

SUBJECT: CALL FOR DESIGN COMPETITION (the "Call")

"A SEAT FOR MUSEUMS"

With regard to what specified in the subject, MUSEOCITY, non-profit organization with registered office in Milan, via Rugabella 1, is pleased to present the following:

GIVEN THAT

- MUSEOCITY within the project A SEAT FOR MUSEUMS was determined to set up and promote a competition procedure [the "Procedure"] for students in the final year of design high schools, recognized by ANVUR, selected within the Milan territory.
- The Procedure is aimed at encouraging and stimulating the transmission of ideas and design solutions, to be developed according to predetermined criteria, parameters and features, and to be illustrated through the creation and production of sketches, diagrams, drawings, images and models designed, as a whole, to give a clear graphic representation of the idea or solution presented [as a whole the "Projects"].

ALL THIS BEING SAID

Below are the conditions to which you must conform if you wish to adhere to the Procedure

1) Theme of the procedure

Theme of the Procedure is the study and design by candidates of products (the "Products") that stand out for their originality, novelty, uniqueness and exclusivity.

- Designing a seat for museums that can be placed in the visiting rooms and used also by people with slight motor impairment.
- Essential Features: ergonomic, light seat, placed in each room, easily movable inside each room, with hand grip, lumbar support, stable, possibly stackable, of any material as long as suitable for a very limited number (about 20/50 specimens) and easily maintainable.

- Complementary Features: productive and environmental sustainability; recyclability of the disassembled basic components, compliance with UNI regulations concerning safety, stability, resistance of the product.
- Attached are the main UNI standards for seating design for common spaces.

To this purpose, candidates (to their free choice and discretion) will have to interpret and design the following product: **Seat for museum visitors**

- i) During the ideation and design process, Candidates will be required to consider the ergonomic, production and environmental sustainability aspects, the recyclability of the disassembled basic components, and the compliance with UNI regulations concerning the safety, stability and resistance of the product.
- (ii) Participation is individual or in Project Team.
- iii) The Project Team must be composed exclusively by those entitled to participate in this call.
- (iv) The Project Team appoints a Team Leader who will act as coordinator, the only interlocutor of MUSEOCITY.

2) Participation in the Procedure

Any Candidate wishing to adhere to the Procedure, sent to them by the School to which they are enrolled, will be required to send to their school and to MUSEOCITY, for the attention of Silvia Adler, the notice of adherence to the Procedure [the "Membership Notice"] identifying their personal details if they are an individual participant, and the members of the Project Team and the Team Leader as well as providing the latter's contact details: telephone number and e-mail address. The Membership Notice, which should be sent by email to: eventi@museocity.it by 30th May 2020, should have the following attachments:

- i) Copy of this Call duly signed on each page by the Candidate as a sign of express and unconditional acceptance of all the conditions, without exception, that will regulate the Procedure;
- ii) Copy of the privacy policy form and consent to the processing of personal data provided in accordance with Legislative Decree no. 196 of 30th June 2003, and subsequent amendments and integrations [EACH member of the Project Team must sign their own consent form].

It should also be noted that:

- iii) Each Candidate may establish one and only one Project Team.
- iv) Each Project Team may develop one and only one Project.

3) Procedure Secretariat and Questions/Enquiries

In order to manage the Procedure in an appropriate manner, MuseoCity will set up a secretariat office, composed by Silvia Adler (eventi@museocity.it), that the Candidate or Team Leader may turn to for questions or requests for clarification.

4) Type, Features and Methods of Submission of the Projects

Each Candidate or Team leader is required to present the following

Works:

- 01 (one) UNI A3 format table containing sketches, preliminary studies and reference images;
- 01 (one) UNI A3 format table containing plan, side, back, section in 1:5 scale;
- 01 (one) UNI A3 format table containing 3D render view;
- 01 (one) UNI A3 format table containing abacus of materials and finishings;
- 01 (one) UNI A3 format table containing report explaining the design choices. Images, sketches, diagrams, etc. may accompany the report.

Candidates will not have any limitations regarding the techniques and expressive methods for the Projects and Products' realization. All the Projects must be submitted only on computer support and more precisely via WeTransfer to the address: eventi@museocity.it with the reproduction of the tables and report in JPEG (300 DPI) and PDF format (with resolution suitable for printing in A3 format). In addition, all Candidates are requested the 3D model in IGES format.

It should also be noted that:

- i) As regards the project presentation text, the projects must be sent to the address: 'eventi@museocity.it,' with subject "A seat for Museums" addressed to MuseoCity for the attention of Silvia Adler. The drawings and images must be sent via WeTransfer to the same address.
- ii) The Projects, under penalty of ineligibility, must be received by noon on 15th October 2020;
- iii) The Projects must be creative, architecturally and technologically innovative, sustainable, technically and economically feasible, consistent with MuseoCity's expectations, original and must not violate any regulations protecting copyright or other third party rights. In this regard, the Candidates must expressly declare for themselves and their possible successors in title to fully release MuseoCity from any claims by third parties.

5) Selection of the Winners

By 10th November 2020, a Judging Committee composed by experts of recognized reputation in the fields of Industrial Design and Museum Institutions, on an absolutely discretionary basis, at

their own and unquestionable judgment and without obligation to give reasons, will meet to evaluate the results of the Projects and select 5 finalists and among them one winner (the "Winner") of the Procedure. MUSEOCITY will communicate the Procedure and the date and place where the award ceremony will be held.

The Judging Committee will be formed by: Silvana Annicchiarico, Gianni Arduini, Michele De Lucchi, Peter Hefti, Fulvio Irace, Alessandra Quarto.

Participants will be invited to take part in an online briefing held by Fulvio Irace.

- ii) As a prize, the Winner will receive an amount of Euro 2,500.00 (two thousand five hundred) to be paid within 3 months of the awarding of the prize; plus the possibility to see the project realized and placed in the rooms of the museum "Gallerie di Italia - Piazza Scala" in Piazza Scala 6;
- iii) As a prize, the remaining 4 finalists will receive an amount of Euro 500.00 (five hundred) to be paid within 3 months of the awarding of the prize;
- iv) The prizes will be offered by a donor;
- v) The Judging Committee may assign any special mentions without recognition of prizes;
- vi) It is understood that MuseoCity may use the projects to promote them by printing a catalogue or on its website. The rights of the winning project will remain with the author of the project itself or the team, or the school where the students are enrolled, depending on the agreements already in place with each Institute. The samples of the winning project, in limited quantity (20/50 items) exclusively destined to the rooms of the Gallerie d'Italia Museum in Milan will not give access to royalties of any kind, as the production will be made by a company in the pro bono design sector. Should there be a new production phase in the future, the designer(s) and the school will make direct agreements with the manufacturer.

6) Prototype

It will be the responsibility and care of MuseoCity to identify a company in the Furniture sector willing to produce the Prototype pro bono on a 1:1 scale in accordance with the results of the Projects.

7) Evaluation Criteria

The Commission will select the project ideas based on the following criteria: creativity; functionality; aesthetics; quality; innovation; originality; use for people with reduced mobility; transportability; environmental sustainability; replicability; simplicity of production.

8) Language of the Procedure and Measuring System

The language of the Procedure is bilingual Italian or English. All written documentation and the Projects must be written in Italian or English. Only the decimal metric system is valid as unit of measurement (measurements must be expressed in millimeters).

9) Miscellaneous

- i) The Call does not constitute nor can it be considered an offer or an invitation to offer to the public under article 1336 of the Italian Civil Code, but only an invitation to participate in the Procedure.
- ii) The Call does not form or constitute the basis for any negotiations for signing a contract.
- iii) Regardless of the structure of the Procedure, MUSEOCITY, if it deems it appropriate, may ask the Candidate for clarifications, in-depth analysis and/or explanations of any kind and nature whatsoever.
- iv) The digital sending of the Application Form and the Projects by Mail and WeTransfer is at the Candidate's total risk and MuseoCity will not be held liable if, for any reason whatsoever, the materials are not received by the deadline set out in the Call.
- v) The Organization will send an email of receipt of what has been sent.
- vi) MUSEOCITY remains free to suspend or interrupt the Procedure, either with regard to one or more or all the Candidates, as well as to modify the terms and conditions of the Procedure itself.
- vii) The processing of the Candidate's data, acquired in relation to the Procedure, will be carried out in accordance with the provisions of Legislative Decree no. 196 of 30th June 2003 and will be based on lawfulness and correctness in the full protection of the Candidate's rights. The owner of the data processing is MUSEOCITY and each Candidate, within the limits of the collaboration to the carrying out of the initiative.

The processing of the data provided for taking part in the initiative is carried out using computerized and manual methods in full compliance with the confidentiality and safety requirements of the law. The above mentioned data may be processed by employees and external collaborators, specifically appointed by MUSEOCITY, who will use them mainly with computerized procedures and methods suitable to ensure the correct management of the activities referred to in the initiative and the related administrative, accounting and regulatory requirements.

The provision of data is mandatory to participate in this competition. Therefore, any refusal would automatically exclude the Candidate from this initiative. At any time, the Candidate has the right to obtain confirmation as to whether or not personal data concerning them exist, to rectify, integrate, update, delete them, and object to their processing for legitimate reasons.

To exercise such rights and to find out the list of data processors, please contact the Data Processor for feedback from the Data Controller MuseoCity - via Rugabella 1, Milan.

- viii) Each Candidate will have to bear on their own and independently the costs and expenses generated by their participation in the Procedure and therefore MUSEOCITY under no circumstances may be called to answer and/or reimburse the costs incurred by the Candidates.
- ix) The Projects will not be returned. At the end of the Procedure, MUSEOCITY reserves the right to publish the Projects received. In any case, Designers retain the copyright of their own Works, which they may publish without any limitation.
- x) The submission of illegible files will result in the exclusion from the competition.

MUSEOCITY assumes no responsibility for materials and/or documents and/or data-files sent and not received, nor for any problem or circumstance that may hinder the execution or participation in the competition, including any technical and/or technological problems.

xi) It is forbidden for all Candidates to disclose, publish or have the Projects published, even in part, before the outcome of the Procedure is announced.

xii) This Call and the Procedure are regulated by Italian law and the Court of Milan will have exclusive jurisdiction for any dispute.

Milan May 7th, 2020