

## **SCHOLARSHIPS ASSIGNATION CONTEST FOR ACADEMIC YEAR 2011 – 2012**

### **1. Premise**

Istituto d'Arte Applicata e Design – Torino (IAAD) as any other year, presents a design contest to offer the possibility to win twelve scholarships to attend the first level after-diploma specializations (Bachelor).

The four specializations - Transportation design, Industrial design, Interior & furniture design and Advertising and graphic design, are officially recognized by EABHES – European Accreditation Board of Higher Schools for the obtaining of the European Bachelor of Science in Design.

### **Esperienza Italia 150<sup>th</sup> the role of design between history and modernity, past and future.**

This year the theme of the competition is dedicated to investigate and explore the various dimensions of design as an expression of strong socio-cultural and lifestyles as a strategic factor for innovation and as a significant part of the socio-economic development. The creative skills of design as a tool to contextualize values like sharing and unity in an interesting dialogue between past and future, between the modern and contemporary, creating a bond with the Made in Italy.

The instrumental design and related issues for the award of scholarships are sponsored by **Istituto d'Arte Applicata e Design** in collaboration with the **Italia 150 Committee** ([www.italia150.it](http://www.italia150.it)).

### **ITALY 150 COMMITTEE**

#### **Sesquicentennial anniversary celebrations for the Unification of Italy**

To organize the big event of 2011, the Italian government, public bodies and the main cultural and economic entities have formed the Piedmont Italia 150 Committee, which since 2007 has the task of organizing the festivities and events leading up to 2011.

On May 7<sup>th</sup> 2007, at the Swiss Hall of the Palazzo Reale in Turin, the Italia 150 Committee was constituted, which was built in order to create and organize in Turin and Piedmont in the sesquicentennial celebrations of the unification of Italy.

The signing of the constitution has been affixed by the representatives of eleven different individuals, representing different areas of the region, which together have promoted the creation of the Committee: an important sign of how the Piedmont region of cohesive move towards this important deadline.

The founding institutions are: Regione Piemonte, Provincia di Torino, Città di Torino, Compagnia di San Paolo, Fondazione Cassa di Risparmio di Torino, the Chamber of Commerce and Agriculture of Torino, Piedmont Unioncamere and the four universities in the Regional University System: Politecnico of Turin, University of Turin, University of Piemonte Orientale and University of Gastronomic Sciences. In September 2008 the Minister for Arts and Culture Sandro Bondi has announced the addition of the Government Committee in appointing three representatives on the Board of Directors.

### **Commission members for the assignment of the scholarships:**

#### **External Commission President**

- **A representative of Italia 150 Committee**

#### **Internal Commission President**

- **Laura Milani, IAAD Director**

#### **Transportation Design Area**

- **Carlos Sanchez, IAAD Transportation Design Department Coordinator**

#### **Industrial Design Area**

- **Umberto Rondolino, IAAD Industrial Design Department Coordinator**

#### **Interior and Furniture Design Area**

- **Massimo Giuntoli, IAAD Interior and Furniture Design Department Coordinator**

#### **Advertising and Graphic Design Area**

- **Massimo Morelli, IAAD Advertising and Graphic Design Department Coordinator**

### **The contest is kindly supported by:**

- **ANFIA - Associazione Nazionale Filiera Industria Automobilistica.**
- **ADI - Associazione per il Disegno Industriale (Delegazione Occidentale)**
- **AIPI - Associazione Italiana Progettisti d'Interni – interior designers**
- **AIAP - Associazione italiana per la progettazione della comunicazione visiva**

The best projects, one for every Department, will be presented during IAAD Summer Party (end of July 2011). The exhibition will be open until September 30th 2011 at IAAD head office in C.so Re Umberto 5, Torino – Italy.

The Scholarships, amounting to the 100%, 50% and 20% of the attendance fee of the Bachelors, will be assigned to the three first classified in each of the four different specializations; the student will have to pay the admission fee and the EABHES tax, both for each academic year.

## **2. Contest purpose and scholarships number**

The Contest has the purpose to assign at the most twelve scholarships, three for each one of the four different department: Transportation design, Industrial design, Interior and furniture design, Advertising and graphic design.

The jury (par. 9), will estimate the projects and chose twelve of them upon their unappealing judgement. In the absence of deserving projects it won't assigned any scholarship. Each assigned scholarship will last three year: is anyway mandatory that the student complete his academic year with a GPA not below 27/30; if this result is not going to be obtained the student will lose the scholarship. If the student is going to have the will of be enrolled for the next academic year he will have to pay the whole fees.

## **3. Length of the contest**

Mandatory and peremptory from the publication on the web site of these regulations: 19/01/2011 - 10/06/2011.

## **4. Participation requirements**

The contest is available to all those ones: with less than 27 years old at the subscription enrolled at the 5th year of an high school or at 4th year of an artistic high school (Liceo Artistico) or achieved a high school diploma or finished the 4th year of a Liceo Artistico.

## **5. Themes and works to present**

### **Instrumental function of design in collaboration with Italia 150 Committee**

The aim of the contest is to propose creative projects designed to find new keys to new scenarios inspired by historical standards as a unit and sharing and the "Made in Italy" as a value and resource.

Students will have the opportunity to test their creativity and sensitivity through the structuring of projects related to IAAD 4 departments: Transportation Design, Industrial Design, Interior and furniture design, Advertising and graphic design, posting projects that combine tradition and innovation.

#### **• Department of Transportation design**

The translation of the word CAR SHARING is literally "shared car use." Sharing a car is to be among friends, relatives and colleagues, but it can also occur between acquaintances that have a common purpose: to divide the operating costs and limit the wear of the medium.

Create a car useful for this service inspired by the historic Italian tradition.

Materials required: side view, front three quarters, and three quarters rear format colour boards A3 horizontal. Attach a brief text description of the project (one page A4).

#### **• Department of Industrial Design**

Re-design an object in a modern Italian design.

Materials required: two views in perspective, a table of sketches, colour boards format A3 horizontal. Attach a brief text description of the project (one page A4).

#### **• Department of Interior and furniture design**

The cohabitation (co-housing) is a mode of living among people who recognize the same principles of mutual respect and living in a structure consisting of private spaces and common areas.

Imagine having to live, for study reasons in another city with other students and design the perfect space-sharing where you can study, sleep, eat and do your daily activities (from the refrigerator to the bedroom, to the areas considered the different policy options for the experience completely different from the private and common).

The project will be executed by hand or by computer.

Materials required: plan view, side view, front view, 2 plates of perspective, colour boards format A3 horizontal. Attach a brief text description of the project (one page A4).

#### **• Department of Advertising and Graphic Design**

Create a poster that best promotes the activities of the Italia 150 Committee, the sesquicentennial celebration of the unification of Italy.

The project will be executed by hand or by computer.

Documents required: 1 Table A3 colour vertical. Attach a brief text description of the project (one page A4).

## **6. Inscription modality and deadline**

Candidates must apply to the contest filling-in the application form, duly signed in all its parts and send it through e-mail ([info@iaad.it](mailto:info@iaad.it)) or through fax (+39 011 548.868) or hand it in person at IAAD-Turin Secretary office. Participation applications, together with the works, must be received by IAAD-Turin within and not beyond 10th of June 2011. Application form is at disposal on our website [www.iaad.it](http://www.iaad.it) or can be requested calling +39 011 548.868 or send an e-mail to [info@iaad.it](mailto:info@iaad.it).

## **7. Admission**

Incomplete, altered or not correctly filled-in application forms, or those received after due date, therefore after the expiry date of the contest indicated in point 3, will not be considered.

The projects must respect the described theme for each department and the specific criteria of realization described on point 5.

IAAD and the president of the jury, at his own unobjectionable judgement, may discard projects having against regulation content, or that contain offensive material.

## **8. Conditions and general terms of participation**

The participation form must be filled in all its parts and handed in within deadline indicated in point 3, representing therefore, the fundamental condition for participating to the contest itself.

Through the project presentation the candidate declares under his/her responsibility of being the only creator and owner of the works, that the contained information are not to be considered confidential and that the project is not covered by copyright, exploitation by third-party and does not violate any author rights, brand, patent distinctive sign or any other third party rights deriving from the law, contracts, uses and customs.

The participants will be excluded from the initiative in case the project results, at unobjectionable judgement of the Jury, counterfeit and/or plagiarism from another work.

The candidate accepting the present regulation renounces from now to promote judicial proceedings or trials against IAAD and exonerates it from any responsibility under any profile, in case of:

- loss of, delay, damage, incompleteness, illegibility, undelivered projects and eventual prototypes/models.
- malfunction of the form, electronic programmes, hardware and software, internet, computers;
- delay, incompleteness of transmission of computer data;
- any event, not imputable to IAAD, that can cause the interruption or the variation of the initiative;
- any loss, lost or damage deriving from the participation to the initiative;
- any typing mistake or print error in documentation relative to the initiative.

Each participant agrees to consider IAAD exonerated from any direct or indirect responsibility and following events connected to the initiative that causes prejudice to the participant.

Each participant agrees, according to the law, to use their name, their physiognomy, their voice with the purpose of advertising the initiative, renouncing to any type of compensation or request or pretension of any type.

Personal data of all the participants to the initiative will be used with the purpose of sending them afterwards, informative and/or promotional material regarding events, activities and initiatives organized by IAAD.

## **9. Jury and scholarship allocation**

The Jury will examine and value the projects of the candidates at its own unobjectionable and irrevocable judgement. The designation of the winners will be announced from July 13th to July 17th 2011. The projects and the sent material for the participation to the contest will not be returned to the participants.

By sending the project by own initiative implies the full and unconditional acceptance of the present regulation.

## 10. Modality of nomination communication

The scholarship allocations will be communicated to the winners by phone within the 24th of July 2010. The scholarship will be therefore effectively allocated only following the remittance, by the winner, of formal acceptance of the scholarship, either through fax or e-mail, and that not beyond 7 days starting from the communication by IAAD. The scholarship winners will not be, anyhow, obliged to accept the allocation.

Moreover, scholarship winners must pay the fee relative to the Inscription fee within 7 days from the acceptance. Missing acceptance or missing payment of the inscription fee within aforesaid terms, will determine by right the loss of the allotted scholarship. In such case the Jury has the faculty of allocating, where there are other worthy projects, to other participants, at their own unobjectionable judgement.

## 11. Personal data treatment

The participants by accepting the initiative, agree that the personal data given to IAAD-Turin in relation to it, will be treated according to the law by decree 196 dated 30.06.2003, although, in any case for the participants have the faculty of exercising their rights on point 7 of aforesaid law.

## 12. Controversies

Should any controversies occur regarding the present regulation and the contest the decision will be committed to the decision of a single arbitrator, nominated by common agreement between the parties, or, in case of disagreement, by the President of the Turin Chamber of Commerce Industry and handicraft. The arbitration will take place in Turin.

The arbitration will be mediated and the arbitrator will form its own determination according to equity and in respect of the cross-examine principles within the term of maximum 120 (hundred twenty) days. The parties agree to give immediate and punctual accomplishment to the arbitrator's decision that is recognized from now on as expression of their own contractual will.

According to articles 1341 and 1342 Italian C.C, having examined and gained knowledge of the contents of the here mentioned terms, hereby declare of accepting the content of the following articles regulating the contest for the allocation of the scholarships for the academic year 2011/2012 promoted by IAAD:

1. Premise, 2.Contest purpose and scholarships number, 3.Length of the contest, 4.Participation requirements, 5.Themes and works to present, 6.Inscription modality and deadline, 7.Admission, 8.Conditions and general terms of participation, 9.Jury and scholarship allocation, 10.Modality of nomination communication, 11.Personal data treatment, 12.Controversies.

Date .....

Signature .....

Kindly supported by:





**REGISTRATION FORM  
SCHOLARSHIP CONTEST FOR ACADEMIC YEAR 2011/2012**

Send the registration form with the contest text signed to:

Segreteria IAAD-Torino  
Corso Re Umberto 5, 10121 Torino – Tel e Fax +39.011.548868; info@iaad.it

Name and Surname

.....  
Address .....

City .....

Province / Department .....

Zip Code .....

Country .....

Age .....

E-mail .....

Home telephone number .....

Mobile phone .....

Name and type of high school attended

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How did you know about IAAD-Turin scholarships for academic year 2011/2012?

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Which scholarship are you interested in?

Transportation design

Industrial design

Interior and furniture design

Advertising and graphic design

Signature .....

I hereby declare that I have read the contest terms for the allocation of the scholarships by IAAD-Turin, academic year 2011/2012 and I accept it entirely.

Signature .....

Following art. 13 of Law by Decree 196/03, I hereby authorize IAAD-Turin to include my personal data in their list in order to receive possible informative, advertising and/or promotional material.

Signature .....