

“ALDO MORELATO FOUNDATION” INTERNATIONAL COMPETITION ON APPLIED ART IN FURNITURE

The “Significant” Furniture Pieces of furniture and telematic equipment

Article 1 Subject of the competition

The theme for this year's edition invites participants to design objects which consider new conduct models in our home spaces linked to the culture of living and at the same time consider the necessity to express values and meanings and to discover the immense creative and production area of applied art anew.

The theme refers to the enormous transformations of the last decades which have completely changed our domestic routines due to the developments in communication equipment and telematics.

The competition thus invites designers to analyze the new relationship between person / instrument / object, proposing objects and pieces of furniture directly or indirectly influenced by telematic equipment.

For example: the fact that we spend a lot of time (2 to 4 hours a day) watching TV induces us to re-consider the armchair and sofa system in its forms, consistence and juxtaposition.

Article 2 Participation

The contest is open to designers from Italy and abroad, who study design or who work in the design field and in the applied art in furniture; therefore students from different schools (Academies; ISIA, Universities) and professional designers can take part.

Furthermore another 15 designers are invited by the Aldo Morelato Foundation to participate in the Regional Institute for Venetian Villas Award (article 8).

Article 3 Documentation

Each participant must send the following to the Secretary of the Competition:

- a panel of 50 x 70 cm to illustrate the project (photo's, drawings etc.) by means of the instrument-object (or instruments-objects) and its (their) collocation in the space chosen by each participant.
- a paper, which describes the inspiring principles of the project, connected to the waiting place (ideation, and meaning of the project, the environmental use) and technical details for the execution and production of the object.

The project has to be inedited. Awarded projects must not be published before the official awarding ceremony.

Article 4 Anonymity

The documentation indicated in article 3 must be identifiable only by the title of the project. No other identification must be inserted, neither on the 50x 70 cm panel nor in the paper.

In order to guarantee the participants' anonymity, the projects must be put into a sealed package without any identifiable elements (see art. 6, point B) under penalty of disqualification. In the package, which will be consigned to the Jury, the participant must include a sealed envelope, with the title of the project on the outside and inside all personal details of the designer: name, surname, address, phone and fax number, e-mail address.

Article 5 Registration Fee

In order to participate a sum of 50,00- Euros must be transferred when applying (see art. 6).

In case the participant is still a student, the registration fee is 20,00- Euros; to obtain this reduction a certificate of registration issued by the Academy or University must be included.

The registration fee is in no way refundable. Participants, who have not effected payment of the registration fee, are excluded from the contest. The payment of the registration fee must be effected indicating “Registration for the International “Aldo Morelato Foundation” Contest of applied art in Furniture” 2008 edition, and by the following means:

- Postal order addressed to the Aldo Morelato Foundation- Villa Dionisi, Località Ca' del Lago 70, 37053 Cerea (Vr) Italy
- Bank transfer to the account of the Aldo Morelato Foundation at the Banca Veronese-Credito Cooperativo di Concarnarise (BIC/SWIFT code: ITRR8YØ; IBAN code: IT 23 Q 08322 59430 000000325321);
- Credit card using the PayPal circuit (for further information please surf to www.fondazionealdomorelato.org) and note that if the name of the credit card holder is different from the participant's name please indicate the participant's name on the payment.

Info : www.fondazionealdomorelato.org

Article 6 Expiration date – application for registration

The application for registration must be sent by sealed registered letter within 14th May 2008 (post stamp as proof) to the following address: Segreteria Concorso Internazionale “Fondazione Aldo Morelato” sull’Arte Applicata nel Mobile, Palazzo Taidelli, Corso Vittorio Emanuele 61, 37058 Sanguinetto (Verona) Italy.

The envelope must include the application for the registration, in which the participant indicates all personal details (a copy of what is required can be found at the website www.fondazionealdomorelato.org), to which the following must be added:

- copy of passport or identity card
 - receipt of the execution of payment by the in art. 5 indicated means
 - if the participant is a student, the certificate of registration must be included, issued by the Academy or University, which the student attends.
 - the documentation as indicated in art. 3 with indication of the title of the project;
 - the sealed envelope as indicated in art. 4 bearing the title of the project and containing inside all personal details of the designer.
- Incomplete applications are not accepted.

Article 7 Group participation

It is possible to participate as a group with a project signed by more than one person. In case of group participation, together with the application form a specifying note containing all personal details and a copy of passport or identity card of all participants must be added.

Only one name is however required as a contact reference and for administrative aims (participation, documentation etc.).

The participation fee for group projects is the same as for projects developed by a single designer.

Also for group participations it is possible to pay a reduced fee for students, if all participants of the project include a registration certificate issued by the Academy or University they attend. In this case the project will also participate in the “City of Cerea - Scuola Appio Spagnolo” Award for students.

Article 8 The Prizes

The following prizes will be awarded:

- the **Aldo Morelato Foundation Award of 10,000 Euros** (the Aldo Morelato Foundation also has the right to produce the prototype, which will be part of the MAAM permanent collection of the Foundation);
- the “**City of Cerea - Appio Spagnolo School of design**” Award of **2,500 Euros** for students who within the theme of the Competition present projects which enhance and renew the style furniture sector of the “Verona plain area”;
- The Jury will also assign the “**Regional Institute for the Ville Venete**” Award of **5,000 Euros** among the 15 designers invited to take part in the competition and the theme with projects aimed at the enhancement of the historical Venetian Villas (www.irvv.net).

The decisions of the Jury are final and unappealable. The Jury has the right not to award the prizes if the projects do not reach the necessary level and to award ex aequo prizes when held necessary.

Art. 9 The Jury

The projects are evaluated by a Jury composed of:

- *Silvana Annicchiarico*, Head design, Triennale Milan
- *Gilda Bojardi*, Editor of the “Interni” magazine
- *Luciano Crespi*, Professor in design and Interior Design at the Polytechnic for Design in Milan
- *Maurizio Duranti*, Designer
- *Ugo La Pietra*, Designer and theorist of Applied Art, Professor at the Polytechnic in Milan;
- *Ettore Mocchetti*, Designer and Editor of the “AD” Magazine
- *Giorgio Morelato*, President of the Aldo Morelato Foundation
- *Maurizio Morgantini*, President of the ADI Foundation for Italian Design
- *Alberto Prina*, Editor of the “Dossier Habitat” magazine

Art. 10 Tasks of the Jury

The Jury, will meet at Villa Dionisi (Cerea-Verona-Italy), seat of the Aldo Morelato Foundation, to value the projects, which were sent off according to the rules, on originality and on the characteristics required in art. 1. The final judgement will take place on 12th June 2008.

The Jury votes by majority. The judgement is unappealable. The Secretary of the contest will keep a record of the valuation meetings of the Jury.

Art. 11 The result of the Contest

The result of the Competition will be published on the Foundation's website within 30th June 2008 and the designers of the winning projects as well as the nominated designers will be informed directly about the result of the contest.

Art. 12 Awarding

The Awarding Ceremony takes place on 21st September 2008 at Villa Dionisi at a soirée dedicated to the Outlook on Applied Art in Furniture of the Aldo Morelato Foundation, in which the selected projects will be exhibited together with the prototype of the winning project. Subsequently the selected projects will be published in a book edited by the Aldo Morelato Foundation.

Art. 13 Property of the projects

The participating projects will not be sent back: in compliance with the regulation regarding the copyrights, the projects will become part of the Foundation's Archives and may be used for exhibitions at Villa Dionisi and Palazzo Taidelli or at other exhibitions.

The prototype of the First Prize, realized by the Aldo Morelato Foundation, will remain at the Outlook of Villa Dionisi as part of the permanent collection of the Foundation, which has the exclusive rights on the prototype as well as the right to promote the production of the object, after an agreement settled between the designer holding the copyright and the furniture producers.

Art. 14 Acceptance of the rules

Candidature for the competition implies the acceptance of the present regulation. The promoting organizations reserve the right to make modifications to the present regulations whenever they retain necessary. Such modifications will be communicated in good time and in the most appropriate manner to those involved.