

DESIGN FOR FOOD > DESIGN TO FEED

PROGETTI TRA RITO E FUNZIONE PROJECTS BETWEEN RITUAL AND FUNCTION

REGULATIONS

Introduction

The discipline of Design has addressed and integrated various typological variations, the most recent of which specifically concerns food and nutrition in general. Nutrition is an area in which Design needs to be enhanced and used to rationalize ideas for mass consumption that revolve around the primary gesture of feeding.

Food Design is therefore the application of Design to research into solutions to the problems created by the food sector and deals with projects in a broad sense: from the design of objects used in the preparation and consumption of food to spaces for the "rituals of nourishment", to the design of "edible objects".

The City of Lissone, with the activities of its Museum of Contemporary Art, intends to directly and actively join in the current debate on the themes of food. In view of the Universal Expo to be held in Milan in 2015, whose theme is "Feeding the Planet, Energy for Life", it is organizing the Lissone Design Award 2013, the title of which is: "Design for Food, Design to Feed".

The competition aims to address food-related issues, resolvable and renewable through design, in relation to the complexity of its many aspects: from individual nourishment with the design of foodstuffs and the instruments for preparing and presenting food, to the social aspects of food, with objects for its sharing and spaces of conviviality: designs dealing with food, between ritual and function.

The Lissone Design Award, now in its fourth biennial edition, is an open design competition, which aims to explore innovative ideas around a theme, emphasizing the role of design in order to support future appliances in relation to its region.

The aim of the Lissone Design Award is to imagine new solutions dealing with the theme of food that are capable of drawing from the contemporary debate ideas and projects to generate stimulating imaginative horizons of design. In this vision, the City of Lissone

acts as a virtuous example, in which traditional and advanced research into design becomes the ideal arena for testing new applications.

Anticipation Lissone Design Award 2015

Given the specificity of the Lissone Design Award 2013 and the City of Lissone's intention of inserting the award in the broader context of Expo Milano 2015, it is anticipated that the theme of the Lissone Design Award 2015 will cover the other themes dealt with by the Universal Expo, sensitive to respect for the planet, the enhancement of Agriculture and the use of Energy.

1. Aims:

The reasons for the competition Lissone Design Award, 2013: Design for Food, Design to Feed", organized by the City of Lissone are to:

- Promote the creativity of professionals and students in design, with special attention to younger designers.
- Offer companies new design ideas and new opportunities for market development.
- Make Lissone an international attraction for creativity and professionalism in the field of design, identifying the city as a centre of research and experimentation.

2. Theme

The Lissone Design Award 2013 will address the issue of food through the development of projects in 2 distinct categories:

- A - Design for the "Ritual of Food," concerning ideas bound up with ceremony and socializing that find applications in projects ranging from objects to the sharing of food to ambiances for convivial consumption;
- B - Design for the "Function of Food", concerning proposals related to diet and nutrition that find

applications in projects ranging from edible objects to objects for the consumption of individual foodstuffs. The typological and dimensional solutions to be proposed regarding the regulations are at the discretion of the designer, in compliance with the instructions set out in the introduction.

3. Conditions for participation

The competition is open to students at Universities and Academies (Design, Architecture, Engineering, Arts), and high schools with artistic and design streams, and to professionals (designers, artists, architects and drafters) of any nationality, with no age limit. A special prize will be reserved for the best participants under 26. Participation can be individual or by group. In the latter case the entry must indicate a group leader who will act as the referent for all participants.

Each entrant can participate in only one of the 2 thematic categories, with only one project submission. The designers assume all responsibility for the originality of their projects and participation is under the personal responsibility of the participant.

The following are excluded: projects in production, those submitted to other contests or that have already been published; the projects must not have been presented in public before, under penalty of exclusion from the competition. Participation is forbidden to the jury members, their families, employees of the City of Lissone and the sponsoring institutions and/or companies.

Participation is free of charge.

4. Prizes

The sum set for the Lissone Design Award is divided into 2 thematic categories, for each of which the results will indicate those classified as prize winners and the special mentions.

For the "Function" category: Euro2,000.00 for the 1st prize winner; Euro1,500.00 for the 2nd prize winner; Euro1,000.00 for the 3rd prize winner and Euro500.00 for the best entry Under 26.

For the "Ritual" category: Euro2,000.00 for the 1st prize winner; Euro1,500.00 for the 2nd prize winner; Euro1,000.00 for the 3rd prize winner and Euro500.00 for the best entry Under 26.

The above amounts are before tax payable.

Some other special prizes or special mentions may be awarded by the choice of the jury or through the support of sponsors.

The award ceremony will take place in December 2013, with the winning projects and some selected entries being exhibited in a thematic exhibition at the Museo d'Arte Contemporanea of Lissone. The award ceremony will take place on the occasion of the exhibition.

If the project is selected for the thematic exhibition, the participant will be required to provide a scale model/prototype, on penalty of exclusion from the exhibition. All the projects selected and those considered meritorious will be collected in a publication. The City Council will promote the possibility of an exhibition of winning entries and those that receive a special mention at a location to be identified in conjunction with the Salone del Mobile 2014.

5. Jury

The Commission, which will judge the entries received at the end of the ceremony, will consist of figures from the world of Design and Architecture (Designers and Critics), the Artistic Director of the Museo d'Arte Contemporanea of Lissone, the President of "Progetto Lissone" and the Curator of the Lissone Design Award, 2013. The members of the jury will be announced in September 2013. The Jury's decisions will be taken by majority vote and the President of the Jury will be appointed from its members.

The evaluation and selection of projects will take into account the creativity of the ideas and the originality of the projects, the degree of research, experimentation and innovation of original designs that take into account the specifics of the subject of the regulations. Weight will also be given to the capacity of the projects to define and anticipate innovative scenarios of use. The parameters of evaluation to determine the winning projects are:

- Originality of the idea
- Producibility of the project
- Quality of the overall presentation of the design
- Creation and presentation of a prototype/model.

The Jury will vote by majority and its decision is final. Participation in the competition implies acceptance of these rules, as well as of the jury's decisions.

6. Applying to take part

The application for participation in the contest, using the model downloaded from the website www.museolissone.it, must contain the title/motto of the project, the personal details of the participant, indicating occupation, tax code (or social security number), address, telephone number (for landline or mobile phone), e-mail address, an explicit statement that the participant has read and understood these regulations and unconditional acceptance of them. A copy of the application form must be sent in advance by e-mail to the following address: lissonedesign@comune.lissone.mb.it by October 1, 2013.

The organizational office responsible for the competition is available to provide further information in writing: lissonedesign@comune.lissone.mb.it.

7. Documents required

Each project submitted must contain:

- The application form for admission to the competition signed on the original.
- 2 illustrations measuring 50x70 cm made using techniques at the discretion of the participant, illustrating the project with a series of technical drawings, three-dimensional views and photographs of the model, as well as all the details and texts necessary for a better understanding of the project. The front of the illustrations must bear the title/motto of the project, while on the back of the illustrations there must be affixed the tag bearing the personal details of the participant, downloaded from the website www.museolissone.it.
- A brief report (in Italian and/or English) that describes the project and its significance with all the features of the project and other relevant data. This report should be in A4 format and should not exceed 2 pages.
- A CD-ROM containing the files of the designs:
 - 2 project images in .jpg and .pdf format (to be sent in actual size in high resolution 300dpi and low resolution 72dpi)
 - Report in format .doc

The file names must be set out as follows.

For the illustrations indicate the thematic category with A (Ritual) or B (Function), the TITLE of the project, the number of the illustration (01 and 02) and the specification of the resolution (High and Low). (Example: 2013 Lissone Design Award_A_TITLE_01_Low.jpg, 2013 Lissone Design Award_A_TITLE_01_High.jpg, 2013 Lissone Design Award_A_TITLE_01_Low.pdf, 2013 Lissone Design Award_A_TITLE_01_High.pdf).

For the report indicate the thematic category with A (Ritual) or B (Function) and the TITLE. (Example: 2013 Lissone Design Award_A_TITLE.doc)

8. Deadline for submissions

The project documents requested must be sent by post or courier, or delivered by hand by 1 p.m., 22 October 2013 to the following address:

Comune di Lissone
Ufficio Protocollo
Via Antonio Gramsci, 21
20851 Lissone (Monza e Brianza)
Italy

Opening hours of the Protocol Office
Monday, Tuesday, Thursday and Friday 8.30 a.m. to 1 p.m.
Wednesday 8.30 a.m. to 1 p.m. / 3 p.m. to 5.30 p.m.
Saturday 8.30 a.m. to 11.30 a.m.

The date of reception recorded by the Protocol Office of the City of Lissone will be binding.

The envelope must be clearly marked with the title "LISSONE DESIGN AWARD - 2013," the relevant thematic category (Cat. A – Ritual, Cat. B - Function) and the sender. Deliveries are not permitted with payment charged to the recipient: envelopes sent in this way will be returned to sender. The participants undertake to declare to the carrier/courier/company making the delivery that the package has no commercial value and to ensure that any Delivery Duty has been paid together with all customs duties.

9. Information and announcement of results

The jury's decision will be announced to the winners no later than the end of November 2013 and notified by e-mail to the parties concerned.

10. Publication of projects

The participants authorize the City of Lissone, as organizer of the competition, to display their project designs at cultural events and trade exhibitions and to reproduce them in any publications or on CD/DVD. Likewise, to supply them to newspapers and magazines so that they can accompany articles concerning the Award and the events related to it. Nothing will be due for this except the citation of the name of the designer, who will retain copyright in the project. Entries will not be returned. The organizers do not accept any liability in case of loss, theft or damage of the same.

11. Development of the projects

Participants in the competition are required to communicate to the municipal administration the possible future developments of their projects presented the Lissone Design Award. Participants also undertake to mention the City of Lissone and the Lissone Design Award in any future publications regarding their projects.

12. Authorization

With regard to Legislative Decree No. 196/03 concerning the protection of persons and other subjects with respect to the processing of personal data, the participants authorize the organizers to process their personal data for the purposes of the organization of the competition and implicitly accept the articles in these Regulations.