

SIT DOWN! • International call for ideas

1. Subject

Development of a new type of seat with an innovative shape and taking ergonomic principles, functionality and comfort into account and able to combine the oriental tradition – based upon the use of rolled carpets and pillows to sit and rest – with western habits. The proposal shall have a highly contemporary soul.

2. Criteria of participation

The call is open to graduates of degree courses in product and industrial design or architecture, already holding a bachelor degree (3 years) or about to graduate within October 2015 or to professionals with relevant experience in the field and with a creative portfolio in line with the areas of product and industrial design, or interior design and architecture. Participation is individual and not allowed to groups of participants.

3. How to participate

Participation in the call is free.

To sign up it is necessary to:

1. Register on the web site "scholarships.istitutomarangoni.com" and present your own "dream": load a photograph, a short description, up to 5 sample images of your life dream and one sentence summarizing your own dream.
2. Submit the creative project along with the documents as set up in paragraph 5 in the area "program > special scholarship" and select the course "Master Italian Product Design > Sit Down! Contest".

4. Calendar

- April 7th, 2015 > Opening of the call
- June 19th, 2015 > Deadline for submission of registration and for submission of the creative project. Within this date, it is necessary to subscribe to the dedicated website and properly load your own creative proposal
- June 25th, 2015 > End of the first selection phase for the election of the 10 most deserving projects
- June 30th, 2015 > Meeting of the jury composed by professionals for the election of the winner of the call
- Starting from July 1st, 2015 > Notification of the winner

5. Type of output

In order to properly register, the submission of the following is required:

- Description of the project (in *.doc or *.pdf) of at least 500 characters, explaining the starting concept and the choice of shapes, materials, treatments and colours.
- 3 Render in *.jpg in compressed format *.zip or *.rar, max 10mb: front view, lateral view and back view.
- Dwg file of the project or any graphic animation.
- Copy of the university degree or other equivalent three years course.
- Copy of the passport.

Files must be uploaded on the web platform.

The official language of the call is English. Descriptions in Italian will also be accepted.

6. Jury

Representatives of the Italian and international design will compose the Jury, as well as representatives of the Istituto Marangoni:

- Silvana Annichiarico – Director ▪ Triennale Design Museum
- Sam Baron – Designer and Director of design ▪ Fabbrica
- Giulio Cappellini – Architect, Designer and Art Director ▪ Cappellini (President)
- Emanuele Farneti – Director ▪ AD
- Piero Lissoni – Architect and Designer ▪ Studio Lissoni
- Cristina Morozzi – Director of Education School of Design ▪ Istituto Marangoni
- Massimo Zanatta – Director School of Design ▪ Istituto Marangoni

7. Evaluation criteria

- Consistency with the objective
- Innovative proposal
- Validity of the solution from an esthetical, as well as functional point of view
- Quality performance of the outputs
- Capacity of synthesis and clarity in the exposure of the concept

8. Prize

The winner of the call will be awarded a scholarship of 100% of the tuition fee of the Master on Italian Product Design that will be held at the School of Design of the Istituto Marangoni, in Milan, during the academic year 2015/2016. The firm Cappellini will sponsor the scholarship.

9. Results and publication

The winner of the call will be announced, at the end of the selection made by the Jury, through e-mail and telephone. The final project and the final news will be published on the website of the Istituto Marangoni.

The winner will be reported as such on the platform "80 chance to be the one" of the Istituto Marangoni, the same used for the registration.

The selected participant for the scholarship shall confirm his/her interest in the scholarship within 7 days, after that time the scholarship will be considered as expired and will be reattributed.

10. Rights and use of the delivered outputs

Participants agree to transfer to the Istituto Marangoni S.r.l., in Milan, Via Verri 4 (Tax Number 09447270159) the right to use the project and the product that will be, where applicable, implemented as a consequence of the project, the right to use any output delivered for the participation to the international call for ideas SIT DOWN, as well as all the materials connected to the projects and delivered, including the drawing of the project, the sketches, the samples, the models, the tests and the video and photo materials. The Istituto Marangoni reserves the right to commercial use or publication or free exposure of the projects received, in the form and manner deemed most appropriate: the participants shall also authorize the Istituto Marangoni S.r.l. to use the documents received for promotional purposes and in the manner deemed most appropriate. The participants, joining the international call for ideas SIT DOWN! declare that the promoters of the initiative cannot be subject to any claim resulting from such use. In any case, the participants agree to relieve the promoters from any liability toward third parties.

11. Liability

Participants agree the following rules on intellectual property rights and industrial property rights in relation to the projects delivered to the promoters of the call.

- They guarantee and ensure that the outputs are their original work and have not been entirely nor partially copied or substantially from any other work, source or material and that, as to their knowledge, they do not infringe any copyright of any third party;
- In the case of a copyright or other intellectual property carried out in their outputs or whether a part of it belongs to a third party, they guarantee and ensure that they have requested the permission and/or authorisation to transfer to the Istituto Marangoni S.r.l. that output, and that in any case, they undertake to relieve the Istituto Marangoni S.r.l. from any liability for the use of material as of paragraph a) that is developed, designed and/or produced by third parties.

12. Indemnity

By participating to the call, the designers agree to absolve and indemnify the promoters from any negative consequence resulting from the infringement of the rules provided by article 11 and, more generally, from any negative consequence resulting from the use of the projects.

13. Information on the treatment of personal data

Personal data collected as a result of the participation to the call will be used for the following purposes: execution of the operations of the call and for the thereto related purposes: the processing of personal data will be executed using manual, electronic and telematics tool closely related to the purposes for which they were provided; they could be disseminated through websites and social networks connected to the Istituto Marangoni S.r.l. In case of refusal to provide the requested data in order to participate to the call, the application form will be rejected or the potential participant excluded. In case of refusal to provide the data, as indicated, in order to transfer the

advertising material, there will be no consequences. Personal data collected as a result of the participation to the call will be registered on the Istituto Marangoni S.r.l. database, holder of the treatment;

People to whom the data collected as a result of the participation to the call refer to are considered the holders, pursuant to article 7 of the Legislative Decree 196/2003, of the related rights, among them, the confirmation of the existence of their personal data and their provision in an intelligible form, the cancellation, the transformation into anonymous form or blocking of data processed unlawfully, as well as the updating, rectification, integration and to oppose the treatment for any legitimate reason. By participating to the call, the participants give their consent to the above-mentioned treatment of data.

14. Consent to the use of personal data

Participants authorise the Istituto Marangoni S.r.l. to use their personal data and their image, as well as to take videos, photos, registrations and to consign their image through third parties and with any tools, video, photo and television and the activity related to the call. They grant to the Istituto Marangoni S.r.l. the right of use the said "material" in the context of the publishing products directed by the Istituto Marangoni S.r.l. and in the context of the institutional website and social networks.

15. Applicable law and jurisdiction

The Italian law will govern the call and the relations between the participants. Any dispute that may arise between the promoters and the participants will be of exclusive jurisdiction of the Court of Milan.

16. Exemption from the ministerial validation

Pursuant to the article 6, D.P.R. 430, dated 26/10/2001, this call is not a prize competition or lottery: as a result, no ministerial authorization is needed.