

## CONTENT

Iris Ceramica Group promotes the international contest for creative industry professionals “**Local Cultures in Global Settings**”.

## BACKGROUND

At a time of uncertainty about the future, our commitment is to save what we hold most dear: our roots and links to the world we have inherited and that we would like to pass on to the generations to come. To do so, we promote technological innovation that helps to mitigate the impact of industrial production, generating new value from the by-products of its processes; we also nurture conscious communities that share common values and take over on the actions needed to fight climate change. People coming from even very distant contexts are called upon to sign a transcultural pact that strengthens their ties and fosters their actions.

## PLACES and PROTAGONISTS

As a fast-evolving multicultural hub and a paradigm of a global community, Dubai is the final destination of the contest. Dubai conveys a narrative that goes beyond the stereotype of a place with no context, promoting the research carried out by a new generation of designers who in their works address the concept of belonging in a dynamic conversation with technology and in collaboration with the broader community of artists, creatives and scientists.

## VALUES and BENCHMARKS

The relationship with history and the imagination of a collaborative future are core values of the Contest. The contest aims to foster knowledge of a multiplicity of unique roots and identities, by choosing Dubai as a symbolic place of the global discourse: a melting pot of over 200 nationalities settled in its territory, an inclusive ecosystem of innovation celebrated at the expo, a platform for cultural heritage discourse emphasized in the permanent collection exhibited at Louvre Abu Dhabi, where the common roots of a multifaceted universe are explored.

Burle Marx is elected as a role model in the contest for the impact of his work on design innovation, as well as his ability to abstract the values of local cultures in memorable visuals. His mastery in drawing inspiration from cultural references, from the roots of tradition, imagining a nature that expresses history through colour and the geometry of shapes was in itself a revolution. His disruptive design approach is therefore a benchmark of the contest, which asks participants to abstract their own cultural contexts and transform them into surfaces for modular applications through colour, shape, aggregation methods and surface finishes.

## GOALS

Participants are called to design a geometric or figurative pattern for rectangular or square ceramic slabs, which will then be produced using the “Design Your Slab” ceramic printing process developed by Iris Ceramica Group.

The project must meet the requirements of modularity, originality and visual innovation. The proposed pattern must not be restricted by the limits of the individual slab but must extend over an infinite surface.

Preference will be given to works integrating the deeper significance of the proposal with its employability within contemporary spaces.

The submitted proposal may address one of the following:

- A. Interiors (hotel halls, workspaces, metro stations, wellness centres, shopping centres, pools, homes, housing, custom-designed furnishings, etc.)
- or
- B. Architectural skins (with a view to becoming solutions for architectural envelopes)

#### GUIDELINES

- Preference will be given to proposals best representing Dubai as an expression of the new global setting, and a synthesis of its local cultures.
- Special attention will be given to the innovative use of large porcelain slabs for interiors, outdoors and architectural envelopes, coherently with the designer's concept, taking the following criteria into account:
  - originality;
  - the human relationship with the surface;
  - technical, aesthetic or conceptual innovation.

#### REQUIRED MATERIALS

The graphic materials required are:

- A pdf file of the illustration depicting the pattern;
- 5 Free 150 dpi jpg format digital illustration depicting a possible application of the pattern in an interior, exterior, or an architectural envelope;
- A PDF file brief conceptual report on the process of creation and proposals for additional applications of the pattern.

The report will include three images intending to illustrate the design process that led to the creation of the project.

#### ENTERING THE COMPETITION

The contest is open to practitioners in the disciplines of architecture, art and design who graduated from the year 2013.

Entry is permitted in individual form only.

#### REGISTRATION

Competition registration is free.

Entrants may register and upload their entries by 31.07.2023, filling in the online registration form at <https://prize.irisceramicagroup.com/subscribe> with their accreditation information and obtaining an alphanumeric identification code used to upload the required material. If you require more information, please send an email to our administrative offices at: [prize@irisceramicagroup.com](mailto:prize@irisceramicagroup.com)

#### SUBMITTING ENTRIES

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In order to ensure that everyone has the same opportunity to win, and for the purposes of future publication, entrants must follow the rules listed below when submitting their projects.

Contest entries must be anonymous.

To make sure they are anonymous, when entrants fill in the registration form and are assigned an alphanumeric code to be used to identify their project.

All material must be uploaded to a restricted area at <https://prize.irisceramicagroup.com/> which is only accessible to registered contest entrants. Following accreditation, entrants will be able to upload all the required material anonymously.

All files in the required contest format will be automatically renamed by the system using the assigned code in order to ensure anonymity before the judges.

No changes may be made to projects once they have been uploaded.

All projects must be uploaded by 31.07.2023

## PRIZES

The Jury will award the following prizes to the winner of the competition:

1. CREATION OF A PROTOTYPE, upon submission by the winners, notified in advance, of print files in the following formats. For textures and patterns, the files must be created and saved in vector format with 360 dpi resolution and 1:1 construction ratio in relation to the actual size of the project to be printed. Drawings, sketches and works of art of all kinds must have a resolution of 360 dpi and a construction ratio of 1:1 with respect to the actual dimensions of the project to be printed. In this case, the original works must first be photographed and scanned at high resolution (720 dpi), then reassembled and supplied in digital form for reproduction on plates. The photographs must be submitted in a file with a resolution of 360 dpi, according to the width and development of the image to be printed; the original must be very high resolution to ensure high definition on the plate.
2. EXHIBITION OF THE WORK in a specially designed setting for the award ceremony.
3. ROYALTIES AGREEMENT with Iris Ceramica Group (if the project is selected for production).
4. THREE-DAY TRIP TO DUBAI, on the occasion of Design Week 2023 including travel and accommodation to attend the award ceremony.
5. PUBLICATION of the Project in all the Group's media and in the magazines The Plan and Floornature.com
6. The jury may decide to assign up to five special mentions to those entries addressing one or more of the assessment criteria listed in the guidelines in an exemplary manner.

## JURY

The Jury, whose judgement is final and may not be appealed, shall be appointed by the organisations and institutions organising the contest, and shall have five members:

1. Lidewij Edelkoort– DESIGNER, Trend Setter
2. Monica Mazzolani – ARCHITECT Curator
3. Federica Minozzi – CEO Iris Ceramica Group
4. Abeer Seikhaly – ARCHITECT
5. Khalid Shafar – DESIGNER

## PERSONAL DATA PROCESSING

Personal data submitted by candidates with their application to participate will be processed in accordance with EU GDPR (General Data Protection Regulation), for the purposes of administration of the contest procedures.

## EXCLUSIONS

The contest is not open to: members of the Jury or their spouses, relatives or in-laws; employees of the organiser. Entries which are not submitted in anonymous form according to the contest rules will be excluded.

## RESULTS AND PUBLICATION

The Jury shall make a decision by 01.09.2023.

The results will be published on the web site <https://prize.irisceramicagroup.com/> during the exhibition and presentation event on the occasion of DDW 2023.

The Jury will publish a final report identifying the assessment criteria and the reasons for the selection of the winner.

The organisers shall also reserve the right to publish all the projects received and produce a catalogue of the entries as an encouragement to professionals and in the general interest of the community.

## PROJECT OWNERSHIP

In submitting their entries, contestants consent to the use of their work for the purposes specified above. Nothing shall be payable to entrants for these uses.

## REGULATIONS

The organisers shall not be held liable for any technical problems, errors, deletions or connection failures during the transmission of the files.

In submitting their entries, entrants implicitly declare that they have created them themselves and hold all rights to them.

The winners shall be selected by the Jury, whose decision shall be final.

The Jury reserves the right, at its own discretion, to exclude any projects received that it considers not in line with the requirements of the regulations, even if they have already been uploaded to the contest website.

Entrants shall not hold the organisers liable in any way in relation to third parties as a result of the use of the projects according to the terms and purposes described in these regulations.

The Jury shall assess entrants' ability to interpret the theme of the contest, their creativity and the technical content of the images submitted.

## CONDITIONS FOR EXCLUSION

Projects shall be excluded if they are found to be:

- Harmful to common decency
- Winners or honourable mentions in other international competitions, or widely published in magazines and on international websites.

The Jury may also, in their own final discretion, exclude anyone who behaves in a manner that is not appropriate for fair competition.

## ACCEPTANCE

In submitting their projects, entrants accept the conditions set forth in the contest announcement without reservations and submit to the Jury's decision for both the interpretation of the contest announcement and the assessment of the projects entered.

Iris Ceramica Group shall not be held liable for any problems or circumstances that may prevent the contest from proceeding or prevent entrants from participating in it.

The authors of the projects guarantee that they are exclusively the product of their own creativity and that they meet the requirements of novelty and originality.



## INFORMATION

Members of the Jury may not provide entrants with any information.

Any requests for information must be submitted to the contest's administrative offices at the email address [prize@irisceramicagroup.com](mailto:prize@irisceramicagroup.com)

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