

ONE Off, supported by the Torino Chamber of commerce and in collaboration with the International Food Design Society and the London Metropolitan University publishes its sixth edition of the Food design® competition.

Food design® 6 _ La materia è cibo

Participation terms

Participation in the competition is free and is open to all those who want to put to test their abilities in projects linked to the theme of Food Design. Particularly architects, professionals, artists, craftsmen and designers creatives, high school students, university students and students of the sector. Participation can be either individual or collective and in the latter case a person must be appointed and will be the only referent for the promoters of the competition. When students or a group of students from a class or a course are coordinated by a teacher, he/she acts as a referent.

Aim of the competition

The aim of the competition is spreading, promoting and fostering design culture through projects that re-interpret customs and functions linked with food. In particular the shaping of new behavioural models, new rituals and habits combining the materials with colours, flavours and inspirations. Research and experimentation are brought forward on the theme of food, of its packaging and of its use. They stimulate the quest for new functional solutions which must also be sustainable and flexible.

Theme of the competition

Food, one among the most ancient forms of expression, pliable element by definition and source of creative inspiration becomes the protagonist of the project. Projects can be developed around the two classical themes of Food design or based on a third, more specific, brief:

1a. DESIGN with FOOD

In this section, objects must be realized using food as a material: we are seeking for new formats and concepts in the field of food consumption, design solutions that are adequate to the new needs and changes taking place in the world of production and utilisers.

The competition committee will particularly appreciate projects that emphasize the element of taste.

1b. DESIGN for FOOD

The proposals should work around everything that is related to food, from the utensiles to the packaging, from food's presentation to its consumption. Here too we do not require simple esthetical variations, but rather the development of innovative concepts that come from the study and analysis of the related issues. In compliance with the present eco-sustainable policy, and with regards to packaging, suggestions that take into consideration bio-degradable, recyclable and re-usable containers, will be welcome.

2. TASTING KIT

The competition requires the development of a mono-use kit aimed at the guided tasting of territorial products. The kit should be used during fairs and public events in the areas dedicated to the Torino Chamber of commerce . In the guided tasting sessions the audience, sitting or standing, will be accompanied by one or more experts which can explain the characteristics of the food and wines exhibited. Every tasting session will have an average of 3 to 4 different products (salami and cheese, finger food, hot and cold appetizers, delicatessen food) which will be served with bread and grissini and accompanied by the same number of wines. The kit will have to have:

- a specific housing for the different types of food earlier mentioned in modest quantities.
- a set of 3 pieces of cutlery + tablecloth
- a glass for water (the wine glasses will be served separately)
- a memo/souvenir that the audience can keep as a memory of the event and of the products tasted.

The evaluation of the projects will give priority to the proposals that manage to put together low 'production costs' with form and innovative aspects of the product. Here too particular attention should be put on the eco-sustainability of the indicated project.

Rules and Conditions

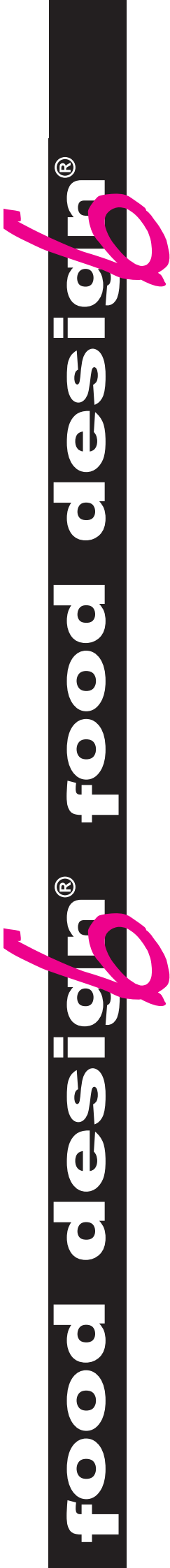
Only new projects, expressly designed for Food Design® 6 will be accepted. For each project participants must send the following materials to oneoff@fastwebnet.it within June 15, 2010:

- A drawing of the project 42x42 cm, low definition 72 dpi (jpeg extension) complete with titles, drawings and/or images as well as brief written indications that illustrate all its characteristics. The plan should allow an immediate and full comprehension of the project both at the competition as well as in the later exhibition.
- A brief report not longer than one page in the Word format that explains and details the characteristic of the proposal, indicating aims and motivations, materials and production techniques.
- A Word file with the details of the designer or, if it is a group, the complete list of the designers and details of the head designer. Every participant can send in more proposals and each plan should arrive on a separate mail. The designer will receive a mail confirming reception for every proposal sent in.

To safeguard the designers during the selection process, the material should remain anonymous. The files accompanying the application must be stored with the surname of the designer and a brief of the project (e.g.: Rossi_tav.jpg; Rossi_rel.doc; Rossi_sch.doc). In the case of more than one proposal, it will suffice to add a progressive number to the surname of the applicant. In any case it will be the organizers concern to guarantee that names are not revealed.

Evaluation and selection

The committee will take into consideration the originality of the idea, the degree of accuracy and feasibility of the project and the level of consistency between the material that has been utilized, its functionality and its aesthetic value, the employment of new technologies and its potential marketability. The selection of the project will be under the sole responsibility of the members of the evaluating committee composed by the following members:

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- Gianpiero Masera (Torino Chamber of commerce)
 - Brian Wansink (International Food Design Society)
 - Charlotte Gorse (London Metropolitan University)
 - Paolo Tamborrini (Politecnico of Torino)
 - Monica Mantelli (ADI Delegazione Piemonte e Valle d'Aosta)
 - Luca Iaccarino (La Repubblica)
 - Valentina Pelizzetti (Eataly)

The selected candidates will be informed via e-mail and will be requested to produce:

- a high definition plate of the project 300 dpi, .jpeg
- a prototype
- a short personal cv of the author(s) of the project

Prizes

The selected projects will be exhibited in the course of the sixth edition of Food design® which will take place in Torino in the month of October 2010. The exhibition will continue in the month of November 2010 by the London Metropolitan University. ONE Off will promptly supply all the relevant information concerning dates and the details of the event.

The Torino Chamber of commerce is handing out the following prizes:

- € 2000,00 for the best project in the sections 1a and 1b (Design for food or design with food).
- € 2000,00 for the best project in the section 2 (Tasting kit).

ONE Off will communicate the results of the competition on website www.food-design.it.

Rights

The projects and prototypes sent by the candidates will not be returned.

The copyright and the moral rights of the projects belong to the candidates. Whenever a project is published, exhibited or marketed ONE Off will publish the name of the designer and the date the project was submitted.

ONE Off will have the right to exhibit the projects, publish them or allow their publication for cultural purposes.