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**DISCLAIMER**

## Roaming Rome

**The International Design Competition, launched by LivingRoom in cooperation with the Messe Frankfurt Italia-Ambiente Italia**

Publication drafted in accordance with the international regulations developed in collaboration with ICO-GRADA, ICSID and IFI, with the sponsorship of Municipality of Rome's Department of Cultural and Communication Policies.

### Art 1. Contest Subject

The magazine LivingRoom launch an international design competition, in cooperation with Messe Frankfurt - Ambiente Italia. Entries should present projects for

**Accessories, object for travellers:** technological, useful and emotional objects that independently on where we are will bring us in a place of memory. Objects addressed to the person and the place that will guest them.

Or

**Set for little travel kit's peddling and retailing** (made using bike, scooter, Apecar, electric car) that, not on gadget logic, creates a new design's micro-distribution.

In order to promote the idea of a "Moving" design, that moves with people or reach them in the house, in the streets, in all life's moments.

We live in a period of continuous movement due to study, work and love, of continuous information flux and each person travelling carry, dream or desire "emotional" objects.

It's the theme of the Travel Sculptures of Bruno Munari, but also of electronic objects, personal objects and much more to chew on.

"Nomadism" should be considered in relationship to the person that will be reached by moving, emotional objects. The revival of retailers using Apecar, rickshaw and other little means of transport, that even if produced by large retailer deny it with the aim of taking back districts.

And the district became more and more the nomad-fixed destination of a person who travel and look for an emotional place in the towns he visits for work.

## **Art.2 Jury Composition**

The Jury will be composed of seven individuals, each with voting rights:

Carlo Colombo	Designer and Architect
Giorgio Tartaro	Journalist, Author and TV Anchor man
Paolo Tamborrini	Architect and Industrial Design researcher at the Polytechnic of Turin
Donald J.Wich	Messe Frankfurt Italia, Managing Director
Giovanna Talocci	Designer and Interior Architect
Stefano Gangli	LivingRoome and SignDesign Agency's Art Director
Antonia Marmo	LivingRoome Press Office and Editorial Staff Manager

The decisions of the jury will be made by majority vote.  
The jury members will appoint the Chairman of the jury.

## **Art.3 Contest Secretariat and Contact Information**

Further information concerning participation in the competition may be requested to

Segreteria del concorso Roaming Rome  
Viale Regina Margherita 302  
00198 Rome  
Phone: 0642903957  
Mail to [roaming@signdesignroma.it](mailto:roaming@signdesignroma.it)

## **Art.4 Prizes**

The total amount of the prize monies is 10.000,00 Euro divided as follows:

### a) Professional Category

1st prize 5.000 Euro  
2nd prize 2.500 Euro  
3rd prize 1.000 Euro

The commission will select projects it feels are worthy of special mention for display at a special exhibition that will take place in Rome during the 2010 edition of the Fair Ambiente Italia - Messe Frankfurt  
The Jury and LivingRoome Competition activities will include realization of several pre-competition prototypes.

### b) Student Category

Prize 1.000 Euro

Also for this category the commission will select projects it feels are worthy of special mention for display at a special exhibition that will take place in Rome during the 2010 edition of the Fair Ambiente Italia - Messe Frankfurt.

Should the competition conclude without a ranking and without winners, due to there being no suitably meritorious projects, the jury may, at its final discretion, divide the prize money as it sees fit and distribute same among the designers whose projects it feels are worthy of special mention.

The promoter hereby stipulates that the entire amount of the prize money be in any case distributed and that no recourse for (any) withholding provided for by law will be admitted.

### **Art. 5 Conditions of entry**

The "Roaming Rome" Design competition is open to

Professionals (P mark character): all licensed Italian and/or foreign designers, architects, and engineers duly registered with their respective professional associations, independent designers, and designers working in a subordinate capacity if duly authorized by their companies.

Students (S mark character): national and international students enrolled at the Faculties of Architecture or Engineering or in a design institute.

Teams of competitors from both categories may participate; in this case, the team must appoint a team leader who will be the sole person in charge and the referent for dealings with LivingRoom.

Participation by members of the Jury, their family members, and employees of LivingRoom is expressly prohibited.

### **Art. 6 Brand New Projects**

The projects submitted to the competition must be never before published and developed expressly for the competition. Any disputes concerning the originality of the projects shall be submitted to the Design Jury for settlement.

### **Art. 7 Printouts required**

For each project, the contestant/s is required to submit at the address

**[www.signdesignroma.it/roaming\\_rome/eng/mater2.html](http://www.signdesignroma.it/roaming_rome/eng/mater2.html)**

A short description (in ".doc" or ".pdf") of motivation, the characteristics of the design - including materials - and any other information considered useful. This text should be in A4 size and must not exceed 3 pages (3 sides)

A maximum of 3 sheets with dimensional views of the design: of 1 axonometric projection sheet and 1 illustrative sheet with rendering or in perspective. The feasibility drawings must analyze the construction and technical aspects of the design. The sheets to be A1 size (cm 59,4 b x cm 84,1h), each saved in ".pdf"

The use of colours is permitted.

On each file submitted should be indicated the challenger motto and Pass Code (art.8) sent by email after the registration.

Near the motto should be indicated the P o S mark related to the competition entry's category.

### **Art.8 Identification and Confidentiality**

Each participant must submit the project material, with no sign but with indication of the challenger motto and the 6 digit Pass Code received by the participant by email following registration at

**[www.signdesignroma.it/roaming\\_rome/download/form.pdf](http://www.signdesignroma.it/roaming_rome/download/form.pdf)**

Filling the application form the project author/s shall fill out and sign the Contest Application Form including identity details.

By signing the form, participants will acknowledge and accept all articles of this announcement.

The application form should be submitted to **[roaming@signdesignroma.it](mailto:roaming@signdesignroma.it)**.

## **Art. 9 Evaluation Criteria**

The jury criteria for judgment is as follows:

### **For the Professional's Category:**

Originality/Novelty of the design project;  
Feasibility of the project, technological quality, environmental and economical sustainability should be commensurate with the product;  
Global design's quality of the proposed solution;

### **For the Student's Category:**

Originality/Novelty of the design project;  
The project's eco-sustainability;  
Global design's quality of the proposed solution

Entries have not to meet entirely these stated criteria, but if meet innovations for technology criteria or for project synthesis, will be eligible.

## **Art. 10 Use Rights**

Paying the prizes LivingRoom and "Ambiente Italia" –Messe Frankfurt Italia reserves the right of option on use of the winning projects, for a period of one year from the date of the minutes of the jury session.

During this period, LivingRoom and "Ambiente Italia" –Messe Frankfurt Italia will decide whether or not to put the articles into production; in that case, economic relations with the designer/project author will be governed by a specific contract drafted in observance of ADI valuation criteria.

LivingRoom and "Ambiente Italia" –Messe Frankfurt Italia reserves the right of option on use of the projects submitted to the competition, for a period of one year, economic relations with the designer/project author will be agreed between the parts.

LivingRoom and "Ambiente Italia" –Messe Frankfurt Italia herewith agrees not to modify any submitted project in any manner, without the express consent of the project author.

Participants enjoy the faculty to protect their works by registration or patent.

## **Art. 11 Deadlines**

The "Roaming Rome" international design competition is launched in occasion of the Ambiente Italia–Messe Frankfurt Italia on the 6 June 2009.

All project material must be submitted online before 5:00 p.m. on 11 January 2010 at the following address [www.signdesignroma.it/roaming\\_rome/eng/mater2.html](http://www.signdesignroma.it/roaming_rome/eng/mater2.html)

The registration period runs from 6th June 2009 to 31 January 2010.

The competition is free to entry.

After the registration the participant will receive a 6 digit Pass Code, which guarantees that project acceptance will be treated anonymously.

## **Art. 12 Participants duties**

Participation to the contest implies the total acceptance of the official rules included in the present document.

Participants are neither allowed to have any relationship with the Members of the Judging Committee nor to influence in any way their judgment.

Participants are not allowed to file petition against this announcement of competition.

Participant are not allowed to file petition against any changes to the announcement of competition published in good time by the Contest Secretariat, by mail to the address provided during registration and on



the official site [www.signdesignroma.it/roaming\\_rome](http://www.signdesignroma.it/roaming_rome).

**Art. 13 Results Information and Disclosure**

LivingRoome and Ambiente Italia Messe Frankfurt Italia hereby pledges to present the initiative in the national press and publicize and valorise the results of the competition in the manners it feels most suitable.

All participants hereby authorize LivingRoome and Ambiente Italia Messe Frankfurt Italia to display their projects at an exhibition, which will be held no later than 2010.

The participants also hereby authorize LivingRoome and Ambiente Italia Messe Frankfurt Italia to publish their projects in a catalogue, book, and/or in the specialized press, if so decided; the participants shall be entitled to no remuneration for this service beyond mention of the author's/authors' names.

Participants not receiving awards are hereby nevertheless granted the faculty to request, within 15 days from communication of the results of the competition, that their works not be published/exhibited.

LivingRoome and Ambiente Italia Messe Frankfurt Italia will communicate the results of the competition by email within 30 days of the end of it and will notify the winners by registered letter.

Rome, 06 June 2009