



A letto con il
DESIGN

DESIGN HOSTEL

MDW2018 - 2nd edition

**CALL FOR PARTICIPATION
INTERNATIONAL CHALLENGE**

@ <http://www.designhostel.it/>

✉ info@designhostel.it

in collaboration with:



**POLITECNICO
MILANO 1863**

SCUOLA DI DESIGN



**POLITECNICO
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CONTEXT

17-22 April 2018: the Milan Design Week is preparing to welcome more than 300,000 people from all around the world. The Design Week hosts the Salone Internazionale del Mobile and the Fuorisalone. Now into its 57th edition, the Salone Internazionale del Mobile, hub of creativity and design of living systems, is gearing up yet again to be the focus of international attention. The event, recognized as an international reference point for the furnishing and design sector, is an initiative that has always combined business and culture, making the history of design and furnishing of yesterday, today and tomorrow.

The Exhibition shows to the world an offer of high quality products which combine tradition and technology, fruit of the best company creativity in the industry.

The Fuorisalone, this year into its 16th edition, is an international showcase of creativity and a forum for the experts.

A LETTO CON IL DESIGN

“A letto con il DESIGN - Design Hostel” (“Sleeping with DESIGN - Design Hostel”) is an original proposal in the panorama of events taking place in the city during the Milan Design Week 2018. The project seeks to approach design from “behind the scenes”, and literally enter into the life of the projects and the people thinking and making them.

It’s a space that resembles a hostel, a temporary home or a “liveable factory”, which hybridizes and reinvents all these typologies together. It’s a project that reflects on the theme of hospitality, hosted inside an early 20th century factory building, which will be open during the design week to people who “think and make” design. The protagonists of the project will be welcomed in a temporary hostel which will come to life among the analog and digital factory machinery; every designer guest of the structure will provide a design project to be displayed in a customized setting, designed as a sleeping area. These products will constitute an exhibition visitable throughout the Milan Design Week; an exhibition that will lead us, step by step, through the “design rooms”.

The aim of the call is to select 40 designers or groups of designers who propose a design for a small space (about 8sqm) within the factory. During the day this space will function as an exhibition area for their products and during the night the space will serve as a sleeping area.

OFFERED SERVICES



The participation in the event grants the access to all the following services:

- **two press offices** that accompany the project focusing on its communication and dissemination,
- all designs showcased within the space will be published in a **printed catalog with ISBN**,
- a professional **photographer**,
- an **exhibition** space,
- a night **accommodation**,
- a **welcome kit** with gadgets and small services.

AVAILABLE PLACES

40

ENTRY CONDITIONS

The participation is open. Designers of all ages and nationalities can apply.

Individual designers or **groups of designers**, **young design graduates**, and **Design Schools** are invited to participate.

LOCATION

Makers Hub

Via Enrico Cosenz, 44/4, 20158 Milano.

The location is well-connected to the Salone del Mobile's Fair: it takes only 20 minutes with public transport and 15 with a car to reach Milan Rho Fair.

KEY DATES

Call opens: November, 27th, 2017

Call closes: January, 31st, 2018 by 11:59pm (CET)

Selection: February, 5th, 2018

"A letto con il DESIGN – Design Hostel" event: 14-24 April 2017

Check-in: April, 14th in the morning

Check-out: April, 24th in the morning

Positioning of the objects in the room: by April 16th in the afternoon

Opening (evening inauguration with opening event): April, 16th

Dismantling: April, 23rd by 6:00pm

FEE

€850

The fee grants the space for both exhibition and sleeping for 10 days (14-24 April 2018).

Hostel rooms can accommodate 1 or 2 designers, so other people willing to stay in the same place must "book" a bed in the common area. 25 more beds are available. The cost is €50/person per night.

APPLICATION MATERIAL



You must submit 3 items of application material:

1. Application Form
2. Personal or group cv and portfolio
3. Project to be shown in the space

SPECIFICATIONS:

1. Application Form

you can find it in attachment. If you apply as a group, please, choose a referent. Photos of the designer or designers must be included in the application form.

2. (Personal or group) cv + portfolio

where you explain who you are and show your most interesting projects. English, .pdf format, must not exceed 10 MB.

3. Project to be shown in the space

a) .pdf presentation containing:

- images
- drawings
- views
- sizes
- written description (English) of the project/projects to be exhibited.

b) optional video of the project.

The .pdf presentation must be written in English and must not exceed 10 MB. Optional video size is free.

Please, name each item as follows:

1. your Application Form "Name_Surname_application"
2. your presentation "Name_Surname_cvportfolio"
3. your project "Name_Surname_project"
4. your optional video "Name_Surname_video"

All these materials should be sent in a single zip folder called "A letto con il DESIGN_Name_Surname".

Please, send your folder to info@designhostel.it.

You will have time to submit your candidature from February, 5th to March, 5th at 11:59pm (CET).

SELECTION

The selection done by the Scientific Committee will depend on your cv, portfolio and project.

SCIENTIFIC COMMITTEE

All the works meeting the call criteria will be reviewed by the Scientific Committee of the Initiative.

MORE INFO

E-mail: info@designhostel.it



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APPLICATION FORM

for individual designers or groups of designers, young design graduates

NAME AND SURNAME OF THE DESIGNER
OR REFERENT OF THE DESIGN GROUP

LIST OF NAME AND SURNAME OF
DESIGNERS (IF A GROUP)

SHORT BIO OF THE DESIGNER / DESIGNER
GROUP (MAX 500 CHARACTERS)

WEBSITE

ADDRESS

POSTAL CODE

CITY/TOWN

COUNTRY

TELEPHONE NUMBER (+XX)

E-MAIL

SCHOOL/UNIVERSITY (IF STUDENTS)

COMPANY



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APPLICATION FORM

for individual designers or groups of
designers, young design graduates

PROJECT NAME

PROJECT DESCRIPTION
(MAX 500 CHARACTER)

DESIGNERS PHOTO
(.jpg, 2000x2000 pixel, 240dpi)



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APPLICATION FORM

for Design Schools

NAME OF THE SCHOOL _____

SHORT DESCRIPTION OF THE SCHOOL
(MAX 500 CHARACTERS)

WEBSITE _____

ADDRESS _____

POSTAL CODE _____

CITY/TOWN _____

COUNTRY _____

TELEPHONE NUMBER (+XX) OF THE REFERENT _____

E-MAIL OF THE REFERENT _____

- Which service would you use?
- exhibition space
 - hostel service
 - both



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APPLICATION FORM

for Design Schools

PROJECT NAME _____

PROJECT DESCRIPTION
(MAX 500 CHARACTER) _____

COMING PEOPLE PHOTO + SCHOOL LOGO
(.jpg, 2000x2000 pixel, 240dpi)