



**VARESE DESIGN WEEK 2017**  
**7-13 April 2017**

## ***Designing a bench*** **Competition of ideas**

**The theme of the competition has been inspired by the book:  
“Sulla panchina - Percorsi dello sguardo nei giardini e nell’arte”  
by Michael Jakob.**

*“When we are sitting on a bench seeking a moment of rest or enjoying the view of a landscape, hardly ever do we realize to which extent this object, apparently banal and insignificant, functions as a real visual machine, «intelligent and visionary», which enables us to understand the reality we inhabit. Obeying a simple but effective visual strategy, the bench, while averting from the flux of the world, creates particular situations and landscapes, teaches, arouses, quotes. It orients our vision and shapes our state of mind.” Michael Jakob*

In consideration of Varese’s historical reputation as Garden City, in this edition of **VareseDesignWeek 2017** there is a section dedicated to green design with the theme of the bench. Our city boasts a special bond between art and nature, with the presence of important parks and villas since the eighteenth century. Hence the idea to propose a competition aimed at revitalising some outdoor areas of the city.

The competition is included in the events of VareseDesignWeek 2017 with the theme: **Beyond Design - “behind the scenes”** and promoted by the Cultural Association **Wareseable** that is the organiser.

**The call for entries can be viewed and downloaded from the site:**

**[www.varesedesignweek-va.it](http://www.varesedesignweek-va.it)**

**the link is also at:**

**<https://www.facebook.com/VareseDesignWeek/>**

## CALL FOR ENTRIES

*"It is not enough to fill the space with buildings, however imposing and "speaking" they are. It is essential to invent new ways for appropriating these dynamic spaces, and, in such context, a bench has a prime role. A bench responds to a triple challenge: **scopic** first of all (it is necessary to learn to see), then **political and social** (it is necessary to learn to decipher the lines of force of a mixed, public and private space), and finally **transcendental** (we have to learn to know ourselves)." Michael Jakob,*

The ultimate purpose of this competition is to propose new typologies of outdoor benches, with innovative shapes and materials, reasoning upon the role they have in parks, in urban space, and in the more intimate private space. It is important that the object is a product which may be prototyped and mass-produced.

## RULES AND REGULATION

Art.1. The Competition is open to persons aged 18 or over, having turned 18 within and not later than the entry deadline of this competition, of any nationality. The call for entries is addressed to persons who work as designers and/or within creativity and design field and who possess qualifications related to this orientation and finality.

Art.2. Entrants can be individuals or groups; in the latter case it is required to designate a group leader, who will be the only reference for the competition purposes. Entrants are required to fill out the form which can be downloaded from: [www.varesedesignweek-va.it](http://www.varesedesignweek-va.it)

Art.3. Every candidate or group can participate by submitting separately a maximum number of 3 projects, which will have to be submitted according to the modalities specified in art. 5.

Art. 4. Entrants can register for the Competition writing in Italian or English.

Art. 5. Submission modalities: a maximum of three project tables in A3 format in PDF, in good definition (minimum 300 dpi), containing:

- \_ technical drawing of the bench with plan view and at least two perspective drawings of the object;
- \_ renders or representative sketches providing the final idea of the object;
- \_ an outline of construction or assembly details, by way of technical drawings and/or sketches;



\_ a report in Italian or English language, maximum 1000 characters, written in A4 format, describing the project concept and inspiration, use, materials, construction method, dimensions and colour, as well as the product name.

The file will have to be named as follows:

“PROJECT NAME - number assigned by the Secretary upon entry - tab. No. ... PDF”

Only the files named as above will be evaluated by the jury.

The tables and the report must not contain the name of the entrants, but only the project name and the number assigned by the Secretary upon entry, as indicated - the submission shall include entry forms, containing the name/names of the entrants with the reference of the object name and the images of the tables submitted.

Art. 6. Entry will have to be submitted WITHIN AND NOT LATER THAN 05/03/2017, to the email address [segreteria@varesedesignweek-va.it](mailto:segreteria@varesedesignweek-va.it), and include:

- entry form (with attached copy of identity document)
- group form (in case of group entry - with relative copies of identity documents of all entrants)
- copy of entry fee payment receipt

Art. 7. The entrant's project will have to arrive WITHIN AND NOT LATER THAN 22/03/2017 and include all the documents required in art. 5 thereof. Every entrant (or group) shall submit their project to the mailbox [segreteria@varesedesignweek-va.it](mailto:segreteria@varesedesignweek-va.it), within the deadlines set forth therein, specifying in the subject line the project name and the number that the secretary will send upon entry, which shall also appear in the title block of the table.

Art. 8. Entry fee is euro 150.00, to be paid to the following bank account:

WARESEABLE -  
reason: entry to competition designing a bench  
IBAN: IT49J0335901600100000148536  
for foreign operativity:  
BIC: BCITITMX  
IBAN: IT49J0335901600100000148536

Art. 9. For entering various projects it is sufficient to make a single payment of the below mentioned fee, related to the amount of projects submitted:

- \_ one project: 150.00 euro
- \_ two projects: 270.00 euro
- \_ three projects: 400.00 euro (maximum number)

Art. 10. All the material submitted will not be returned.

- Art.11. The judgement of the jury is unappealable. Entering the competition implies integral acceptance of the rules therein and explicit waiver of any claim. Furthermore, in case the Jury should believe not to have appraisable material in the first 10 finalists, it may reduce the number of the winners and acknowledgements and participants in the exhibition.
- Art.12. Program and locations of the prizegivings will be timely communicated by publication on the site:  
**[www.varesedesignweek-va.it](http://www.varesedesignweek-va.it)**
- Art.13. Copyright will remain the sole property of the entrants. The entrants guarantee that the project is unpublished and assume personally and exclusively any responsibility with respect to the submitted project in relation to any infringement of patents or copyright of third parties; they guarantee to have exclusive ownership of the submitted material, to wholly own the copyright thereof, and that the rights of ownership and copyright are not burdened by any act which may constrain the effectiveness thereof; they guarantee to have obtained a due disclaimer for any recognizable persons and/or things which may be present in the submitted material, releasing and holding harmless the Proclaimer and Organiser of this competition from any consequence and liability which should arise from publication and/or use of the material in violation of third party rights as set forth in D.L. n. 196 of 30.06.2003; they agree that the tables, the mockups and the prototypes realized for the finalities therein remain the exclusive property of Wareseable.
- Art.14. Wareseable, as proclaimer and organiser, undertakes not to disclose, divulge to third parties or use, directly or indirectly, for reasons not strictly pertaining to competition organization and realization, information, data and documentation related to the entrants, acquired during organisation and realization of the initiative.
- Art.15. Failure to comply, partially or totally, with the provisions set forth in the articles therein will result in irrevocable exclusion from the competition.
- Art.16. Entry to the competition will be effective only when the entrant receives from the organization an entry acceptance mail containing the project submission modalities and the reference number, within the dates provided therein.
- Art.17. The following are excluded: members of Wareseable Association, Enterprises and Limited Companies. Also entrants who have not completed every part of the entry form and who have not paid the entry fee will be excluded.
- Art.18. It is required NOT to use photographs of persons, preferring other original themes or stylised elements.



Art.19. Queries for clarifications concerning the competition can be sent to the email address **segreteria@varesedesignweek-va.it** within 28/02/2017 and answers will be published within 10/03/2017 on the site.

## **PRIZES**

The prizes awarded to the first three projects selected are:

- 1<sup>st</sup> prize: 1,000.00 euro cash prize
- 2<sup>nd</sup> prize: a prize with a retail value of 700.00 euro
- 3<sup>rd</sup> prize: a prize with a retail value of 300.00 euro

Furthermore, a 3D mockup and a video interview will be made for the first three projects selected. The video interview will be published in the section of the website devoted to the Competition. The first ten projects selected will participate, besides, in a special exhibition, organized in the months following VareseDesignWeek 2017. Location and dates will be timely communicated on the site **[www.varesedesignweek-va.it](http://www.varesedesignweek-va.it)**

## **PRIZEGIVING**

Date and location of the prizegiving and of the exhibition will be timely published on the site **[www.varesedesignweek-va.it](http://www.varesedesignweek-va.it)**.

The selected projects will be made public by publication on the website and on the Facebook page of Varese Design Week.

## **JURY**

**The Competition Jury is composed by:**

- \_ *President: Michael Jakob*  
Author of "Sulla panchina - Percorsi dello sguardo nei giardini e nell'arte", professor of History and Theory of Landscape, founder and director of the international magazine "Compar(a)ison"
- \_ *Maria Luisa Ghianda*  
architect, professor of History of Art and Pierluigi Ghianda's daughter
- \_ *Danilo Redaelli*  
architect, photographer, and professor at Polytechnic University of Milan
- \_ *Giorgio Caporaso*  
architect and designer
- \_ *Massimo Farinatti*  
architect, designer, vice president and member of ADI Lombardia
- \_ *Davide Baldi*  
Director of "FaberLab"



*Proclaimer: Wareseable Association*

*Competition Activities Coordination: Wareseable Association, email address for all communication related to the competition: **segreteria@varesedesignweek-va.it***  
*The Competition results will be published on the website: **www.varesedesignweek-va.it***

*"Wareseable." Cultural Association.*

*Address:*

*REGISTERED SEAT: via Adua, 3 - 21046 Malnate (Va)*

*OPERATIVE SEAT: via Cavour, 44 - 21100 Varese -*

*Notes:*

*For any request for information, clarifications or communications with the Competition Secretary, please use exclusively the following electronic mail address: **segreteria@varesedesignweek-va.it***

*The Secretary does not guarantee correct reception of competition related emails sent to other addresses of the association or of Varese Design Week.*

*Please consult the site **www.varesedesignweek-va.it** for updates and the Facebook group **<https://www.facebook.com/VareseDesignWeek/>***