

RESHAPE

PRESS RELEASE
RESHAPE COMPETITION 2019
05th September 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.

RESHAPE

RESHAPE SCIENTIFIC COMMITTEE

Our Scientific Committee is composed by a team of top international experts representatives from Industry, Academic and Institution fields.

Bradly Dunn Klerk 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.

Aldo Sollazzo Aldo is a technologist, with expertise in robotics, manufacturing, and computational design. Since 2011, he is the director of Noumena. He is also the Director of Reshape. At IaaC, Institute for Advanced Architecture of Catalonia, he is directing the Master in Robotics and Advanced Construction, In the same institution, Aldo is also directing the Global Summer School, since 2015. In 2018 Aldo has received, from the Italian President of the Republic, the title of Knight of the Order of the Star of Italy for the promotion of national prestige abroad as a recognition of his scientific and technological activities. He is also coordinator of Design for Wearables Postgraduate program at IED Barcelona.

RESHAPE JURY MEMBERS

The Reshape jury panel is composed of an international experts representatives from fashion industry, Product industry and Education fields. The Jury panel will evaluate the submitted projects from RESHAPE19| cognified matter competition, selecting three winners and two honorable mentions for each category.

[Behnaz Farahi](#)

Architecture, Fashion and Interaction Designer.

Behnaz Farahi is interested in exploring the potential of interactive environments and their relationship to the human body through the implementation of emerging technologies in contemporary art/architecture practice.

Her work is in the permanent collection of one of the most important science museums in the US, [the Museum of Science and Industry in Chicago](#). Her work has been exhibited internationally at Ars Electronica, Linz and Context Art Miami, and has been featured in several magazines and online websites including [WIRED](#), [BBC](#), [CNN](#), [The Guardian](#), [Frame Magazine](#), and [many more](#). Farahi has won

RESHAPE

several awards including [Innovation By Design Linda Tischler Award](#), [World Technology Award](#) (WTN) and is the recipient of the BASA and Mad Workshop Grants and the Rock Hudson Fellowship. Farahi has worked with leading firms such as Adidas, Autodesk, Fuksas Studio, and 3D Systems / will-i-am. Currently she is an Annenberg Fellow and PhD candidate in Interdisciplinary Media Arts and Practice at the USC School of Cinematic Arts. She has a Bachelor's and two Masters degrees in Architecture

[Julia Weems](#)

Fashion School Director at IED Barcelona

Julia Weems began her career studying such disciplines as Art History, Costume, Fashion and Textile Design between New York and Barcelona. Soon afterwards, she started to work as a freelance stylist in New York, collaborating with such magazines as Glamour, Elemental, FHM, Paper Magazine, Podivm and Style.com as well as major international celebrities and numerous video-publicity productions. Julia has additionally worked as costume designer for experimental arts events, namely for the J Mandle Performance Company as well as in the production of fashion shows, events and parties. Upon moving to Barcelona, she has continued her career in such fields as theater costume design (for Teatre Lliure and Teatre Tantarantana), fashion show production (Jose Castro's shows in Paris and Barcelona), fashion designer – as such, she has collaborated with Debora Francis for her capsule line of high-end jackets for celebrities, Jose Castro's creative team and her own labels. Currently she is the Fashion School Director at IED Barcelona Escola Superior de Disseny.

[Raquel Buj](#)

ZAP & BUJ Co Founder

Raquel Buj is an architect from ETSAM, she has co-founded her own architecture and design studio with Pedro Colón de Carvajal, Buj + Colón Arquitectos, where she has developed award-winning projects such as the Museum of Romanization of Galicia, 110 homes for young people in the old Garage of Bravo Murillo or the Monument to the victims of the 11M of Atocha, awarded with the Detail Preis 2009. In 2014, he finished his postgraduate studies at the ETSAM MPAA with a Master's Thesis on the relationship between Architecture and Fashion . In 2015 he completed a Master's Degree in Architecture, Fashion and Design at ETSAM where he met Elena Zapico and began to unite their interests. She is selected to exhibit her designs at the Costume Museum in July 2015, within the "Months of emerging design" by AMD and WEF. In 2016, he took courses in the "Continuing Education" program at the Fashion Institute of Technology in New York (FIT). In 2017 he founded ZAP & BUJ.

[Alberto Lovisetto](#)

3D project coordinator Moncler.

Alberto worked for Dainese since 2008 and created the last technical motorbike and ski wear collections. Always been technology enthusiastic immediately tried to utilize innovative instruments in order to speed up his work results. Currently he is working for Moncler as 3D Project coordinator.

[Simone Cesano](#)

Senior Director Design Operations

Simone Cesano manage processes, systems and projects for the 500+ designers creative community at adidas, including the project driving the digitalization of design processes, using 3D across new product development in apparel and footwear. He is constantly fascinated by all things at the intersection of numbers, technology, chaos and creativity.

RESHAPE

[Aldo Sollazzo](#)

Director of Noumena and Reshape

Aldo is a technologist, with expertise in robotics, manufacturing, and computational design. Since 2011, he is the director of Noumena. He is also the Director of Reshape. At IaaC, Institute for Advanced Architecture of Catalonia, he is directing the Master in Robotics and Advanced Construction, In the same institution, Aldo is also directing the Global Summer School, since 2015. In 2018 Aldo has received, from the Italian President of the Republic, the title of Knight of the Order of the Star of Italy for the promotion of national prestige abroad as a recognition of his scientific and technological activities. He is also coordinator of Design for Wearables Postgraduate program at IED Barcelona.

COMPETITION 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.

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.

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

RESHAPE

- **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

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: 6.200 Euro and 3.100 Euro) for the [Design for Wearables Postgraduate](#) program at [IED Barcelona](#)
- **Financial prize** up to 1.000 Euro
- Invitation at the **Reshape Forum** to meet the relevant industry leaders, presenting their proposals to the Industries at the **Reshape 1:1 Corner** and **Reshape Presentation**.
- 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)
Submission Registration (August 27, 2019)
Submission Deadline (September 9, 2019)
Announcement Finalist (September 18, 2019)
Reshape Forum (October 29-31, 2019)
Design for Wearables Postgraduate program (January 2020)