

SIGN|NVENTION

futuring the past

European contest for the creation and modern re-interpretation of Italian and Eastern European art production of the 20th century totalitarian regimes and travelling exhibition of the selected projects and prototypes

From the wounds of an inconvenience and terrible past, the architectural traces of the totalitarian regimes of the 20th century could become an important source for local development if managed and valued through a transnational cultural route, supported by specific tourist and cultural products (in accordance with the requisites established by the Council of Europe, resolution 12/07).

ATRIUM – Architecture of Totalitarian Regimes of the XX Century in Urban Management (<http://www.atrium-see.eu/>) has been designed to take this opportunity, which has not been fully explored yet. New services, hence new job opportunities, could be created all around this new cultural route, mainly for young people and women (hotel receptions, tourist guides, restoration projects, etc.).

The aim of this document is to promote, by means of a contest and its related travelling exhibition, a European creative path that can produce important results on the involved territories and that is based on a reflection on creativity during the 20th century totalitarian regimes in Europe. The contest will be developed from March to June 2013.

1. The promoter and the contest

Romagna Creative District (RCD) is the promoter of the present contest.

RCD is an Italian cultural association engaged in supporting and nurturing creative talents living and working in Romagna, Bologna and nearby (designers, graphic designers, architects, illustrators, photographers, musicians, etc. that are called as “creative talents” under this document).

Romagna Creative District, according to its institutional activity and as agreed with the coordinators of the European project “ATRIUM”, intends to launch a European contest aimed to promote a reflection on the creativity and design of the 20th century totalitarian regimes in Italy and Eastern Europe and their consequent modern re-interpretation. Besides this, the contest is purposed to create relations between designers, producers and manufacturers for the industrial production of the proposed projects as well as to promote the potential distribution of the products within the main Italian and European markets.

2. Eligible subjects

Creative talents living and working in EU countries or in candidate or potential candidate countries are considered as eligible subjects.

Non-eligible subjects are the following:

- All members of the Evaluation Commission, their spouses and relatives and anyone who has a continued working relationship with said members.
- The administrators, counsellors, employees, consultants and coordinated co-operators of RCD association;
- Those who have worked on the design of the present context and on its organisation;
- Those who are employed by public authorities, institutions or administrations unless they have a specific authorisation.

3. Project proposals and characteristics of the products proposed

Any project or product proposed under the present contest must be the result of the analysis of a creative production of the Fascist Ventennio (from 1922 to 1943) in Italy and up to the '80s of the XX century in the partner Countries of the "ATRIUM" transnational project, as concerns Design (interior design objects and furniture, Fashion (jewellery, accessories, clothing),

Graphics (fonts and typographic styles). (Please refer to <http://www.atriumsee.eu/> to get the list of the countries subject to the contest).

Just to give an idea, here is a list of the types of products that may be designed and realized (a prototype) for the travelling exhibition. The list is not binding to talents' creativity:

- Small interior design complements in different materials such as glass, resin, wood, bronze, ceramic, Perspex (vases, bottles, office accessories)
- Clothing items and accessories (cases, bags, foulards, hats)
- Furnishing items (chairs, writing tables, sofas, armchairs, lighting items)
- Fashion jewellery (gold and silver are not accepted)
- Graphics and paper industry items (notebooks, notepads, writing material, cards, magnets, bookmarks, prints and posters, engravings);
- Board games (e.g. puzzles), card games, etc.;

In order to allow as much freedom of expression as possible to creative talents, there is no restriction in terms of shape, geometry, structural solutions and construction material.

4. How to apply

Projects must be submitted in a closed parcel, duly sealed and quoting the following: "This parcel contains the project for the contest "Sign Invention – futuring the past" ". The parcel must be delivered via registered mail **within 24 April 2013 at 12.00 a.m.** to the following address:

Association RCD
Piazzale della Vittoria 1
47121 - FORLI'Italy

The delivery of the parcel within the above deadline is at the sender's own risk.

Only the parcels received by the Association RSD within the above deadline will be evaluated. Time and date of the expedition will not be of any value.

The parcel must contain the following documents written either in Italian or in English as the official languages of the present contest:

- Application letter including name of the applicant/s and personal details (address, phone number/s, email address).

When possible, indicate registration number, VAT, website, and profession (designer, graphic designer, architect, etc.);

- A copy of the present document signed by the applicant/s as a confirmation of acceptance of the rules of the present contest;
- A short report describing the characteristics of the products proposed, type of manufacturing and construction materials;
- Pictures, drawings and perspective drawings of the products and prototypes and any additional details that can help to illustrate the designed project as well as its relationship with the historical period considered;
- Any other information useful to describe the proposal;
- Size of the potential prototype. A small scale prototype is acceptable.

5. Selection of the winner projects

The projects will be evaluated by an inter-disciplinary Evaluation Commission, nominated by Romagna Creative District and by the representatives of the "ATRIUM" project.

The Evaluation Commission will evaluate the aesthetical, functional, technical and creative characteristics of the submitted projects and their coherence with the objectives of the present contest.

6. Classification

The classification will be based on the following criteria:

- Design and creativity
- Originality/innovation of the idea

- Coherence with the present requirements of the present document

In case no object or proposal meets with the above-mentioned criteria, the Commission reserves the right not to approve and select any submitted item.

7. Realization of the prototypes and travelling exhibition

Following the approval of a project, the relative applicant/creative talent is committed to realise and send a prototype, including any additional elements (for instance a fabric sample) showing the product proposed. The prototype must be delivered to Romagna Creative District Association not later than 30 days from the date of communication of the selection. All costs concerning the production and delivery of the prototype are at the applicant/creative talent's expense .

The prototypes will be part of a travelling exhibition which will be opened in June 2013, in Oratorio San Sebastiano, Forlì, Italy. The prototypes will not be returned. They may be included in a permanent exhibition at the seat of the "Atrium" Association.

8. Publication of the results of the contest

The winners of the selection will be informed via fax or email address, within 7 days after the completion of the commission's works. The results of the contest will be published on the websites: www.romagnacreativedistrict.com and <http://www.atrium-see.eu/>, as well as on the main on-line social networks .

9. Prizes

The Evaluation Commission will award the three best projects in terms of characteristics, quality, originality and coherence with the contest theme. Each of the three winners will receive 100 issues of the catalogue as described in point 15. below and will attend the opening ceremony of the travelling exhibition as described in point 7. above and the other events of ATRIUM that will take place in June 2013 in Forlì (Italy): travel and full board and lodging for two nights in Italy will be at the organiser's expense.

10. Promotion of the selected projects and and their production

Romagna Creative District Association will promote the projects and the exhibition to the main Italian and European museum markets and will locate manufacturing industries interested in the production, if any.

Projects that will be considered as interesting and suitable for mass-production will be subject to a commercial and private negotiation with the relevant designer.

11. Information

Any information and/or clarification on the contest may be requested by e-mail at the following

address: info@romagnacreativedistrict.com by quoting in the object section: "Sign Invention – futuring the past".

12. Promotion of the contest

The present contest is available on line in both Italian and English, as the official languages of the contest, on the websites www.romagnacreativedistrict.com and <http://www.atrium-see.eu/> and on the main web communication portals.

13. Royalties

The intellectual property of the projects remains at the applicant/creative talent.

As concerns any selected project, the applicant/creative talent allows its photographic circulation and reproduction in order to promote the exhibition and its eventual display in Italy or abroad.

14. Responsibility of the applicants/creative talents

The applicants/creative talents undertake any responsibility concerning the paternity and originality of the products submitted; they declare to release Romagna Creative District Association and ATRIUM partners from liability regarding any judicial or extrajudicial action started by third parties with respect to the products/projects.

15. Catalogue

A paper catalogue in both Italian and English including all projects submitted will be produced.

information

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