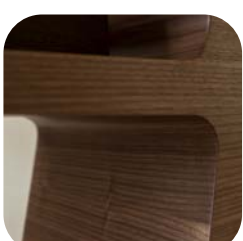


porada

FURNITURE DESIGN AWARD 2012



AIM OF THE COMPETITION

PORADA ARREDI S.r.l. in cooperation with POLI.design, a Consortium of Politecnico di Milano, announces an international ideas competition to find innovative concepts for a living area collection. The use of wood should be prevalent, but not exclusive, and the collection should embody the values and the identity of Porada production. The wood could be combined with metal, glass and other materials and also integrated with some technological devices. The designs submitted must be original and unpublished. They must enhance the use of production technologies and processes typical of solid wood and they must respond to the principle of functionality. They should comply with current safety standards, with ergonomic characteristics, with both environmental and sustainable design characteristics.

TERMS OF PARTICIPATION

The competition is open to

all Italian and foreign designers, creative artists, professionals and non-professionals, employees of companies (if duly authorized by their company), and students. Group entries are allowed; in this case, the members of the group must choose a leader, who will receive any possible information from the organizers of the competition. Designs must be unpublished, original and expressly developed for the competition. By entering the competition, the participant unconditionally accepts the terms of the competition rules contained herein and likewise the jury's decisions. Each participant can present only one project.

APPLICATION FOR PARTICIPATION

Participants should register using the online form available on the webpage www.porada.it including the participant's personal data, tax code, address, home/office telephone numbers, mobile telephone number, e-mail address, the product typology for which

participant intends to take part and a declaration of having understood the competition rules herein and their unconditional acceptance.
Any request of further information regarding the competition rules can be sent to the following e-mail address: award@porada.it

MATERIAL REQUIRED

1. a text (max 3500 characters) outlining the motivations, the general concept, design features and a description of the materials intended to be used;
2. project consists of 3 x A2 tables horizontally (42 x 59.4 cm), black and white or coloured (the layout of the table can be downloaded from www.porada.it) mounted on a rigid and light support (5 mm max thickness) with an appropriate scale. The tables must be developed as follows:
 - Table 1: An overview, scenarios and terms of use, rendering, general concept of the object
 - Table 2: Technical drawings: plans elevations, sections, isometric views and construction details
 - Table 3: representation of the object with participant's favourite technique, renderings, picture of the model
3. a scale model (optional);
4. a CD-rom with the high resolution drawings in pdf format (image size 42x59,4 cm)

DEADLINE

The material required should be submitted by hand, or sent by post or courier, within 30th November 2012 without any possible delay at the following address:

PORADA FURNITURE DESIGN AWARD 2012

Politecnico di Milano | Polo Regionale di Como
Palazzo Natta
Via Natta, 14
I - 22100 Como, ITALY
Tel.: [+39] 031-332.7550

Otherwise, the projects should be submitted at the following address within 30th November 2012:

PORADA FURNITURE DESIGN AWARD 2012
c/o ACTUS CORPORATION
Public Information Section
2-19-1 Shinjuku, Shinjuku-ku
Tokyo, JAPAN 160-0022
tel. +81/(0)3-52693207 Fax: +81/(0)3-33506017
mail: hisako-kakegawa@actus-interior.com

EUROTREND FURNITURE LLC
275 Broome Street
New York, NY 10002
USA
tel.: 212-343-1043
mail: cghiazza@eurotrendusa.com

IVAN CORPORATION
Vernadskogo pr-t, 8a
119311, Mosca, Russia
tel. 007 495 2234391
mail: info.ivancorp@gmail.com

MALPENZA ENTERPRISES CC TRADIN
AS P. MALDINI
12 Kramer Road
2052 Kramerville Sandton
SOUTH AFRICA
tel.: 0027 11 4449191
mail: p.maldini@telkomsa.net

The date on the postmark will not be taken into consideration: the material must physically arrive within the above mentioned deadline.

The package should be clearly marked with the title "PORADA FURNITURE DESIGN AWARD 2012". As well as the specified materials, the package should also contain an envelope indicating the entrant's personal data and the duly filled-in form downloaded from the website.

Any delivery cost charged to the addressee will be refused and the package will be sent back to the sender. The entrants commit themselves to declare to the carrier/courier/agency in charge of the delivery that their package has no commercial value and to grant the payment of any possible Delivery Duty Paid as well as of any possible Customs Duty.

EXAMINING COMMISSION

The commission, which will judge the material received in order to select the prize winners, consists of the following people:

Arturo Dell'Acqua Bellavitis	Dean of School of Design, Politecnico di Milano
Luisa Bocchietto	President of ADI – Associazione per il Disegno Industriale
Fabio Novembre	Designer
Roberto de Paolis	Professor at School of Design, Politecnico di Milano
Bruno Allievi	Managing Director, Porada Arredi S.r.l.
Michelle Ogundehin	Director of Elle Decor UK
Fumiya Ohno	Direttore Akira Kuryu Architect & Associates Co, Ltd.

PORADA FURNITURE DESIGN AWARD 2012

The proceedings of the jury will not be published; a final report will be published, with the prize-winners, along with commended and selected entries. The jury's decisions are taken by majority vote; its decisions are final and indisputable. The jury must complete its work by 31st January 2013.

EVALUATION CRITERIA

The selection and evaluation of the designs will consider their originality, their degree of innovation and search of innovative solutions with reference to the typical working processes applied to solid wood, experimentation in materials and surface finish, the functional, ergonomic, safety-related and environmental characteristics of the product, the capability of the designs in defining and anticipating sceneries of innovative use for contemporary furniture and accessories, with particular attention to the determination of typological, technological and morphological characteristics of a contemporary living area, even through the integration with automated electronic devices and new functionalities expressed by information technology and communication.

PRIZES AND RECOGNITION

The total prize money, € 7.000,00 will be divided as follows:

1st prize	€ 4.000,00
2nd prize	€ 2.000,00
3rd prize	€ 1.000,00

The company Porada reserves the right to make prototypes of the winning designs and to produce them.

RIGHTS OF EXPLOITATION AND OWNERSHIP OF THE WORKS

Participants in the competition maintain the ownership and rights of exploitation of their works. Porada reserves the right to stipulate a contract with the authors of the award-winner project or commended concepts for the industrial exploitation of the designs. The participants grant to Porada the option to use the award-winner designs for the period of one year from the date of the jury's report. Within this period, Porada will evaluate the possibility of putting the designs into production and in that case the business relationship with the designer will be governed by a specific contract. Porada commit itself not to modify the designs presented in any way without the designer's authorization. Porada may request a one-year option also on the designs that have not won a prize, in return of a payment that will be agreed between the parties.

ANNOUNCEMENT AND PUBLICATION OF THE COMPETITION RESULTS

The results of the jury's considerations will be communicated to the winners by e-mail within the specified date. Porada will present the competition to the specialist press and the competition results will be announced during an event, for which information will be issued in due course.

All participants expressly authorize Porada to exhibit their designs publicly (during exhibition or any other kind of event) and to publish their designs in a catalogue or in specialist publications; nothing will be owed to the participants for this, except the obligation of quoting the authors' names.

RETURN OF COMPETITION MATERIALS

The materials submitted can be requested to the address where they had been sent originally within a period of thirty days following the announcement of the award-winners. After this period, the organizers decline all responsibility for the conservation of the submitted materials.

Those materials, which will not be requested back in the due time will not be sent back. The return of the materials is at participant own expenses. The competition organizers decline all responsibility in the case of loss, theft or deterioration of the materials.

AUTHORISATION

With regards to the Italian law 675/96 relating to the protection of privacy, the participants to the competition expressly authorize the competition organizers to process their personal data as necessary for running of the competition itself.

April 2012

(notice prepared in accordance with international standards agreed with ICOGRADA, ICSID, IFI)