



MAKEMORE 2016: FUTURE MEMORIES AND RE-INNOVATION

MAKE MORE BY VENETA CUCINE

Veneta Cucine is currently promoting the third edition of the Make More contest.

The aim of the initiative is to continue and extend the dialogue started in previous editions with the new generation of young designers, developers and makers whose creativity and dynamism is destined to further Veneta Cucine's continuing quest for innovation.

Veneta Cucine calls on creative young designers from around the world to measure their talents against the "Made in Italy" skills and experience of the company's own designers, thus creating a win-win teamwork formula that is certain to generate innovative and internationally-successful new products.

THE CONTEST: FUTURE MEMORIES AND RE-INNOVATION

Project background

The central theme of Make More 2016 is an exploration of the relationship between innovation and tradition.

What would appear at first glance to be an oxymoron is, in effect, the fundamental basis for true innovation, which stems from a radical negation or from an equally radical transformation of an existing reality.

From this standpoint, words such as re-utilise, re-member and re-new acquire a fresh meaning, both cultural and social and, more significantly, they become fundamental in terms of contemporary design.

Aside from the simple play on words, the prefix "RE" can open up new approaches to a re-examination of the kitchen, both as a room and in each of its specific areas, as well as the various functions and daily rites which take place there, by looking at the accessories and furniture which perform multiple functions and represent an intelligent and sustainable evolution of the kitchen:

- Re-interpret objects and accessories from the past and adapt them to the immediate future;
- Re-utilise objects and accessories in a contemporary setting
- Re-new existing forms and functions using the latest technologies and materials.

On the basis of this scenario, each of the projects should develop one or more of the following themes:

- **Re-qualify** the traditional functions and all the objects associated with them; this means re-vamping the traditional solutions to adapt them to modern-day living and to the immediate future, in which technology will without doubt play a key role.
- **Re-design** the objects, utensils and accessories used to work in the kitchen, so that space can be used in different ways and at different times, as well as objects which are necessary in the kitchen but not used for cooking and which bring an intangible, emotive and cultural value to the way in which they are used.

- **Re-create** more modern versions of objects, utensils and accessories, re-designing these memories from another era to meet the tastes of the younger generation and the new forms of formal and less formal cohabitation that are becoming increasingly widespread.
- **Re-discover** and re-style objects, utensils and accessories used for a variety of purposes in kitchens around the world, re-designing them in modern versions both as practical utensils and as cult objects which form a part of the international cultural melting-pot.
- **Re-position** and re-design objects, utensils and accessories, including those from other spheres, in alternative sectors of the market but all used in the kitchen, with the firm conviction that culture and business are functionally interdependent.
- **Re-consider** and re-assess objects, utensils and accessories from the "product as a system" viewpoint in which services and communication are integral to the project, in particular as regards their intrinsic significance.

Re-spect for the social and natural environment are fundamental prerequisites for any design choice.

Partner Country 2016

One aim of Make More 2016 is to promote collaboration with a partner country in order to develop and consolidate a cultural and creative exchange at an international level. The partner country for this edition is Malta, which is a new creative hub for the entire Mediterranean area, a crossroads of culture and innovation lying at the heart of a phenomenon of growth and development that is unique in Europe. Students, designers and freelance professionals from Malta are therefore invited to participate in the contest, which will dedicate a special award – "Make More 2016 #Malta" – and a special mention.

What to design

Some of the ideas for a project might include: movable supports, stands, extensions, containers, clothes-hangers, "anything"-holders, ornaments, display cabinets and racks, stools, screens/partitions etc.

Designs for more traditional objects and accessories such as tables and chairs will be accepted only if these are interpreted from an original viewpoint and are fully in line with the theme of the project.

Technical indications

The following materials and finishes may be used:

Wood

- solid wood: oak, ash, unfinished beech, Canaletto walnut, elm;
- woods for external use: larch, false acacia (heat-treated);
- blockboard in the woods specified above;
- fibreboard (natural or faced).

Plywood and multi-layer panels will not be accepted.

Finishes

- natural-finish wood;
- natural paints and varnishes.

Marble/Quartz

Granite-based composite materials (agglomerates used for furniture).

Aluminium

Components produced using extrusion and die-casting techniques.

Other materials that can be used with those listed above:

- glass;
- steel;
- fabrics, leather, hide.

Woodworking methods:

- traditional carpentry;
- CNC (3, 4 or 5 axes);
- Turning.

Marble/Quartz working methods

- cutting;
- polishing;
- milling.

Aluminium working methods

- bars or castings worked in CNC centres;
- anodising;
- painting/enamelling.

VENETA CUCINE AND THE PARTNERS IN MAKEMORE

The Make More 2016 contest is promoted by Veneta Cucine in conjunction with the Department of Design at the Politecnico di Milano, and with the support of Marmo Arredo, SAIB, SCILM and the two Maltese partners, Mcast and Fino.

Veneta Cucine (venetacucine.com)

The Veneta Cucine Group is Italy's leading platform for the manufacture of kitchen furniture. Our mission is to produce kitchens by placing our skills and craftsmanship at the service of innovation in tastes, with the ultimate aim of making designer products an affordable concept.

Politecnico di Milano - Department of Design (dipartimentodesign.polimi.it)

The Department of Design at the Polytechnic University of Milan is the first University faculty in Italy whose statute contemplates research and teaching activities in the field of design.

Marmo Arredo (marmoarredo.com)

For more than thirty years, Marmo Arredo has been engaged in the transformation of marble, granite, natural stone, composite materials and agglomerates for use in the building and furnishing industries.

SAIB (saib.it)

SAIB is one of Italy's leading manufacturers of unfinished and faced fibreboard panels.

SCILM (scilm.it)

Scilm is a company/workshop that for almost 40 years has been engaged in creating innovative concepts, developing them in their research facilities and transforming them into high-value components for kitchens and furniture in general. Scilm specializes in the design and manufacture of structural and aesthetic elements in plastic and aluminium, and offers its client a wide range of custom-designed solutions and products.

MCAST (mcast.edu.mt)

The Malta College of Arts, Science and Technology (MCAST), founded in 2001, is the country's leading educational and professional training institute.

FINO (fino.com.mt/)

C. Fino + Sons Limited was founded in 1935, and is today one of Malta's oldest and best-known furniture stores, with over 3,000 m² of showrooms.

SCHEDULE

OPENING DATE OF CONTEST: 30th September, 2016

DEADLINE FOR SUBMISSION OF PROJECT DOCUMENTATION: 15th December, 2016

SELECTION OF PROJECTS: from 15th December, 2016 to 15th January, 2017

ANNOUNCEMENT OF WINNERS: 30th January, 2017

AWARD CEREMONY: February, 2017

DEVELOPMENT OF PROTOTYPES: from February, 2016 to April, 2017

EXHIBITION OF PROJECTS AT MILAN DESIGN WEEK: April, 2017

PROCEDURE FOR PARTICIPATION

Participation in the contest is free of charge, and is open to all students, project developers, architects, artists and designers – whether individual or in groups – and to non-profit organizations¹. Each designer may submit up to three eligible proposals.

The project documentation must be submitted online to the make-more.it site, where participants can download all the documentation for the contest and register their entry. After registering, participants must upload the necessary drawings and other documentation required for participation in the contest. The projects must be uploaded not later than the date of **closure of the contest, which is 15th DECEMBER, 2016 (24:00 hrs GMT +02)**.

The following material is required for participation:

- Compilation of the online form, which must include details of the individual or the group, the title and a short description (maximum 500 characters) of the project;
- Uploading of two storyboards describing the project;
- Uploading of photographs of the designer(s) accompanied by a brief profile of each (maximum 500 characters).

Project storyboards

The two project storyboards describing the project must be in A2 format and arranged as follows:

- **Storyboard #1: the CONCEPT** using images, renderings, maps, sketches and diagrams, the designers must illustrate their idea and the *value proposition* of the project submitted. The storyboard must show research and study content as well as its relevance to the themes described in the general description. The storyboard must include a title (name of the project), the name(s) of the designer(s) and a brief description (maximum 500 characters excluding spaces).

¹ Groups must designate a project leader, who will be responsible for the group and act as the contact person in all dealings with Veneta Cucine. A group of designers participating in the contest will collectively enjoy the same rights as an individual participant.

- **Storyboard #2: the PROJECT** using renderings, displays, storyboards and if necessary technical drawings, the project designers must illustrate:
 - the product, placed in the various settings in which it will be utilized.
 - the method of interaction with or utilization by the users.
 - any services or interfaces linked to the integration of technology.

The files must be in open PDF format, and the written material must be presented in two languages (Italian and English).

The winner(s) will be required to forward the technical files necessary for the development of the prototypes.

JURY AND JUDGING CRITERIA

The Jury will comprise the following members:

Daniela Archiutti (Veneta Cucine)

Paolo Campagnol (Veneta Cucine)

Arianna Vignati (Department of Design, Polytechnic University of Milan)

Luca Fois (Department of Design, Polytechnic University of Milan)

Marco Scapin (MarmoArredo)

Clara Conti (SAIB)

Francesco Beghetto (SCILM)

Andrea Branzi (Studio Andrea Branzi)

Lorenzo Palmeri (designer)

Dino Fino (Fino)

Stephen Vella (Mcast)

The decisions of the Jury will be reached by majority vote and are final. Only the personal data provided by the participants and justifiably indicated by the latter as confidential will be treated as such.

In the event that none of the projects submitted is judged to be valid and worthy of merit, the Jury may vote to refrain from publishing the placements of the participants.

Each of the projects will be assessed according to the **following criteria**:

- relevance to the theme of the contest;
- compliance with technical confines (manufacturing and economic feasibility);
- degree of innovation of the proposal (including new ways of interacting with the user);
- compatibility with the values of the Veneta Cucine brand;
- storytelling and communicative value of the project.

PRIZES AND AWARDS

The following prizes will be awarded on conclusion of the contest:

1° place: Re-innovation

- supervision of the project during all phases of the prototyping procedure, with a one-day visit to Veneta Cucine's production plant in Biancade (TV);
- a royalty of 3% in the event that the product is brought to market²;
- showcase dedicated to the prototype at the Salone del Mobile 2017;
- photographic shoot of the prototype at the Salone del Mobile 2017;
- three-month subscription to the open access co-working+workshop programme organized by MAKERS HUB, Via Cosenz 44/A, Milan.

2°-3°: Re-spect

- showcase dedicated to the prototype at the Salone del Mobile 2017;
- photographic shoot of the prototype at the Salone del Mobile 2017;
- three-month subscription to the open access co-working+workshop programme organized by MAKERS HUB, Via Cosenz 44/A, Milan.

4°-5°-6° Honourable mentions

Re-discover: the most unusual and intriguing project.

Re-sonant: the project presented in the most effective way.

Re-think (Make More 2016 #Malta): the most innovative project representing Maltese traditions.

"MAKE MORE 2016 #Malta" special award

One week internship at Veneta Cucine.

The prizes will be awarded at an exclusive event to be held at the Veneta Cucine Showroom in via Quintino Sella 2, Milan.

Contacts

For further details, please consult the contest website:
www.make-more.it

Or write to:
contest@make-more.it

INFORMATION CONCERNING THE PROCESSING OF PERSONAL DATA

(a) the personal data provided in relation to the contest will be processed for the following purposes: completion of the procedures connected with the contest and, where appropriate, the drawing-up of contracts with Veneta Cucine;

(b) processing of personal data will take place using manual procedures, electronic systems and the internet, and solely for purposes which are strictly connected with the purposes for which said data has been provided;

(c) the personal data provided in relation to the contest may be posted to our websites: www.make-more.it and www.venetacucine.com.

² In this case a specific agreement will be drawn up with the winning designer(s).

WAIVER

By participating in this contest, all candidates authorise Veneta Cucine to post the details relative to their participation and their design project on the contest's site (www.make-more.it), on the Veneta Cucine site and on the site of the Department of Design at the Politecnico di Milano, and also to refer to such details during public events and debates, and in the principal communication and information channels.

It is understood that all rights to the utilization of the details and documentation submitted by the participant, as well as all the material concerning the project proposal and the design projects developed during the prototyping phase, are granted free of charge; in addition, it is understood that this waiver shall not be subject to time limits of any nature.

INDEMNITY

By participating in this contest, each candidate expressly declares that the projects and materials submitted during the candidacy procedure are original and in no way, whether wholly or partially, violate the rights and/or copyrights of third parties, and substantially and legally indemnifies Veneta Cucine in regard to any liability, request for damages or indemnities and/or penalties that might be claimed by third parties in relation to the same.

It is understood and acknowledged that, for projects that are included among the winning entries, the participants undertake to extend the terms and limitations specified above to all materials and documents conceived, realised and developed during the prototyping phase.

ACCEPTANCE OF THE TERMS AND CONDITIONS FOR THE CONTEST

By participating in the contest, the candidates implicitly declare and confirm that they have fully understood and accept all the conditions governing this contest.