



"Epidemic Happiness Street Furniture Contest " contest

Introduction

Desall.com in collaboration with FARM Cultural Park presents the product design contest "Epidemic Happiness –Street Furniture Contest". The competition aim is the creation of a single piece of street furniture representing the theme of happiness.

Contest

FARM Cultural Park is a foundation that to a cultural and local redevelopment of the historical centre of Favara, Sicilian town located near the Valle dei Templi, archeological site in Agrigento. The heart of the project is Sette Cortili, a real Sicilian village converted into a Park of Contemporary Culture and Tourism.

On the occasion of Venice Architecture Biennale 2012, directed by David Chipperfield and titled "Common Ground" (open from 29th August to 25th November), FARM Cultural Park received a special invite. It will participate to the art exhibition "Architetture del Made in Italy", within Padiglione Italia.

Theme

This contest takes the theme of happiness and how it spreads among people. The main concept is the celebration of joy and its power to exorcise "crisis" and general negativity. The aim of "Epidemic Happiness – Street Furniture Contest" is identifying new and innovative projects for the creation of a unique piece of street furniture that embodies the contest theme. It also has to give high visibility to FARM Cultural Park and communicates its values.

"Epidemic Happiness: strange cases of a rare contagious epidemic in Venice. Initial research has shown that some cases derived from Laguna and others occurred a few weeks ago deriving from Favara. Exhibited through diverse and bizarre symptoms, this disease, according to experts is spreading uncontrollably. Symptoms include a rejection to all forms of rules, social conditioning, resulting in a total disregard for the opinions and judgments of others, as well as childlike behavior; happiness and joyfulness and endless the search for emotions. For now experts have not responded, although enthusiasm can barely be contained while they wait for an improbable vaccine capable of restraining the diffusion of the epidemic called Epidemic Happiness".

Eligibility

The competition is open to designers, creatives and groups of any nationality and age (over 18).

Timetable

29th August 2012, 18:00 - Contest launch and upload phase opens
2nd November 2012, 23:59 - Upload phase closes
3rd November 2012, 00:00 - Community vote phase opens
23th November 2012, 23:59 - Community vote phase closes
24th November 2012, 00:00 - Jury vote phase opens

Award

In compliance with the Decree of the President of the Italian Republic, dating back to October 26th 2001, n.430, this competition is organized exclusively for the presentation of industrial projects and is not to be considered as a prize awarding event. A total amount of 1500 € (one thousand five hundred euro) will be awarded to the winner.

The selection of the winners by the Jury will be the result of an unquestionable evaluation and it will take into account originality, project innovation and feasibility.

Jury

Mr. Andrea Bartoli – FARM Cultural Park founder
Mr. Paolo Emilio Bellisario – Designer
Mr. Davide Scomparin – Desall CEO and founder

Registration

If you are not already a member of Desall community, you have to sign up: the activation is free and it will require just a couple of minutes.

Awards

The language of the contest is English: all the entries, discussions and comments have to be entered in English. Each participant or group can submit more than one project.

All submissions (images and texts) must respect the technical specifications outlined in this document and the contest agreement conditions.

All the projects must be submitted directly on Desall website, filling the form online in the section "Upload", within the contest page.

Required files

- Minimum 1 image, up to 5;
- Recommended dimensions: 960 x 720 px;
- Allowed formats: .jpg, .gif, .png;
- Allowed resolution: 72 dpi;
- Max file size (for each one): 300 kb.

Suggestion for projects

Participants should send their interpretation of the theme in a detailed and engineering-related advanced way. For the purpose of representation they can use for instance renders, model pictures, technical drawings, 3D files, etc. In addition we suggest you to attach additional information in the section provided and give an exhaustive presentation of your project.

Project constraints:

Entrants should consider the following project constraint:

- The budget for the production of a single series or a unique piece of your project is maximum 5000€ (five thousands euro).

Legal notes

"Epidemic Happiness – Street Furniture Contest" is the result of a collaboration between Desall and Farm Cultural Park and it aims to the brand enhancement of their respective companies. Desall and Farm Cultural Park agree to assign a money prize of 1500 € to the designer who presents the winning project. The final production of the project is at Farm Cultural Park exclusive discretion. Without prejudice to the designer right to claim authorship of the work, Farm Cultural Park will have the property right of the project in case it will be produced. The participants shall read the Official Rules for the use of Desall website before taking part to the contest.