



## Regulations

Promoted by Host – Fiera Milano and POLI.design.

### Art.1 Aim

Host-Fiera Milano and POLI.design announce an international open call aimed at the selection of designers and creatives from all over the world, which, if chosen, will be able to submit their own '**Innovative format of hospitality**' (format of interior design, for food, for retail, for the hotel sector, as well as products for the furniture, tableware and living, etc ..) and to develop it 'live' during the days of the HOSTMilano 2017 Fair, to be held in Fiera Milano Rho from October 20 to 24, 2017: among the over 2.000 exhibitors at the fair, the designer will select 100 product solutions to create **new experiences and hospitality use scenarios**. Creative activity, performed live, will produce concept that combine service and experience, products and lived space.

### Art.2 Theme

The open call aims to select designers who will be able to submit their project for phase 2 and to develop it 'live' during the days of the Fair.

At the open call you will participate **by sending your CV and your portfolio**, in order to be evaluated by a commission which will select **the best participants**.

Finalists will be asked to submit their project for '**Innovative format of hospitality**' as a digital elaborate containing rendered views and descriptions.

The Commission will then select **the 10 best projects** that should be developed within HOSTMilano 2017 during a workshop realized in 'Show Teaching' mode.

Each designer will lead a project team made up of students from POLI.design; the team's work will be supported by POLI.design **Mentor**: professors or professionals who teach courses or

Specializing Masters at POLI.design, specialists in the workshop theme.

The teams will be working live within HOSTMilano 2017 during the development of the Fair, according to the following activities:

1. the design teams visit the exhibitors present at HOSTMilano 2017, looking for products to be included in the project by finding catalogs, brochures, information material and interacting with exhibitors. Each team will include into its project 10 products exhibited at HOSTMilano 2017.
2. the teams work at the development of the project at HOSTMilano 2017, led by leader designers and supported by POLI.design Mentor, re-creating an educational workshop in 'live' mode. The teams produce visualizations of the environment and of the format designed, which will introduce the selected products.
3. the teams present their project at HOSTMilano 2017 in a dedicated event, through a digital presentation of the concept of space/format suggested, supported by graphical or rendered displays.

### Art.3 Commission composition

The Commission will be composed of professors and industry professionals and representatives of POLI.design.

The Commission's decision will be based on a majority vote.

### Art.4 Trustee

The trustee, acting as an intermediary between the promoter, the Commission and the competitors, is:

POLI.design,  
Via Durando 38 / A  
20158, Milan, Italy  
Tel. 0223997201 fax 0223995970  
e-mail [competitions@polidesign.net](mailto:competitions@polidesign.net)

Further information on participating in the competition can be requested via the email address provided.

### Art.5 Awards

The winning team will be awarded with a cash prize for the leading designer and vouchers for cultural services for the rest of the team (total prize **€ 3.000**).

The amounts shown are gross, to which apply (if any) deductions required by law.

### Art. 6 Terms

The open call takes place in three phases: For **Phase 1** each participant send CV and portfolio through the on line form available on the website [www.polidesign.net](http://www.polidesign.net).

The Commission shall evaluate the profiles of the participants and select the designers who can enter the next step.

For **Phase 2**, finalists will be asked to submit their project for '**Innovative format of hospitality**' as a digital elaborate containing rendered views and descriptions.

The Commission will then select the 10 best projects.

In **Phase 3** the 10 selected designers will participate in the show teaching as a team leader and will receive an attendance fee of **€ 1.000** for the development of the project, as specified in Art. 2 within HOSTMilano 2017.

Among the projects submitted at the end of Phase 3 the Commission determine the winning team.

### Art. 7 Rules for participation

Participation in the call is open to Italian and/or foreign designers, both independent and those working for companies, if authorized by the latter. Participation is subject to the compilation of the participation form on the site [www.polidesign.net](http://www.polidesign.net) by **May 2, 2017**.

Members of the Commission, their relatives, and employees of POLI.design may not take part.

### Art. 8 New Projects

The projects developed for Phase 2 should in any case be new and developed specifically for *HOSTThinking 2017, 10 Designer per 100 Prodotti*. By submitting their entries, the participants declare that the project submitted is original and does not infringe the intellectual property rights of third parties. In addition, they declare to have (or to have acquired) all rights to the images that are attached to the projects.

In the event of dispute regarding the originality of a project, it shall be referred to the judgment of the Design Jury.

### **Art. 9 Entries**

For Phase 1, CV and Portfolio are to be sent in digital format exclusively through the form on the site [www.polidesign.net](http://www.polidesign.net) before the given deadlines (see art. 11)

For Phase 2 the selected have to upload through the form that will be made available on the site, the presentation boards. It is required:

- a book containing a maximum of 3 ISO-A3 landscape tables in pdf format, with an overview and key details, including settings, drawings and other images or data deemed useful to express the entirety of the project. The tables must be mounted in a single pdf file. The use of colour and all graphic techniques are admissible.

- A short report (max 4000 characters) describing the motivation for the project and its characteristics, and any other information considered useful. The pdf file of the report must be in ISO-A4 format.

All the drawings or images to illustrate the project must be included in the above tables or report.

The language to be used for texts is **English**, will not be accepted documents in Italian or other languages.

Files submitted (tables and Report) should not exceed, in aggregate, 10 Mb.

On every table, on the covers and pages of the report must be given the name of the participant.

### **Art. 10 Usage rights**

With the payment of the award HOST - Fiera Milano reserves the option to use the winning projects for a period of one year from the date of the report of the Commission. Within this period HOST - Fiera Milano will evaluate whether to acquire the rights to use, and in this case the economic relationship with the designer will be governed by a specific contract, according to the assessment criteria provided by the ADI. HOST - Fiera Milano reserves the right to sell to third parties the opportunity to acquire the rights to the projects.

HOST - Fiera Milano may require a one-year option also for projects not awarded a prize, subject to payment to be agreed between the parties. HOST - Fiera Milano reserves the right to sell to third parties

the opportunity to request an option on projects not awarded a prize.

HOST - Fiera Milano will not change in any way the work presented without the consent of the designer.

### **Art. 11 Deadlines**

By **May 2, 2017** the application form containing the participant's data, CV and portfolio must be completed online on [www.polidesign.net](http://www.polidesign.net) site.

The projects related to Phase 2 should be submitted through the template on the [www.polidesign.net](http://www.polidesign.net) site by 5.00 pm of **August 30, 2017**.

### **Art. 12 Information and publication of the results**

POLI.design undertakes to present the initiative and use the results of the competition as it deems appropriate.

All entrants hereby authorize HOST - Fiera Milano and POLI.design to display the projects submitted to the competition in eventual exhibitions or events. Entrants also authorize HOST - Fiera Milano to publish their projects in a catalogue, book and/or in the specialist media; should this occur, nothing will be due, apart from the obligation to cite the author(s). All projects submitted will be used by HOST - Fiera Milano for purposes related to the communication of the exhibition, without prejudice to the obligation to quote the author / s.

Competitors who are not winners have the right to request, in writing and within 15 days from the communication of the results, that their work not be distributed.

POLI.design will notify all participants of the results of the Commission's deliberations within 30 days from the date of the delivery deadline, by e-mail to the addresses used when sending the materials.

### **Art. 13 Privacy policy**

Information pursuant to and for the purposes of Art. 13, Legislative Decree 30 June 2003, no. 196 (Data Protection Act). According to these regulations, the processing of personal data shall follow the principles of correctness, lawfulness and transparency and the protection of your privacy and your rights.

All information submitted by the parties concerned is to be used only for purposes related to the contest and for activities

related to the event in question, in particular:

- to meet the obligations laid down by law, regulations, EU legislation and civil and tax laws;
- for insertion in company databases;
- for processing internal statistics;
- for sending information by POLI.design about its activities or those of companies linked to POLI.design itself.

Milan, July 4, 2017