

RESHAPE

PRESS RELEASE
RESHAPE COMPETITION 2019

RESHAPE19| COGNIFIED MATTER V EDITION

RESHAPE PLATFORM

Reshape operates at the meeting point between technology and social change, driven by innovation and sustainability. We aim to connect emerging talents in design, industry leaders, cutting-edge experts in tech, and research centres, to refocus the challenges of our time and rethink digital disruption in the fields of wearables and product design

RESHAPE COMPETITION

Launched on a yearly basis, the [Reshape Competition](#) focuses on tech in fashion and smart products. The contest, organized by [Noumena](#) in collaboration with [INDUSTRY-From Needs to Solutions](#), [Fira Barcelona](#) and [IED Barcelona](#), attracts designers worldwide willing to explore the impact of tech in design solutions on our daily life, habitats, and social behaviours.

We are moving towards an era of augmentation. Wearables, smart devices, and e-textiles are new solutions for future hybrid generations of interconnected humans and devices.

The higher level of interaction is producing new paradigms, raising novel questions, imposing different habits, shifting economies and politics. Through technology, we are on the verge of a change in the perception of our habitats, ecosystems, bodies, social behaviours and interactions.

The Challenge of RESHAPE V focuses on **future applications of Wearable Tech and Smart Products**, inviting creative minds to **predict new trends**, elaborate novel solutions, and recalibrate existing markets in the direction of **more sustainable models**. Our goal is to redefine contemporary devices towards a new generation of **cognitive nodes**, connecting us to our **habitats** and **ecosystems**.

TWO CATEGORIES

Wearable technology category

For the Wearable technology track, we challenge designers to come up with clothing solutions that establish a connection with the environment. We seek a wide variety of proposals, from innovative materials and wearable electronics to prosthetic applications, with a mediating function between our body and its needs.

We are looking for wearable products, programmable materials or biotechnology applications that intervene on common health issues, such as respiratory problems, harmful body postures, disabilities, and stress, or tackle the pollution of natural elements - air, water.

The submitted project needs to present a clear prototyping design methodology, to involve digital manufacturing technologies, and to highlight qualities of safety and recyclability, suggesting the potential of being reused or composted. Interdisciplinary processes, experimental approaches, and innovative design strategies become necessary for those striving to be the pioneers of this digital age.

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Smart Product category

Smart Product design is the category directed to all creatives and designers interested in product solutions promoting well-being and health care and in a wide range of applications – from sports to automotive and medical devices.

Reshape challenges makers and designers to present a product able to function as the mediating factor between the forces shaping our environments, and monitoring, sensing, and interacting with the physical and digital world. Proposals must take into consideration the social impact of their production and consumption cycle. Interdisciplinary processes, experimental approaches, and innovative design production are required to become the pioneers of the digital age.

SCIENTIFIC COMMITTEE

Our Scientific Committee is composed by a team of top international experts in the fields of Wearable, Fashion and Manufacturing with diverse backgrounds from the professional world to academia.

Bradly Klerk Dunn

Formerly positioned as CEO of Iris van Herpen, Couture Fashion label well known for her innovative experiments with materials, techniques and technologies. He is responsible for all the IvH Couture shows, exhibitions and international media.

Anastasia Pistofidou

Director of the FabTextile research lab and the Fabricademy, a new textile and technology academy. Anastasia combines the analogue and the digital towards applied research focused on new materials, art and textiles.

Valerie Bergeron

Director of Materfad-materials centre of Barcelona, at the FAD- Fostering Arts and -Design. Valérie also coordinates, for FAD, permanent and temporary exhibitions related to Materfad activities and lectures on architecture, museography and innovative materials for different professional and educational programs.

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 FABRICATION

Reshape aims to merge both design and production, in the making of a complete creative process. Each design approach must encompass a clear fabrication strategy, materializing design solutions with tools that are available in a Fab Lab or Makerspace

DISSEMINATION STRATEGY

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

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PRIZE

Reshape competition aims to connect valuable designers with the industry players, giving support and valuable feedbacks to scale up their ideas.

Therefore, Reshape 19| Cognified matter will shortlist three winners, respectively from the two main categories, Wearable technology and Smart product. Additionally, two honorable mentions will be nominated for each category. The winning designers will be awarded two **scholarships*** (value: 6.000 Euro) for the Design for Wearables postgraduate at IED Barcelona a **financial prize** up to 1.000 Euro and an Invitation at the **Reshape Forum** to meet the relevant industry leaders, presenting their proposals to the INDUSTRY and Reshape audience. Additionally, shortlisted projects will be showcased at **Reshape Exhibition** and invited to the Reshape **Networking night**.

*100% Scholarship program for the Wearable technology category winner, 50% Scholarship program for the Product design category winner. The inscription fee is not included on the Scholarship prize.

TIMELINE

Launch competition(April 11, 2019)

Close Registration (July 12, 2019)

Close Participation (August 26 , 2019)

Announcement Notification Winners and Honorable mention (September 18,2019)

Reshape Forum (October 29-31, 2019)

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