

**CALL FOR
PROPOSALS**

**Infiniti
Design
De-contest
2012**



De-contest
LIVING EVERYWHERE

Infiniti design contest

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INTRODUCTION:

The **INFINITI DESIGN DE-CONTEST** competition is entitled "**LIVING EVERYWHERE**" and is aimed at young designers born after 01/01/1972.

To enter the competition, designers must present projects for the following product groups for use in a domestic setting:

- **CHAIRS**
- **STOOLS**
- **TABLES**
- **OTHER HOME FURNISHING ACCESSORIES**

Ideally these projects should represent **ONE OF THE FIVE CONTINENTS** taking inspiration from how they have been portrayed in some **INTERNATIONALLY RENOWNED FILMS**.

Taking as a starting point the idea that the history of design should be seen as a process of evolution which draws inspiration from all the different parts and arts of the world, designers are asked to design *innovative furnishings which represent their CONTINENT OF ORIGIN, interpreting this continent according to how it is portrayed in the world of cinema.*

In other words, when creating their design, designers must use a film which is set entirely in the continent where they live as their inspiration. This means, for example, that an Indian designer can choose to reference only one of the four films set in Asia, and not the others.

The suggestion of these films should not be considered as a restriction, but as a possible aid to help to interpret the continent in question (e.g. to evoke -through a chair, stool, table or other furnishing- the America that is revealed in "New York, New York": a world of jazz and nightclubs, where everyone can have their fifteen minutes of fame before glamour meets harsh reality).

The winning project in each category will be decided by an expert jury.

The **3 CATEGORIES** are:

- **EUROPE AND AFRICA**
- **ASIA AND OCEANIA**
- **THE AMERICAS**

The following films correspond to each of the categories:

EUROPE AND AFRICA

- **WINGS OF DESIRE** (*Der Himmel über Berlin*, 1987. Directed by Wim Wenders with Bruno Ganz and Peter Falk)
- **MOULIN ROUGE** (*Moulin Rouge!*, 2001. Directed by Baz Luhrmann with Nicole Kidman and Ewan MacGregor)
- **LA DOLCE VITA** (*La Dolce Vita*, 1960. Directed by Federico Fellini with Marcello Mastroianni and Anita Ekberg)
- **NOTTING HILL** (*Notting Hill*, 1999. Directed by Roger Michell with Julia Roberts and Hugh Grant)
- **WOMEN ON THE VERGE OF A NERVOUS BREAKDOWN** (*Mujeres al borde de un ataque de nervios*, 1987. Directed by Pedro Almodovar with Carmen Maura and Antonio Banderas)
- **OUT OF AFRICA** (*Out of Africa*, 1985. Directed by Sidney Pollack with Meryl Streep and Robert Redford)
- **CASABLANCA** (*Casablanca*, 1942. Directed by Michael Curtiz with Humphrey Bogart and Ingrid Bergman)
- **INVICTUS** (*Invictus*, 2009. Directed by Clint Eastwood with Morgan Freeman and Matt Damon)

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ASIA AND OCEANIA

- **MEMOIRS OF A GEISHA** (*Memoirs of a Geisha*, 2005. Directed by Rob Marshall with Zhang Ziyi and Suzuka Ohgo)
- **THE LAST SAMURAI** (*The Last Samurai*, 2003. Directed by Edward Zwick with Tom Cruise and Ken Watanabe)
- **BEIJING BICYCLE** (*Shiqi sui de dan che - Beijing bicycles*, 2001. Directed by Wang Xiaoshuai with L. Bin and C.Lin)
- **DOCTOR ZHIVAGO** (*Doctor Zhivago*, 1965. Directed by David Lean with Omar Sharif and Julie Christie)
- **SLUMDOG MILLIONAIRE** (*Slumdog Millionaire*, 2008. Directed by Danny Boyle with Freida Pinto and Dev Patel)
- **MAD MAX** (*Mad Max*, 1979. Directed by George Miller with Mel Gibson and Joanne Samuel)
- **AUSTRALIA** (*Australia*, 2008. Directed by Baz Luhrmann with Nicole Kidman and Hugh Jackman)
- **THE ADVENTURES OF PRISCILLA, QUEEN OF THE DESERT** (*The Adventures of Priscilla, Queen of the Desert*, 1994. Directed by Stephan Elliot with Terence Stamp and Hugo Weaving)

THE AMERICAS

- **NEW YORK, NEW YORK** (*New York, New York*, 1977. Directed by Martin Scorsese with Liza Minnelli and Robert De Niro)
- **ONCE UPON A TIME IN AMERICA** (*Once upon a time in America*, 1984. Directed by Sergio Leone with Robert De Niro and Elizabeth Mc Govern)
- **THE BIG LEBOWSKI** (*The Big Lebowski*, 1998. Directed by Joel Coen with Jeff Bridges and John Goodman)
- **BARNEY'S VERSION** (*Barney's Version*, 2010. Directed by Richard J. Lewis with Paul Giamatti and Dustin Hoffman)
- **EVITA** (*Evita*, 1996. Directed by Alan Parker with Madonna and Antonio Banderas)
- **CENTRAL STATION** (*Central do Brasil*, 1997. Directed by Walter Salles with F. Montenegro and V. De Oliveira)
- **THE STRATEGY OF THE SNAIL** (*La estrategia del caracol*, 1993. Directed by Sergio Cabrera with Frank Ramirez and Florina Lemaitre)
- **AMORES PERROS** (*Amores perros*, 2000. Directed by Alejandro González Iñárritu with Emilio Echevarria and Gael García Bernal)

AIMS:

Infiniti Design is a young, rapidly growing brand which holds values such as **DYNAMISM AND INTERNATIONALITY**, dear to its heart, along with creativity, innovation, technology and design culture. Infiniti produces furniture and furnishings such as chairs, tables and stools for working, sharing, relaxing and socialising: not only functional objects, but ergonomically-friendly concepts to catch the eye, guarantee recycling and offer smart solutions.

With its philosophy of open-mindedness, respect for and openness to otherness,, **CREATIVE EXCHANGE** and **RESPECT FOR DESIGN CULTURE** as a process of evolution which draws inspiration and ideas from all the different parts and arts of the world, Infiniti wants to once more give young designers the chance to make the most of their skills and creativity.

THE PURPOSE of the competition is to award **PROFESSIONAL CONTRACTS** to the designers whose work best embodies the theme of this second annual contest, which is to create

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a project dedicated to the designer's native continent, using how this continent is portrayed in a certain film as their inspiration.

ALL INFORMATION REGARDING THE INFINITI DESIGN DE-CONTEST CAN BE FOUND IN THE "INFINITI DESIGN DE-CONTEST" SECTION ON THE WWW.INFINITIDESIGN.IT WEBSITE.

ENTRY:

ENTRY TO THE COMPETITION IS FREE. THE COMPETITION IS OPEN TO ALL YOUNG DESIGNERS BORN AFTER 01/01/1972 OF ANY NATIONALITY. In entering the competition, participants agree to the rules in this call for proposals and waive rights to the reproduction and publication of projects submitted for competition purposes.

PRIZE:

AN EXPERT PANEL OF JUDGES WILL SELECT THE BEST PROJECTS SUBMITTED AND WILL DETERMINE A WINNING PROJECT IN EACH CATEGORY.

The contest, in accordance with Italian Presidential Decree no.430 of 26 October 2001, is solely a call for industrial proposals and thus should not be considered a prize competition. This means that all costs for the construction and industrial production of the winning projects will be the liability of the Omp Group company, in recognition of individual merit. The objects created by the winning designers will be included in the Infiniti Design catalogue and sales rights will be agreed between the company and the designer with a formal professional contract.

As in all contests, the jury's decision will be final.

SIZE AND FORMAT REQUIREMENTS:

FOR EACH PROJECT 3 (THREE) RENDERINGS MUST BE SUBMITTED in 3500x2500 pixel format, bearing the designer's name and the project title as they are written on the enrolment form. The project renderings must be uploaded to the dedicated section on the www.infinitidesign.it website by the closing date of the competition.

COPYRIGHT:

The intellectual property rights and copyright of projects submitted remain the property of individual designers. In participating in this call for proposals, designers agree that if their design wins they waive all rights to the publication of, and any other publicity regarding, their product and name for the purposes of the competition.

CLOSING DATE FOR SUBMISSION OF PROJECTS:

29 FEBRUARY 2012

PRESENTATION OF WINNING PRODUCTS:

Winning products will be presented during the Salone del Mobile di Milano (The Milan Furniture Fair) held from 17th to 22nd April 2012.

FOR INFORMATION AND THE CALL FOR PROPOSALS:

WWW.INFINITIDESIGN.IT - INFO@INFINITIDESIGN.IT