



Open Design Italia 2013

In the making

July 2013

*The city on water will host the fourth edition of **Open Design Italia**. As a matter of fact, the 2013 event will take place **from the 22nd to the 24th of November 2013** at the **Terminal San Basilio in Venice** within the activities of **Venezia2019 - European Culture Forum**. During this event, designers, craftsmen, fashion designers and makers will have the opportunity to showcase and sell their works without any intermediation.*

Since its first edition in 2010, the **Open Design Italia** event has primarily focused on the development of concrete collaborations among designers, enterprises and local craftsmen. This purpose has been pursued through the creation of networks among the production chain actors and the encouragement of a sustainable production cycle. The uniqueness of this project stems from the effort to promote a design mode in which the creative activity is directly linked to the productive one. **Open Design Italia** targets a specific type of projects in which the designer has already conceived and determined all the production and distribution phases of the product. In keeping with its own aim of incentivizing the network between self-producers and industry professionals, **Open Design Italia 2013**, during the three days of the event, offers its exhibitors a program of exclusive services aimed improving the communication and marketing of their products. Such services include training **lessons** taught by marketing, communication, intellectual property rights, crowd funding and photography experts and also **b2b meetings** with companies, sector professionals and journalists aimed at supporting the development of the projects and of the designer's activities.

The enrollment in the **competition** - until **September 30th**, 6pm - is free of charge and it can be on an individual or group basis. The rules for applying are available online at www.opendesignitalia.net. A maximum of 100 participants will be selected. The submitted projects are selected on the basis of their originality, innovation, technical functionality, aesthetic quality and marketability. Since one of the main aims of Open Design Italia is to facilitate the networks of enterprises and short supply chains, special attention will be given to those projects that emphasize a bond with the designer's territory, synergies with the local productive worlds and the sustainability of the production chain. Indeed, candidates are asked to fill in an "identity card" of the project in order to highlight the network of suppliers and the geography of the project.

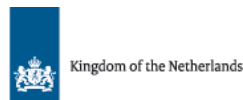
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Open Design Italia 2013 Awards:

- **Open Design Italia Award:** winners will have full access to the Open Design Italia promotional local and international network, to the direct contacts of the organization and to the service of promotion of the winners at special events throughout the year.
- **Ottagono Award:** the winning project will be published on the print edition and on the online version of the magazine www.ottagono.com. The 2013 edition confirms the partnership with *Ottagono*, design and architecture monthly review, focusing on National and International innovative projects.
- **Prezi Award:** The winning designer will have the opportunity of having one of Prezi graphic artists help him or her creating a personalized Prezi for promoting his design pieces and his activity. The outcome of this collaboration between the winner and Prezi graphic artist will become one of the examples of Prezi's website.

Two delegations from **DMY Berlin** and from **Biennale International Design Saint Étienne** will participate as guests since these two events are twinned with Open Design Italia.

The Embassy of the Netherlands in Italy will offer two designers who reside in the Netherlands and who have been previously selected in the competition the opportunity of participating in the event for free.

Open Design Italia

Open Design Italia has been conceived by the Italian architects Elena Santi e Laura Succini, who are currently curating the event with the scientific direction of the journalist Valentina Croci, contributing for international magazine of design and architecture.

For further information:

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