 2 February 2007
Registration and delivery of project entries	ends at 12 noon, 5 February 2007
Gathering of the jury,	8 February 2007
Communication of results to participants	by 12 February 2007
Prize-giving	15 February 2007
Exhibition of the 15 projects selected	18-23 April 2007

## 14. Additional rules.

1. Participation in the competition is free and no reimbursement of expenses or compensation will be attributed, except for what is provided for by Art.8 above for prize winners.
2. The intellectual property of the design proposals will remain with their respective creators.
3. Participation in the selection via despatching of the prepared entries implies the automatic acceptance of the competition rules and the agreement, without any reservations by the participant, with the reproduction of the presented product or material, on whatever means and in any format, for all documentary or promotional publications relating to the competition; as well as the usage possibility for the promotion of Alcantara S.p.A. The participant guarantees that she above-authorized uses do not infringe on rights of third parties such as, for example, other designers, depicted subjects and assignees of rights. Moreover, the participant recognises that a lack of compliance with such provisions will lead to automatic exclusion from the competition.
4. The participants, registering for the competition, exonerate the organisation from any responsibilities regarding third parties who might consider themselves damaged by their exhibition or by false declarations regarding ownership of the works. Moreover, the organisation declines any responsibility for damages, accidents or whatever else could occur before, during or after the competition.
5. These rules do not constitute an offer to the public, nor a promise to the public, since the decision concerning the admission of participants to the competition is referred to the binding judgment of the jury.
6. According to Presidential Decree 430 of 26.10.2001, Art. 6, this competition is not to be considered a premium contest or operation. Consequently it does not need ministerial authorisation.
7. The organisation reserves the right to modify these rules if useful to bettering the success of the competition. For reasons of acts of God, the competition may be modified or revoked, without interested parties claiming rights or making pretensions of this kind.
8. It is not permitted for participants to entertain relations with jury members, or to influence their judgments in any way. It is not permitted for participants to resort against the rules and any variations opportunely made to them as communicated by the competition officers.

### For information:

Erika Sartori | Ilaria Bitetto  
Coordinamento Alcantara®LAB  
Tel. +39 02 58142523  
info@alcantaralab.com  
alcantaralab.com