



# RESHAPE<sup>18</sup>

SENSING MATERIALITIES

PRESS RELEASE

## RESHAPE18| SENSING MATERIALITIES - IV EDITION

### TWO RESHAPE CATEGORIES COMPETITION, WEARABLE AND CONSUMER GOODS ARE OPEN AT ALL DESIGNS AND MAKERS.

Application must be submitted exclusively only on [youreshape.io](http://youreshape.io)

**The application closing date is set on the 31th of August 2018**

#### **MISSION**

Reshape is an online platform organized by [Noumena](#), [IN\(3D\)USTRY From Needs to Solutions](#) and [Fira de Barcelona](#). Reshape promote research, design and production of digital ideas, exploring implications and applications of technology and innovation in our society.

By representing an international community of designers, makers and customers inspired by innovation, Reshape intends to establish a new worldwide network of ideas and creativity able to shift the production paradigm of our society.

#### **BRIEF**

[Noumena](#) and [In\(3D\)ustry From Needs to Solutions](#) present the IV edition of RESHAPE competition, targeted at emerging designers from all over the world.

This edition is split into two categories: **Wearable technology and Product design.**

**The wearable technology category** challenges designers to propose a new garment solution, relevant to the environment and human health.

We seek for a wide variety of solutions, spanning from innovative materials and wearable electronics application to prosthetics solutions, negotiating with our own body's needs.

This call targets wearable products that tackle daily problematics, such as respiration, contamination, harmful body postures, disabilities, and stress with the intention to bring benefit at the user.

The submitted project needs to present a clear prototyping methodology involving digital manufacturing technologies.



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The **Product design category** is addressed for all designers interested in product solution, promoting human care on an everyday basis, In the wide range of applications, from sports goods to medical devices.

Reshape challenges makers and designers to present a product able to negotiate among the forces shaping our environments, monitoring, sensing, and interacting with our physical and digital world.

Additionally, the products proposed have to take into consideration the social impact of their production and consumption cycle.

Interdisciplinary processes, experimental approaches, innovative design production strategies are required to become the new pioneers of this digital era.

## **JURY MEMBERS**

The panel of international experts from the fashion industry and production industry will evaluate the submitted projects from the Reshape competition.

**RESHAPE18| Sensing materialities will awards thee winners and seven honorable mentions for each category.**

Wearable and technology category:

### **Bradly Dunn Klerks**

Sr Innovation expert for the arts and technology.

### **Anastasia Pistofidou**

Director of the FabTextile and founder of Fabricademy.

### **Laia Mogas-Soldevila**

Licensed Architect & Designer, Interdisciplinary Researcher in Living and Future Materials.

### **Augusto Guardiola**

Marcelo Vilá Strategy Committee member

For the Consumer Goods category:

### **Claudia Pasquero**

Director of ecoLogicStudio.

### **Alessandro Manetti**

Director del IED Barcelona.

### **Valerie Bergeron**

Director of Materfad- material center of Barcelona.

### **Gaia Danese**

The consul of Italy in Barcelona and ITmakES Project manager

( The complete jury members panel will be announce on our website in the following weeks)



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## **RESHAPE PRIZE**

The winner designers from Reshape competition will receive a **financial award** up to 2.000 Euro, the invitation at the **Reshape Forum**, project showcase at the **Reshape exhibition** and a **exclusive meeting** to pitch their ideas with Reshape partners.

## **TIMELINE**

20th of April 2018 - 31st of August 2018

### **ONLINE REGISTRATION**

20th of April - 30th of June 2018

**QUESTIONS AND ANSWERS AVAILABLE ONLINE AT [info@youreshape.io](mailto:info@youreshape.io)**

31st of August 2017

**SUBMISSIONS DEADLINE 23:59 (UTC/GMT +1 hour)**

2nd of September - 10th of September 2018

### **EVALUATION OF PROJECTS**

20st of September 2018

### **ANNOUNCEMENT OF SELECTED PROJECT**

16th of October - 18th of October 2018

**.AWARDS CEREMONY at Reshape Forum**



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## **RESHAPE FORUM**

**In(3D)ustry** and **Reshape** present the Reshape Forum, an event to promote an exchange ideas around topics based on the innovation field. A panel of experts with specialized background in areas such as fashion design, product innovation and wearable technology will examine and discuss about opportunities for further business development and future applications of the submitted design proposals.

The Reshape Forum will host a series of appointment as:

### **RESHAPE SYMPOSIUM**

A panel of experts with specialized background, will present several topics on innovation and technology in the design field. The symposium will offer a stage for Experts, Institutions and Companies during the IN(3D)USTRY From Needs to Solutions event.

### **RESHAPE 1:1 CORNER**

Reshape aims to provide various Networking Opportunities. During the Award Ceremony the winners will be in contact with prominent industry members, entrepreneurs, magazine editors, public figures and the jury members, having the opportunity to connect and make new valuable relations.

### **RESHAPE PRESENTATION**

Selected designers from Reshape competition will go on stage to present their projects. During the Reshape Forum at the IN(3D)USTRY From Needs to Solutions event, designers will pitch their research in front of a large audience of experts and companies of the sector.

### **RESHAPE EXHIBITION**

For the first years Reshape will exhibit the winning projects in the IN(3D)USTRY From Needs to Solutions retail event. The winners will receive an experts and media recognition for particularly well-executed design work, considering this event as a well exposed communicator of their work.

### **RESHAPE AWARDS**

The awards ceremony is a special event, hosting by IN(3D)USTRY From Needs to Solutions, where the winners of the competition come together to celebrate the results of the competition. An international jury comprising design professors and specialist, will award and discusses of each product in site.



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## **RULES**

To participate in the Reshape18, you must register online and submit all mandatory information online. An entry confirmation will be sent out via e-mail as soon as all required documentation has been received.

## REGISTRATION REQUIREMENTS

1. The official language of the competition is English. Any other language will not be accepted.
2. Participants could be groups or individuals.
3. The competitions is open to architects, designers, biologist engineers or students or professionals from any field.
4. The registration fee for each submissions is 30,00 € and is necessary for receiving the entry identification code.
5. [Registration link](#)
6. Reshape is a digital competition. Hard copies of proposal will not be accepted.

## SUBMISSION MATERIALS

1. Each team has to create maximum 3 boards of A3 size landscape format. Each board should be a vectorial (not raster) pdf file and RGB color mode. The content of the boards should show the design and fabrication process of each design solution. Short text, diagrams, picture of the physical prototype and images/renders of the final design should be included.
2. A text of approximately 600 words has to be delivered separately in a word document. The text should include the description of the proposal as well as an approximate economical estimation.
3. A video of maximum duration of one minute has to be included. The video should be one mp4 file, maximum 25 MB.

## SUBMISSION RULES

1. Entry identification code ( which is generated during the registration) must be placed in the upper right corner of each A3 board, with required dimensions of 40 x 10 mm. No other form of identification is allowed.
2. All the A3 boards should be combined into one single pdf file (maximum 25 MB) named own identification code (which is generated during the registration) and title of its project.
3. Each entry (pdf, word document, video) should be submitted online [info@youreshape.io](mailto:info@youreshape.io) in a .zip or .rar format named as " Reshape18\_Identificationcode\_title of the project"
4. All entries must be submitted via mail ([info@youreshape.io](mailto:info@youreshape.io)) on/or before midnight (23.59) 31st of August 2018, Barcelona Time (UTC/GMT) +1 hour).
5. Disqualification of entries may occur if the guidelines are not met.



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## EVALUATION CRITERIA

### CONCEPT IDEA

Significant attention will be given to those projects that reconsider the idea of design in an inventive and experimental way, establishing interconnections between users, environment and data.

### PROTOTYPE FABRICABILITY

Reshape aims to merge both design and making in a complete creative process. Therefore, each design approach must present a clear fabrication strategy, materializing design solutions with tools that are available in a Fab Lab or Maker Space.

### DISSEMINATION STRATEGY

A dissemination plan needs to be elaborated. In order to visualize your idea in a potential market, it is crucial to set a dissemination strategy, proposing convincing scenarios of implementation for each proposal.

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Find more about **Reshape** at: [youreshape.io](https://youreshape.io)

For submission requirements of **Reshape18** find more at: [youreshape.io](https://youreshape.io)

Registration and information at: [info@youreshape.io](mailto:info@youreshape.io)