

“Il successo deriva da un’idea semplice
eseguita magistralmente bene.”

Anonimo



Bando di concorso

LUCE IN MOVIMENTO / LIGHT ON THE MOVE

LUCE in movimento, after the unexpected great success of its first edition that collected a good 173 brilliant projects, goes on in its original format of competition for young designers. The concept of the competition can be resumed in two words Light and Space; it is indeed meant to invite designers not only to design **lamps**, but to project them already inserted in **the architecture of a given space**, that will be suggested by the contest itself.

The scope of the design contest is: new light. The competition won't suggest the participants either styles or shapes or materials. It intends to let all these details free to the phantasy and interpretation of each designer. The only given datum of the contest is the surrounding in which they have to insert their lighting fixtures; the spaces chosen for this second edition of LUCE in movimento are the shops: points of sales of varied products, from boutiques to jeweller's shops, from telephony points to bakeries...

ORGANIZERS

The competition is organized by the italian companies **DiTre Group** and **Verbus Editrice**, editor of the architectural and design magazine IQD Inside Quality Design. The organizers thank the exhibitions that will cooperate at the competition, giving adequate surfaces that will host the exposition of the winning and selected projects in 2007.

SPONSORS AND SPECIAL AWARDS

Sponsor of the competition is the Chamber of Commerce and Handicraft of Bergamo. Then, still remaining in the scope of the competition – i.e. to present projects of lamps, innovative in design and technology, inserted in a shop – the competition also gives young designers to opportunity to present creative solutions with the use of the products and respecting the themes given by the sponsoring companies. Therefore special awards will be given to:

- special award offered by *Brollo Siet* for the best lighting fixture using cold cathode light sources (neon tubes) inside the space foreseen by the competition, i.e. a shop
 - special award offered by *Carniaflex* for the best lighting fixture applying its flexible tubes (visit web site http://www.carniaflex.it/main_I/tuf.htm)
 - special award offered by *Delta Glass* for the best, most innovative and fanciful lamp realized in pyrex glass
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- special award offered by *First Group* for the project of a lamp, inserted in the space foreseen by the competition, i.e. a shop, that will best express the sensibility to the themes of safety, quality and technical regulations.

- special award offered by *BIn* for the project of a lamp, inserted in the space foreseen by the competition, i.e. a shop, that will best express the features of industrial feasibility and producibility.

REGULATIONS

Projects must be presented in the form of drawings or computer renderings, mounted on cardboard backing in **A2 format** and accompanied by notes, data and all information necessary for the eventual production of a prototype. Do not forget to write directly on the frontside of the project the category for which you are participating: students or professional designer.

It is strictly forbidden to indicate name and personal data directly on the frontside of the project. It is likewise strictly forbidden to send projects that, at the moment of the presentation, have already been presented and proposed to lighting companies. All personal details – name, family name, date of birth, full address, phone numbers and, if student, the School – must be written on a separate sheet and put in a closed envelope.

On the same sheet participants have to declare and undersign the following:

I, the undersigned, authorise the treatment of my personal data in compliance with the provisions of Italian Law 675/96 for commercial, promotional and marketing purposes relative to the services and events of the LUCE IN MOVIMENTO and to keep the original project/projects for at least one year after the closing date of the competition. I hereby also authorise DiTre Group and Verbus Editrice, as organizers of the competition, to photograph and publish every detail of the project/projects and to exhibit it/them during trade fairs and exhibitions. Moreover, I relieve DiTre Group and Verbus Editrice of any responsibility for loss or theft of the original project/projects. The copyright of the design/designs remains my property.

Each single participant or group of participants can send till a maximum of 3 projects. In case of groups formed by designers belonging to both categories – students and professional designers – the project will be assigned to the category of the professional designers.

PARTICIPATION

Participation is **free**, i.e. no amount is required to participate to the competition. If you belong to one of the two following categories

a) **professional designers**

b) **students in some design school**

you can enter this competition.

Participation is forbidden to the Jury members and their relatives, to sponsors and organizers.

JURY

The aim of the competition is to give new, creative ideas to the lighting fixtures manufacturers and to those professional people, such as architects and contractors, who have to plan spaces where the light is the real protagonist.

The judging panel will evaluate the following criteria: **originality**, eventual application of **new technologies**, correct **interpretation of the competition** theme and marketability of the lighting product.

The Jury will therefore consist of representatives from the organizers and of a panel formed by **architects**. The Jury Presidents – one for each category – will be two expert lighting designers.

TIMETABLE

The competition officially opened on the 1st of September, 2006. All projects must be sent to one of the organizers addresses within **March, 30 2007**.

ORGANIZERS

You can send the projects and ask for information to:

Verbus Editrice – magazine IQD Inside Quality Design

V.le Murillo, 3 20149 Milano

Tel. 0499365320

Fax 0240094420

E-mail : edit@verbus.it

Ditre Group

Via Albare, 127/B 35017 Piombino Dese (PD),

Tel. 0499365320,

Fax 0499366376

E-mail : info@ditre.com

Further information on the contest website address www.luceinmovimento.com

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REWARDS

The awarding of the first classification is expected for the category of professional designers:

Classification	Amount
1°	1.300 Euro

E la premiazione dei primi 2 classificati per la categoria studenti:

Classification	Amount
1°	800 Euro
2°	500 Euro

The prizes amounts are pretty symbolic, more an encouragement to accept the challenge that the lighting world is addressing to young ideas and creativity. The real possibility to meet the world of the lighting manufacturers, thanks to an **international media campaign** and the presence at **important lighting events and exhibitions**, represents the true opportunity this competition offers the participants. The organizers underline that the copyright of the design/designs remains property of the designers, who will be free to manage eventual negotiations with the lighting companies interested in the industrial production of their project/projects.

PRESS AND INTERNET CAMPAIGN

The competition will be promoted with targetted actions and will be object of a grand **press campaign on international media**. Moreover the competition website will be linked to the most important European web of lighting, design, furniture and architecture.

CD ROM

In order to give maximum visibility to the whole group of participants – not only to the winning and selected projects – a CD-Rom will be realized containing all presented projects. Each single design, apart from the final classification, will be inserted in the CD-Rom collection. The CD-Rom will be then proposed to important lighting fixtures manufacturers.