

## 1. DESCRIPTION

WT Award 2014 is a prize for technological innovation now in its 14th edition.

For the event, WT Studio select the international products/projects most relevant for technological innovation, sustainable values, accessibility and contribution to a better quality of life.

For the fourteenth consecutive year, WT Studio will select 60 technologies / products /projects for their technological innovation and sustainable value as well as their accessibility and contribution to the improvement of the quality of life. The categories range from vehicles to home appliances from wearable to toys, from eco-friendly materials, to new forms of renewable energy.

WT Award Event is held every year in Milan during Design Week, 8 - 13 April, in collaboration with Province of Milan and Expo2015 sector. One of the most valued and visited events dedicated to international innovation, architecture and design, with six days exhibition at Isimbardi Palace, the prestigious seventeenth century headquarters of the Province of Milan. The location is in the historical city center, near San Babila, heart of main events of Milan Design Week.

WT Event is included in the calendar of Fuori Salone events. WT Award involves every year the most important business groups and includes television and radio; is scheduled a wide communication program with broad media, institutional coverage and significant visibility for the companies involved.

The opening ceremony is chaired by President of the Province of Milan, with the participation of prominent institutional personalities, renowned designers and top managers of relevant companies.

## 2. COMPETITION TYPE

International design competition for conceptual and technological innovation, open to submissions from entries in **3** categories:

1. **Accessibility**
2. **Sustainability**
3. **Quality of Life**

## 3. DEADLINE

- Competition announcement date: **26 February 2014**
- Deadline registration: **10 March 2014**
- Submission final project and materials: **20 March 2014**
- Announcement of competition result and awarding ceremony: **9 April 2014**
- WT Smart City 2014 event: **8 - 13 April 2014**

## 4. PRIZE / AWARD

Awards/Prize will be assigned as follows:

- **3 First Prizes** (1 for each category: Accessibility - Sustainability – Quality of Life)
- **3 Honorable mention**

During the manifestation in April, medals will be awarded to the winners during a press conference with the active participation of political, cultural, and industrial personalities.

- 10 Special Recognition : additional 10 products/projects will be awarded and exposed during WT Award Event.

## 5. WINNERS' KIT

- |                                |                                |
|--------------------------------|--------------------------------|
| - Exhibition Certificate       | - WT Award website             |
| - Press Release Preparation    | - Competition Logo             |
| - Press Release Distribution   | - Extensive PR Campaign        |
| - Award Ceremony and Trophy    | - Communicated to Magazines    |
| - Physical Exhibition          | - Communicated to Blogs        |
| - Gala-Night Invitations       | - Prestige, Honor, Recognition |
| - Competition Statistics       | - Newsletter Announcement      |
| - Mailing list and invitations | - Web Visibility               |

## 6. VISIBILITY

For WT Awards Event, one of the most visited and appreciated by journalists and professionals, is scheduled a communication program which guarantees wide media and institutional visibility.

The exhibition provides a prestigious awards ceremony presided by President of the Province of Milan with the participation of prominent personalities of the institutional and business sphere and journalists for television and radio broadcast and numerous publications.

### 6.1 Exhibition

The exhibition is held at the Isimbardi Palace, the prestigious headquarter of the Province of Milan.

The winning projects will be exhibited at Palazzo Isimbardi with a prestigious event during Milan Design Week 8 – 13 April.

### 6.2 Press Conference and Awards Ceremony

Opening event and press conference will introduce WT Award ceremony chaired by the President of the Province of Milan, with an honorary committee composed of institutional personalities, prominent businessmen, famous designers and prominent figures from the world of culture.

### 6.3 Opening cocktail

A rich cocktail will be held in the gorgeous park of Palazzo Isimbardi after WT Awards Ceremony. The designers who concur to WT Awards will have the unique opportunity to invite their guests in a setting of great prestige and meet institutions, journalists and high-level operators in the sphere of design and architecture.

### 6.4 Mailing list and invitations

180.000 invitations sent before and during the event, to invite to attend, bear information about WT Awards with images and communicates of the projects for divulgation and promote publications.

60.000 Contacts of WT database for communication activities, including: institutions, press, TV, journalists, companies, rectors and university professors, heads of foundations, associations and museums, advertising agencies.

### 6.5 WT Award website

The selected sixty products will be included in the Product Revue of WT Award website.

Each project has a dedicated page with images and description, direct link to the website of the product designer / company and a download area for high-definition images and products details.

### 6.6 Media and publications

Encourage media interest and increase the number of journalists who will intervene at the event, through a strong and focused communication campaign targeted to the most relevant magazines and website

### 6.7 Web Visibility

Web communication campaign through 20.000 contacts WT blogs and sites of major architectural and design.

## 7. SUBMISSION MATERIAL

To present the project / product the candidate must fill in English the FORM\_WT2014 and send to

[wtaward@well-tech.it](mailto:wtaward@well-tech.it)

### 7.1 Format

In the attachment Form to candidate the product. Please fill all fields and send it by e-mail you can also download the

[Description Form](#)

### 7.2 Images

Send by e-mail 3 - 5 hi res images (300 dpi for PC not MAC), one image without background (max. 30 MB) at :

[wtaward@well-tech.it](mailto:wtaward@well-tech.it)

## 8. ELIGIBILITY AND INELIGIBILITY

**The Entrants may submit more than one project. Each project must be accompanied by the required documentation and the receipt of payment of the required fee.**

**There are no restrictions for this international Design competition, open to student, professionals and companies.**

## 9. JURY

**Federico Denti:** Responsible of the Laboratory of Applied Sociology in the Department of Sociology and Social Research, Milano - Bicocca

**Pasquale Maria Cioffi:** Director of the Fashion, Events and excellence, Expo Milan Province, President of Ferpi, Italian Federation of Public Relations

**Viviana Beccalossi:** Councillor for the Territory, Urban and Soil Protection; Assistant **Patrizia Feula**

**Aldo Colonetti:** Scientific Director IED Italy, director of Octagon. Consultant, with regard to the design and architecture of the Cultural Directorate of the Ministry of Foreign Affairs

**Cesare Maria Casati:** Professor at the University of Rome La Sapienza in Valle Giulia in the Bachelor of Interior Architecture, member of the Italian Association for Industrial Design ADI , he was editor and editor in chief of the magazine " Domus" , Managing Director I'ARCA

**Anty Pansera:** Historical and design critic , President - ISIA in Faenza Faculty of Design

**Dalia Gallico:** President of the Bachelor of Fashion and Design San Raffaele Rome , President of the design SIGNUM LAB

**Ambrogio Rossari:** President ADI Lombardia, company founder Rossari & Associates. He works as a designer for companies in Italy and abroad in various fields.

**Luigi Bandini Buti:** Professor at the Polytechnic of Milan , Architect and European Ergonomist , President of the Society of Applied Ergonomics SEA , Vice President of the Commission Ergonomics UNI ( Italian Unification ) , Member of the Executive Committee of the Institute for Design All Italian

## 10. EVALUATION CRITERIA

Main categories: Accessibility, Sustainability, Quality of Life. The competition entries shall be selected and awarded according to the following criteria, which are not listed in any order of priority:

### 10.1 Sustainability

- reducing consumption of materials and energy
- reduce waste throughout the life cycle of the product
- application of renewable energies and materials
- transformation of the mode of consumption for a reduction of materials and energy
- Continued investment and not just episodic of the company on the sustainable aspects of development
- qualitative, functional and communicative values of the product

### 10.2 Quality of Life

- formal and functional values able to meet the psychophysical needs of all persons
- application of ergonomic parameters
- applications of materials and technologies that reduce the environmental impact
- applications of materials and technologies to optimize user comfort
- communicative values of the product able to establish a relationship of empathy with the user
- appropriate use of materials, technology and production system

### 10.3 Accessibility

- ease of use by vulnerable groups, elderly and disabled
- security, visibility and easy understanding of the components
- research and application of new ways to use the products and services
- qualitative, functional and communicative values of the product

## 11. LANGUAGE

For competition and presentation: English

## 12. FEE

Each entrant must submit an entry fee.

**Registration, within March 10 : 20 euro \***

The copy of the bank transfer will be sent together with the registration format, to validate your entry to the prize

The registration fee are for teams and not for each Entrants. The submission of more than one project proposal may be made only after the payment of an additional fees for each project.

The fee will no longer be refundable under any circumstances.

Entrants may pay the specified fee detailed above by bank transfer

BANK ACCOUNT DETAIL : Banca San Paolo Intesa

Account name : Well-Tech Arch. Chiara Cantono

Account nr : 100000000224

IBAN: IT1110306909451100000000224

BIC: BCITITMM

\* Any fees or commissions charged for the bank service must be assumed by the participant, not by WT (transfer amount = Inscription fee + bank fee)

## 13. REGISTRATION

Entrants must fill out in English the FORM at this link [Registration Form](#) and submit together with the copy of the bank transfer After receipt of the format correctly filled and the amount by bank transfer, you will receive a confirmation e-mail.

## 15. RULES

1. Entrants must respect calendar dates, procedures and fees;
  2. Entrants must respect all the instructions regarding required material;
  3. Entrants can be students, graduated, freelance architects, designers or artists: it is not mandatory to be involved in architectural disciplines or enrolled in architectural associations;
  4. Entrants can join the competition both individually and in team;
  5. All Entrants members must be 18 years old;
  6. Entrants can be composed by any number of team members;
  7. Entrants can be composed by any competitors belonging to different countries and universities;
  8. Paying a single entry fee allows to join the competition with a single project;
  9. Paying further entry fees allows to join the competition with further projects; fees to be determined by following competition's calendar;
  10. Committee's verdict is incontestable.
  11. It is forbidden to competitors to ask a juror about the competition;
  12. Competition Organizer reserves the right to change dates, deadlines, requirements, regulations and contents of the competition taking place. The changes will be effective from the date of their publication on the Site. Entrants will be informed via email. Competition Organizer assumes no liability for correct receipt of emails from the Entrants;
- By violating the rules, Entrants and their teams will be disqualified from the competition without any chance of getting a refund. Joining the competition implies accepting rules and service terms.
- The authorship of each project is equally attributed to Entrants.

## 16. DECLARATION

Through the act of registration, all Entrants declare the following:

- a. I/we accept all Competition conditions without reservations, qualifications or exclusions.
- b. I/we waive any and all claims against the Competition Organizer and its Partners which may result from participation in the WT Award 2014.
- c. I/we agree that the Competition Organizer shall have the unlimited right to publish and exhibit and otherwise use all submissions and materials tendered through any means of communication, including, but not limited to publication, presentation, display, and electronic posting for an indefinite period of time.
- d. I have sought Owner/Developer written consent prior to making the submission.
- e. I have sought copyright licensing to cover all submission materials.

At the point of registration, all Entrants acknowledge the following:

- a. All submissions received will be considered public information. The Competition Organizer is not responsible for protection of intellectual property rights.
- b. It is the responsibility of the Entrant to ensure that the use of images and other materials submitted for competition have been cleared for subsequent publication and display with their respective copyright holders.
- c. By submitting a proposal you are giving to Competition Organizer the right to use the received material in both printed and on-line publications. Competition Organizer will also have the right to modify any of the mentioned material at its will in order to better adapt it to the different formats and layouts that different publications might have.
- d. The selected projects will be published on the website of the organizer with the possibility of downloading. Competition Organizer is not responsible for the use by third parties
- e. No Entrants or participants shall receive or be entitled to receive any payment in any form for submissions or for granting Competition Organizer any right herein, other than for being selected as one of the winning competition entries.
- f. All submitted digital materials will become the property of the Competition Organizer. The use of all submitted materials is at the Competition Organizer's discretion and without compensation to the Entrant.
- g. The Competition Organizer reserves the right to refuse any entry into the Competition and to disqualify a submission on grounds of non-compliance.
- h. The Competition Organizer is not liable for lost, misdirected, late or substantially incomplete entries.

## 15. SPONSOR

**Collaboration with:** Provincia di Milano

**Patronage/Sponsorship:** Provincia di Milano, Politecnico di Milano

**Media Partner:** Ottagono, L'Arca

## 16. CONTACTS

**WT Award**

Via Malpighi, 3

20129 Milan, Italy

[wtaward@well-tech.it](mailto:wtaward@well-tech.it)