

# VisionArtech

Innovation inspired by Nature

<http://www.visionartech.org>

Present

**INTERNATIONAL CONTEST**

**1st EDITION, YEARS 2015 - 2016**

**“BIOMORPHIC DESIGN IN THE PROJECT  
OF A REGENERATIVE GLOBAL SOCIETY.”**

PROMOTED BY

Vision Artech. Innovation inspired by Nature.  
Sustainable design, biomimicry, global citizenship!  
<http://www.visionartech.org>

# RULES

*BIOMORPHIC DESIGN IN THE PROJECT OF A REGENERATIVE GLOBAL SOCIETY.*

## Introduction

The bio-inspired international design contest "Biomorphic design in the project a regenerative global society" (1st Edition Biennium 2015-2016) is sponsored by the international project network VisionArtech. Innovation Inspired by Nature (<http://www.visionartech.org>) represented in Italy by Studio Legale Improda (<http://www.studioimproda.com>) and Associazione Cultural Deleyva, and in London, Great Britain by CIC Association (<http://www.cicassociation.org.uk/>) and the Deleyva Social Artistic Lab CIC. English is the official language of the contest. The call was coded according to the international standards defined by ICSID, the International Council of Industrial Design (<http://www.icsid.org>).

The scope of the contest includes selecting 3 First Class Prizes together with further 100 (one hundred) best design projects related to biomimetics and bio-inspired culture presented in the first contest edition 2015-2016, whose title is "Biomorphic design in the project of a regenerative global society".

## Article. 1 Object

The project-promoting network VisionArtech. Innovation Inspired by Nature launches an international contest to select 3 First Class Prizes and further 100 best bio-inspired design projects by design student from 150 international institutions (design schools, architecture schools, engineering schools) in 27 countries (both European and non-European), which are highly innovative and applicable to the following areas:

- (A) DESIGN and TEXTILE DESIGN
- (B) BIO-ARCHITECTURE
- (C) INDUSTRIAL DESIGN.

Each of the three areas includes the following subcategories:

### **DESIGN AND TEXTILE DESIGN: SMART TEXTILES**

*TEXTILE FOR CLOTHING (FASHION, TECHNICAL, SPORT, PROTECTIVE, FUNCTIONAL)*

- Functional and smart clothing (capability to fit the insulation feature to temperature changes; detect vitals of the individual's body; colour change or light emission capability based upon defined stimuli; electric energy generation or storage to power medical and electronic devices);
- Protective clothing (protection against dust and chemicals; fire-proof and shear strength

features; high visibility and protection against environmental agents)

### *HOME TEXTILES*

- Comfort (upholstery, seat covers, mattresses, bed sheets, blankets, carpets, etc.)
- Decoration (carpets, wall coverings, curtains & drapes, table clothes; etc.)
- Safety (safety belts and life nets, airbags)

### *TEXTILE FOR TRANSPORT*

- Textiles for transport made also with composite pattern fibre (aircraft wings and fuselage, boat sterns, inflatable components of satellites and other spacecraft; flexible reservoir; containers for gas, liquid and goods transportation by road/railway/water or air).

### *MEDICAL TEXTILES*

- Traditional textile applicable to wound care products, diapers, braces, prostheses and orthoses, wipes, breathing masks, bedding and covers, ropes and belts featuring softness, lightness, flexibility, as well as absorption and filtering properties, etc.)
- Innovative textile medical products that provide new treatment solutions: textile based implants replacing donors organs, e.g. artificial tissues, joints and ligaments; etc.)
- Innovative textile medical products speeding up the recovery after medical treatment (innovative wound dressings; light and perspiring orthoses/prostheses, etc.)

## **BIO-ARCHITECTURE: SMART CITIES, SMART HOUSES, GREEN CITIES**

### *SMART CITIES PROJECTS*

- Anthropic urban spaces;
- Renovation of industrial areas;
- Social factory;
- Urban mobility (electric cars; hybrid-powered vehicles; drones; bikes; low-impact transportation; bus; underground trains, railways, freight logistics, etc.)

### *SMART HOUSES PROJECTS*

- Sustainable home (aeolar architecture, wood architecture, green roofs, etc.);
- Slow technologies for the house;
- Economy, maintenance and energy self-sufficiency (insulation, air conditioning, geothermal energy, photovoltaics, Aeolian and mini-Aeolian energy, lighting, etc.)

## GREEN CITIES PROJECTS

- Urban ruralization (sustainable agriculture and organic farming, etc.);
- Recycling and reuse of municipal waste (automated containers; WEB application for recycling; Web reuse application; eco districts; etc.);
- Self-powered green energy (waterfront; green report; phyto-purification; reuse of wastewater, etc.);
- Framing green house (plants and renewable energy systems; floors and ecological walls; public park streets; urban furniture and roads; etc.)

## INDUSTRIAL DESIGN: SMART STRUCTURES AND MATERIALS

### FUNCTIONAL AND SMART BIOMATERIALS

- Semiconductors for physical and chemical sensors, biosensors; flexible substrates (application fields: robotics, nano-electronics, magneto-electronics, photonics; lasers; smart microsystems);

### BIODEGRADABLE BIOMATERIALS

- Renewable and bio-degradable raw materials (application fields: medicine; biomedicine; agriculture; food packaging; waste packaging; paper industry);

### HYBRID BIOMATERIALS

- Bio-sensors or "living materials" (application fields: nanotechnology; genetic engineering; tissue engineering; regenerative medicine)

### BIOMECHANICAL BIOMATERIALS

- Biomechanical materials (application field: bio-prosthetic; biomedicine; robotics; computer science; mechatronics, etc.)

## Article. 2 The Jury

The International Jury is made up of a Committee of Honor composed by Arturo Dell'Acqua Bellavitis ( President at the Triennale Design Museum, Milan, Italy; Dean at the School of Design at Politecnico, Milan, Italy), Eleonora Fiorani (Member of the La Triennale di Milano scientific committee; Professor at the School of Design at Politecnico, Milan, Italy) Michael Pawlyn (Director, Exploration-Architecture, London, United Kingdom) and a Management Committee ( i.e. three members) entitled to vote. The Committee shall appoint President of the jury. The jury's decisions will be taken on a "first past the post" basis. In the event of a tied vote, the President's vote will prevail. If a member of the jury cannot participate in the meeting, the jury's members shall appoint a substitute.

## Article. 3

### Assessment criteria

The contest criteria include:

1. Innovation (max 30 points);
2. Sustainability (max 30 points);
3. Design distinguishing mark (max 20 points);
4. Coherence with the context of the design project (max 20 points).

## Article. 4

### Intellectual property: exclusion conditions

All the submitted projects shall involve unpublished design works that have not yet been manufactured, tested, marketed or distributed either in Europe or internationally by third parties. The design projects submitted to the contest shall be absolutely unpublished and developed expressly for the above-mentioned contest.

None of the design projects shall have received any other previous prize or award. Failing to comply with said requirements shall entail exclusion from the contest.

## Article. 5

### The Trustee

The trustee of the contest that will act as an intermediary among the promoters, the jury and the participants is Studio Legale Improda (<http://www.studiolegaleimproda.com>). Information about the contest and rules are available to the schools at the website VisionArtech. Innovation inspired by nature (<http://www.visionartech.org>).

## Article. 6

### Prizes

The contest criteria include:

1. Innovation (max 30 points);
2. Sustainability (max 30 points);
3. Design distinguishing mark (max 20 points);
4. Coherence with the context of the design project (max 20 points).

The first three winners will receive a cash prize (3 First Class Prizes) as follows:

- 5,000,00 (five thousands) euro for the 1st place;
- 2,000,00 (two thousands) euro for the 2nd place;
- 1,000.00 (one thousand) euro for the 3rd place.

The first absolute winner of the contest (1st First Class Prize) will be entitled also to a share (25%) of a start-up company in the relevant sector. Investors selected by the project network VisionArtech. Innovation inspired by nature shall contribute the share capital. The terms and conditions of the innovative start-up capital will be officially notified by the trustee (Studio Legale Improda, <http://www.studiolegaleimproda.com>) by 12.00 a.m. of 30th May 2015.

Trade professionals selected by the project network VisionArtech. Innovation inspired by Nature will provide free tutoring (two years) to the innovative start up. For the second and third prize winners together with further 100 (one hundred) best projects VisionArtech. Innovation inspired by Nature will organize business-matching activities during 2016 with the contest promoters. Business-matching activities shall be aimed uniquely to the commercial and financial development of each design projects.

## Article. 7 Registration and schedule

Each student shall register through its school by filling in the form available on the website VisionArtech. Innovation inspired by nature (<http://www.visionartech.org>). Official registration of schools to the contest will open officially on 30th January 2015 and close on 30th April 2015. Each school may submit a maximum of three (3) design projects by its students (a design project for each student or a design project for each group of students). If the contest does not reach a minimum enrollment threshold of 50 schools it'll be cancelled.

## Article. 8 Conditions

The contest is open to all design students (design, architecture, engineering) whose school has formally joined the contest by filling the form on the website VisionArtech (<http://www.visionartech.org>) before the 30th April 2015. Design students can participate individually or in group. Groups shall appoint a group leader as the only reference person to the organizers and for any relevant communication.

## Article. 9 Works

Each entry shall be in English and any submission may take place as follows:

### **1. DIGITAL FILES:**

By 10th July 2015 at 23:55 p.m., digital files must be uploaded to the website VisionArtech. Innovation inspired by nature (<http://www.visionartech.org>) in a single compressed folder (zip format). Each folder should include project's name, the contest category and the alphanumeric code assigned to each school at the time of the registration (3 alphanumeric codes available to each school that has formally joined to the Contest);

- A format A2 table illustrating the project with a 300dpi resolution and prepared using the PDF template available in the download section of the site VisionArtech. Innovation inspired by nature (<http://www.visionartech.org>);
- A short description of the project, max 500 characters, in PDF format;
- A feasibility study including a business plan to manufacture the first prototype;
- Two project images in JPEG format (A4) in 300 dpi resolution and 1 image in JPEG format (A4) of the analogical example in nature together with a short description of the design philosophy;

## **2. PHYSICAL PROTOTYPES:**

By 10th July 2015 at 23:55 p.m. all physical prototypes shall be delivered by mail at the premises indicated by the organizers of the contest;

- A prototype corresponding to the project submitted to the contest;
- A type of packaging, whose size and characteristics shall be freely chosen by the designer, and that can be used as a stand for a possible exhibition;
- A table A2 (identical to the one sent in digital format) illustrating the project on hard poliplat 10mm.

Each school shall send, by insured mail, the declarations of intellectual property of the design projects signed by each student officially enrolled in the contest (max 3 projects per school). Said documents shall be included in a sealed envelope showing only the assigned alphanumeric code. The contest is anonymous; therefore, no participants name should ever appear on any of the items. No material nor any prototype shall be returned after the contest.

## **Article. 10** **Identification and confidentiality**

The works submitted by the participants shall not be signed in any way that could identify the author. They shall be free of any identifying or recognisable mark, and identified only by the special alphanumeric code.

Each institution participating at the call shall enter each design student or group data in the registration form in the site VisionArtech. Innovation inspired by nature (<http://www.visionartech.org>) by 30th April 2015. Each DropBox compressed folder should be named as "delivery-code-project" (e.g. delivery-code-FL04-Project) with the ZIP extension. The assigned alphanumeric code should appear in digital files (table, pictures and description), on the packaging and the prototype.

## **Article. 11** **Secretary**

Studio Legale Improda (<http://www.studioimproda.com>) shall care for the contest and coordination of the activities with participants, managing the email communication and

providing the required materials. The jury shall not be involved in any secretarial activity.

## **Article. 12**

### **Copyright**

By awarding the prizes the project network VisionArtech. Innovation inspired by nature (<http://www.visionartech.org>) shall not gain any right on the awarded projects.

## **Article. 13**

### **Information**

The project network VisionArtech. Innovation inspired by nature (<http://www.visionartech.org>) organizers are committed to achieve and improve the contest results through all the actions they will deem to be appropriate in the 2015-2016 biennium. In addition the contest managers shall organize an international exhibition in 2016 to display the best projects selected in 2015 during the awards ceremony (October 2015, Italy) and an international symposium (2016) on biomimetics held in Europe.

## **Article. 14**

### **Participants' obligations and personal data handling**

By signing a copy of this Regulation each participant:

- a) fully accepts the contents and conditions of the Regulation;
- b) represents and guarantees the originality of his/her of the design project, his/her entitlement to intellectual property and copyright thereof and non-violation of any third party's right, under the penalty of immediate exclusion from the contest;
- c) declares to accept all decisions by the jury and acknowledges them as undisputable and final;
- d) authorizes the photographic reproduction and publication of images of the submitted design project, as well as the use of the registration documentation, either fully or partially, directly or through third parties, under the condition that any use should occur within the scope of the contest, for the catalogue, for the communication activities and any press release and publication in paper magazines and web magazine. Within said scope, nothing shall be due except the author's credits at any stage of publication and divulgation of the event.

## **Article. 15**

### **Materials: Indemnity and guarantee**

Any material (digital files and prototypes) submitted to the contest shall be retained and be stored and published in the website [www.visionartech.org](http://www.visionartech.org) only for promotional purposes and free international press review of the contest on a non-exclusive basis, free of charge and for unlimited time. By participating at the contest, the author of each design project grants to the organizers the free right to use all the submitted materials (digital files



and prototypes) for promotional purposes of the contest, at exhibitions or international events promoted and sponsored or supported by VisionArtech. Innovation inspired by nature.

VisionArtech. Innovation inspired by nature undertakes to credit and display the design author each and every time.

**Support & download materials** (<http://www.visionartech.org>)

- Registration form for schools;
- Template Table A2;
- Feasibility study;
- Alphanumeric code of the project
- Declaration of entitlement of copyright and ownership of the work by the author.

## Article. 16 GOVERNING LAW - JURISDICTION

All the rules, terms and conditions of the contest included in this Regulation are governed by Italian law. In the event of any disputes arising out of this Regulation, the Court of Milan shall have jurisdiction.

Information:

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