

# ricreiamo:

No profit project for the towns affected by the flood of the 25th of October:

## COMPETITION 2/IDEAS & PROJECTS: product, furniture, exhibition & urban design

*On the 25th of October, Liguria and part of Tuscany were hit by a tragic and destructive flood that literally swept away houses, cars and the dreams of many small communities. Many volunteers are helping in rebuilding the devastated towns but we can contribute much more. With this competition, we would like to collect ideas and projects that will serve to quickly and efficiently rejuvenate the commercial and public activities that were destroyed by the floods. Although the ideas and projects stemming from this contest initially target the devastated towns in Liguria and Tuscany, the hope is that they can later be used as a reference database and applied to analogous disasters in other parts of the world. The call is open to designers and creative minds who can find either temporary or long term solutions to this urgent situation.*



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### Rules:

#### 1)Theme of the competition:

Provide original projects useful for the re-construction of the areas affected by the flood. The projects can either address public or private spaces that were affected by the flood. The participants have the freedom to choose whether to focus on a single piece of furniture (ex. lamp, chair, bench) or an entire space of furnishings (ex. bar, restaurant).

Each participant is free to decide how much work on it to contribute with his/her own ideas.

Further, each participant may propose more than one project.

The competition aims to find project proposals that can resolve, at least in part, the hardships caused by the flood of 25-October.

With this call we hope to create a form of database of useful and original ideas that can be applied both here and now, and in similar situations that could arise in the future in other places.

The ideas can be of a provisional nature, as an immediate but temporary solution, or be a definitive solution to a longterm plan. However, the aim of the initiative is to resolve, in the minimum time and with the best methods, the damages caused by the flood,, keeping in mind the limited economic resources available in the affected towns, that's why the key words is "low cost" given the difficult situation in which the projects will be introduced.

#### 2)Criteria for evaluation:

Simplicity of production

Feasibility of production in short times

Coherence with the theme of the competition

Low-cost nature of project, with attention to quality.

Careful and smart choice of the materials employed

Method of production that is suited to the devastated palces in need of reconstruction

Adaptability

Originality: do not propose objects already in production or protected by copyright

Innovation

#### 3)Suggestions:

Creativity and originality are the most important criteria: the aim of the competition is not to remind us of the painful memories from the catastrophic event but rather to inspire strength and

the intention to rebuild and collectively sustain the reparation of the devastated towns. After brainstorming ideas, we suggest the participants to select an actual situation, analyzing the damages of the flood: in this way, the projects can help effectively help who was affected, addressing for example public spaces such as parks and squares, or commercial spaces such as bars, restaurants or stores. In the case there is not a precise reference to a real physical place, proposals suggesting idea for new spaces are also accepted provided they fall within the theme of the contest. For a better understanding of the current situation, you may consult the online photo gallery of the towns affected by the floods at the following links:

[http://www.flickr.com/photos/ricreiamo\\_team/sets](http://www.flickr.com/photos/ricreiamo_team/sets)

or on the blog, under the photo category:

<http://ricreiamo.wordpress.com/category/foto>

You can also follow us on our facebook page:

<http://www.facebook.com/pages/RICREIAMO/239968762729061>

#### 4)Judging panel:

The overall valuation of the project will be based on the assessments by the judging panel for each criterion, with attention to the preferences of the towns affected by the flood. The outcome of the competition will be communicated to the participants by email and will be published online at the latest one month after the submission deadline. The judging panel will consist of academic, institutional and professional experts nominated by the organizing committee. The names of the members will be announced online on the RICREIAMO blog. The decisions by the judging panel cannot be appealed and will be based only on the criteria identified in section 2 of this competition call. The judging panel reserves the right to exclude any projects that do not follow the theme of the competition or contain offensive material.

#### 5)Who can enter the contest:

There is no age limit and no entry fee. The competition is opened to everyone and in particular it is aimed at students and graduates who have obtained degrees in creative subjects

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such as architecture, graphic design, art and interior design. Participation can be individual or as part of a group. In the case of group project, a leader must be identified who will serve as the contact person. Competitors in groups will have the same rights as an individual competitor.

## 6)How to enter your works:

The entry-submission is divided in two moments:

### Pre-submission:

You have to send an e-mail with the schedule of the contest, COMPILATA and with your real signature, to [ricreiamo@gmail.com](mailto:ricreiamo@gmail.com)

After that you will receive a code that is the one you have to use to name your zip folder with your files and it will be something like this 1112121342

### Submission:

You have to send an e-mail with the files to [ricreiamo@gmail.com](mailto:ricreiamo@gmail.com), in the object field of the e-mail you have to write: RICREIAMO+2\*+the code you received at the pre-submission

\*the number 2 stay for the number of the contest, that's why if you are participating in the the ideas and projects contest you have to put the number "2", instead if you are entering the graphic contest you have to write "1".

In the e-mail you have to attach these files:

The mail must contain the following attached files:

The mail must contain the following attached files:

-An A3 file in jpg with a resolution of 150 dpi

-A report in A4 format, maximum 3 pages with a summary of the project, the techniques needed for its production and a justification for how the project follows the themes of the competition.

### ATTENTION:

*\_the files must be anonymous and not reveal the names of the participants. Failure to follow*

*this rule will result in exclusion from the competition.*

*\_you have to use your code to name the object of the mail too.*

*\_In the case you are selected as winners, we will request initial sketches, tables, technical designs in plan of the product, or how much is needed for the realization.*

*In the case you do not provide the above mentioned materials, the winner's place will be given to the next best project as determined by the judges.*

## 7)Prizes:

Given the no-profit nature of the competition, there will be no cash prizes. The projects will be viewed by experts (at a date to be determined) who will nominate the winners. The proposed ideas will be will also evaluated by people affected by the flood to decide whether the ideas can benefit the spirit of rejuvenating the devastated towns. At the end of reconstruction, an exhibit will be held in which the best projects will be shown. To give better visibility to these projects, they will be published (both winners and non-winners) on the blog and Facebook page of RICREIAMO.

## 8)Intellectual property (IP):

The authors of the projects will be the sole owners of the IP rights related to their projects. The authors authorize RICREIAMO to freely exhibit their works without receiving compensation, in shows and exhibitions related to the competition, in publication deemed appropriate by the competition organizers, and for promotional purposes on the Internet or other media. RICREIAMO ensures that the projects will be used only for the purpose of nonprofit assistance without intention to obtain profits for RECREIAMO or others. The project author may come up with agreements with any company on interested entity to sell their own works/ideas without asking permission from RICREIAMO. The project owners guarantee that RICREIAMO will not take responsibility for any consequence (including possible compensation) from possible actions by third parties that claim rights to the IP or commercialization of the work performed.

## 9)Disclosure and development:

RICREIAMO is free to use and divulge the name and/or the company name of the candidates, descriptions of the project proposals for the aims of the competition including publications and advertisements online and in print.

## 10)Treatment of personal information:

The competition participants authorize RICREIAMO to present their project in possible media events, expositions and publications. Under article 13 D.lgs. 196/2003 "Codice in materia di protezione dei dati personali (Code for the protection of personal data)", the personal data provided will be treated manually or with electronic means, for the finality relevant to the inherent administrative process according to the modalities regulated by the laws. All information collected regarding the profile of the candidates will be considered extremely confidential.

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## 11)Deadlines:

The call for the competition is active from 10 November 2011 until 1 February 2012. Subsequently, the winners' names and their projects will be displayed at an exhibition.

## 12)Sponsors:

The site of the sponsoring companies participating in the initiative is visible on the blog of RICREIAMO.

## 13)Further information:

The competition call can be downloaded from the blog of RICREIAMO. For further information, email to the account [info.ricreiamo@gmail.com](mailto:info.ricreiamo@gmail.com).

Let's Recreate and ...share it!

You can follow the development of the competition on the blog and on Facebook.

<http://www.ricreiamo.wordpress.com>

<https://www.facebook.com/RICREIAMO/239968762729061>