

DESIGNING IMAGINATION

INTERNATIONAL SCHOLARSHIP CONTEST
IEDx IDD 2020 TURKEY

Deadline:
DECEMBER 15TH 2020

REGULATIONS

In the framework of the Italian Design Day 2020, **IED - Istituto Europeo di Design** in collaboration with the **Italian Embassy in Turkey**, the **Consulate General of Italy in Istanbul**, the **Italian Cultural Institute in Istanbul**, **Yildiz Technical University**, and the **Istanbul Design Biennial** will award:

1 special merit-based scholarship to attend 1 Semester Course (IED Milano/ IED Firenze) in 2021/22 to the winner of **IEDXIDD 2020 INTERNATIONAL SCHOLARSHIP: DESIGNING IMAGINATION** contest.

WHO CAN APPLY

The contest is open to all the students and designers (aged 18+) legally resident in Turkey who will register online at: **ied.edu/idd** by **December 15th 2020**.

HOW TO APPLY

Register through the form on the website **ied.edu/idd** and follow the instructions.

AWARDS

1 scholarship covering 100% of the enrolment + tuition fee of a Semester course – Fall/Spring Intake to be chosen between:

IED Firenze: Interior Design – Focus on Retail and Commercial Spaces – Fall Semester

19 weeks / Intermediate / October 2021

or:

IED Milano: Italian contemporary Design and Trends - Spring Semester

15 weeks / Intermediate / February 2022

The value of the scholarship is **8.100 euros**.

CONTEST BRIEF

Designing Imagination

Design is a tool to understand the present and imagine the future, proposing visions before solutions.

IED as a school, in its methodology and all its courses is going beyond the traditional “human centered” approach and is embracing the “design for communities” one.

We consider communities citizens of the same geographical areas, people working in specific industries and supply chains or temporary communities such as the students, sharing spaces and goals for a limited timeframe.

Participants of the contest are called to present the concept of: a product OR a space OR a service or a combination of them being inspired by the theme of the Italian Design Day 2020 : Drawing the future. Development, Innovation, Sustainability, Beauty, **and taking into consideration** the theme of the Istanbul Design Biennial : Empathy revisited, design for more than one, as well as the IED approach described above.

We ask you to train your imagination and propose visions as opposed to technical solutions, to work on the problem setting instead of the problem solving.

Participation to the events of the **Italian Design Day 2020** (<https://www.italiandesigndays.istanbul/>, IG [@italiandesigndaysistanbul](https://www.instagram.com/italiandesigndaysistanbul)) and the Istanbul Design Biennale (<https://tasarimbienali.iksv.org/en>) is strongly suggested to be inspired and come up with a consistent proposal.

- All the material must be included in only one .pdf file of maximum 8 mb. And max 10 pages
- The first page should be a visual sum up of the concept.
- The file can contain sketches, images, pictures, scans or illustrations representing the Concept connected with the theme of the contest. Candidates can also include a link to a video already published on Youtube.com or Vimeo.com (optional).

All texts should be in English.

In addition to the projects, applicants should attach their Passport, a personal Curriculum Vitae and a short motivational letter explaining the reasons of their choice to follow a course in IED, and, if available, an english language certificate and a project portfolio.

FINALS AND AWARD CEREMONY

A panel composed by:

- 1 Professor of IED – Istituto Europeo di Design : **Designer, Carlo Branzaglia**
- 1 Professor of Yildiz Technical University : **Architect, M. Pinar Sipahi**
- 1 representative from the Consulate General of Italy in Istanbul: **Consul Gabriele Ingrosso**
- 1 representative from the Istanbul Design Biennial: **Istanbul Design Biennial Director, Deniz Ova**
- 1 independent member: **Architect, Han Tümertekin**

will evaluate the projects fulfilling the basic requirements.

The winner will be announced online at the end of the evaluation process in march 2021, an award ceremony might be organized during the **IDD 2021 EVENTS** (dates tbc – final location tbc). The winner will be previously notified via e-mail, in order to be able to accept the prize and complete the necessary paperwork.

TERMS AND CONDITIONS

1. PREAMBLE

- 1.1** IED – Istituto Europeo di Design S.p.A. (hereafter referred as IED) aims at supporting young creatives through activation and promotion of specific meritocracy contests for the attribution of scholarships in the field of design.
- 1.2** Following this purpose, IED promotes the contest **“IEDxIDD 2020 International Scholarship: Designing Imagination”** through the websites (hereafter referred as websites) and the dedicated social networks.
ied.edu/idd
- 1.3** The purpose of the contest is the assignment of **n. 1 scholarship** covering the 100% of the enrolment fee and tuition fee of a IED Semester Course in IED Milano or IED Firenze, for the Fall intake 2021 or Spring Intake 2022.
- 1.4** The meritocracy contest **“IEDxIDD 2020 International Scholarship: Designing Imagination”** is controlled by this Regulation and will take place from **October the 10th 2020** – same date of Regulation publication – until **December the 15th 2020**, following the steps described below.
The evaluation of projects will take place between December the 15th 2020 and February 15th 2021.
The Winners’ project will be announced and published on the websites by March the 5th 2021.

2. PARTICIPATION REQUIREMENTS AND DEADLINES

- 2.1** Participation in the contest is subject to registration on **ied.edu/idd**
- 2.2** Participation is strictly reserved to all Candidates legally resident in Turkey who have reached 18 years at the moment of application, in possession of academic or professional experience in the design field, proved by degree/certificate or projects portfolio.
Moreover candidates have to meet the specific requirements fixed in the guidelines and informative materials of the chosen course.
- 2.3** Students who are already enrolled in a IED course are not allowed to be enrolled in any other IED courses at the same time.
- 2.4** Participation is strictly reserved to candidates applying for the 2021/2022 Academic Year (Fall intake 2021 or Spring Intake 2022).
- 2.5** Candidates must show proficiency in the language of the course (required B2 as minimum level).
- 2.6** IED employees and consultants are not allowed to take part to the Contest.
- 2.7** Providing the personal data required for registration, the Candidate is aware of the legal consequences entailed by supplying false data, thus she/he is committed to provide accurate, complete, true and correct data.

- 2.8** Processing of personal data will be respectful of the attached information as per **D. Lgs. n. 2016/679** on personal data protection. None of the data required for registration can be considered sensible under the above-mentioned decree.
- 2.9** The Candidate will be held liable or accountable for any damage and damaging consequence occurred to IED for the infringement of the rule stated above.
- 2.10** Being awarded a scholarship does not automatically guarantee that the winner will be provided with relevant Visa. The ultimate decision with respect to Visa issuance lies with the diplomatic/consular Mission.

3. CONTEST AND CREATIVE WORKS (“CONCEPT”) OF THE CANDIDATE

- 3.1** Any registered Candidate can take part to the Contest, by filling in the registration form, indicating the location where the course is held and the course for which she/he is applying the scholarship contest.
The Candidate will be sent a message with further instructions to submit her/his creative works (“Concepts”) constituted by images and videos, together with a presentation text.
Specific instructions will be given via mail after registration. Deadline for the upload is **December 15th, 2020 at 11:59 p.m. (GMT+1 - Italian time)**.
The uploaded documents must respect the characteristics and the formats described at art. 4 and the contest’s object indicated in the Topic of the Contest contained inside this Regulation.
- 3.2** Each candidate may apply for only one course and with only one concept.
- 3.3** The Candidate grants the Concepts submitted are the result of her/his personal work and, aware of the legal consequences implied by false declarations, also grants that the Concepts:
 - are only and specifically created for the participation in the contest **“IEDxIDD 2020 International Scholarship: Designing Imagination”** and they are not being presented for the participation in other contests;
 - are the fruit of his/her personal and original intellectual work, and do not constitute counterfeiting and/or plagiarism;
 - do not infringe law, order and public decency;
 - do not violate any third parties intellectual or industrial property right, both registered or not, such as, but not limited to, copyrights, brands, patents, ornamental paintings and utility models;
 - do not violate any right of third parties accorded by law, contracts, customs and traditions;
 - were made with all necessary authorizations or releasing from all individuals involved in their realization.

- 3.4** The Candidate grants her/his full personal liability for the content, lawfulness, nature, quality and truthfulness of the Concepts, expressly releasing IED, and his assignees from any duty of verification and control on them.
- 3.5** The Candidate grants to hold IED and its assignees harmless, materially and in court, from any loss, damage, liability, cost or expense, including legal costs, deriving from any violation of the former points of this article.

4. CONCEPTS FEATURES AND FORMAT

- 4.1** The Candidates must upload/send images, pictures, scans or paintings representing their creativity, connected with the contest's object indicated in the Topic of the Contest contained inside this regulation and the ideas expressed in their presentation letter.
- 4.2** All the material must be included in only one .pdf or .docx file of maximum 8 mb and max 10 pages. The file can contain images, pictures, scans or illustrations representing the Concept. Candidates can also include a link to a file or a video already published on Youtube.com or Vimeo.com (optional).

5. REQUIRED DOCUMENTS

- 5.1** In order to be considered eligible, each candidate will be asked to provide:
- Concept as described in the briefing;
 - Curriculum Vitae aggiornato;
 - A CV;
 - A presentation letter in english;
 - Copy of ID card or passport;
 - Portfolio (if available);

6. SCHOLARSHIPS

- 6.1** IED offer **n.1 scholarship** covering the 100% of the enrolment and tuition fees of the chosen course.
- 6.2** Housing and all other costs shall be covered by the winners or by other sponsors.
- 6.3** Scholarships will be assigned – regardless of the chosen course – based on project's quality. Evaluation will occur exclusively according to the unquestionable judgment of the panel. IED reserves itself the right not to assign the scholarship, in case the submitted projects are not considered suitable considering the briefing, according to the unquestionable judgment of the panel.
- 6.4** IED reserves itself the authority to revoke the scholarship, after its attribution, if any violation of this Regulation made by the designated Candidate emerges.

- 6.5** IED reserves itself the discretion not to activate one or more Courses, in case the minimum number of students is not being reached or if the necessary requirements for didactic logistic and administrative support fail for any reason. In these cases, the Scholarships for the courses that haven't been activated will not be assigned; winners will not have the right to ask for any kind of reimbursement.
- 6.6** The combination of the reductions and facilitations mentioned in the former articles is not allowed.

7. SCHOLARSHIPS LOCATIONS AND COURSES

- 7.1** Scholarships will be assigned for the Semester Courses held in the following locations and with the following modalities:

IED Firenze:

Interior Design – Focus on Retail and Commercial Spaces – Fall Semester

- 1 scholarship covering 100% of the enrolment + tuition fee

or:

IED Milano:

Italian contemporary Design and Trends - Spring Semester

- 1 scholarship covering 100% of the enrolment + tuition fee

8. PUBLICATION, SELECTION OF WINNERS AND PANEL

- 8.1** Concept evaluation will be carried out by a Panel composed by:
- 1 Professor of IED – Istituto Europeo di Design: **Designer, Carlo Branzaglia**
 - 1 Professor of Yildiz Technical University: **M. Pinar Sipahi**
 - 1 representative from the Consulate General of Italy in Istanbul: **Consul Gabriele Ingrosso**
 - 1 representative from the Istanbul Design Biennial: **Istanbul Design Biennial Director, Deniz Ova**
 - 1 independent member: **Architect, Han Tümertekin**
- 8.2** Evaluation will occur according to the unquestionable judgment of the panel.
- 8.3** The Panel will evaluate projects with a score from 0 to 15, according to the following criteria:

- originality of the concept;
- affinity of the concept with the theme of the competition;
- imagination and vision within the concept

8.4 The final ranking will be based on the sum of the votes of each component of the panel.

8.5 The Winner will be notified by email by IED representatives. The winners must answer the email with a formal acceptance letter, within 5 days after the result is received.

In case the winner fails to meet this requirement, the scholarship will be automatically considered as "refused" and the Panel may decide, unquestionably, to grant it to another Candidate.

After the winner accepts the scholarship, she/he will have to enroll in the course for which the scholarship was granted and to pay the enrollment fee of the course within 15 days from the formal acceptance, following the application procedure.

9. REQUIRED DOCUMENTS IN CASE OF SELECTED PROJECT

9.1 In case the concept is selected by the panel, the Candidate must complete the registration on admission.ied.it filling in all the required parts or following the advisors instructions as per procedures available at: <https://www.ied.edu/study-in-italy/how-to-apply/study-abroad>

10. CONDITIONS AND GENERAL TERMS OF PARTECIPATION

10.1 Incomplete applications will not be accepted.

10.2 Incomplete Concepts which do not meet the requirements, do not have the elements referred above, contain wrong or unreadable data, or sent after **11:59 p.m., on December 15th, 2020 (GMT+1 – Italian time)**, will not be accepted.

10.3 IED discharges any external responsibility such as delays due to malfunctioning of devices.

11. PROPERTY AND RIGHT CONCERNING CONCEPTS

11.1 The intellectual property rights of the Concepts always pertain to the author.

11.2 The Candidate, with his participation to the Contest, gives up any indemnity and/or refund and independently from the awarding of a prize, grants for free and permanently to IED the right to use submitted Concepts to promote and divulge the Website and IED activities, with mention of the Concept's author.

12. EXCLUSION OF WARRANTIES

12.1 IED does not states or grants that the Websites and their functions are flawless or satisfy certain standards, needs or requests of the User.

12.2 IED does not states or grants that the use of the Websites and their functions will be prompt, uninterrupted, assured or flawless, or that the information and contents on the Websites are correct, truthful and/or reliable.

12.3 Under no circumstance, IED will be held liable or accountable towards Candidates or third parties for any damage consequent, accidental, indirect or of any other nature, predictable or unpredictable, deriving from the use or the impossibility to use the Websites.

12.4 IED will not be liable for imprecisions, inaccuracies or delays due to force majeure.

12.5 IED is not liable for improper use of the Websites and does not grant or authorize its use in any application potentially dangerous for people or properties.

12.6 The Candidate grants that he/she will hold IED harmless from any consequence deriving for improper, illicit or undue use of the Website.

12.7 Consequently, the Candidate declares himself/herself solely liable towards IED, and third parties for any and every behavior or fact punishable by law during the utilization of the Website.

13. OBLIGATIONS OF THE CANDIDATE

13.1 The Candidate binds himself/herself:

- not to divulge or cede, directly or indirectly, usernames, passwords, and login data to the Website;
- not to reproduce, copy, distribute in part or in whole, by commercial or non-commercial ends, the Websites, the Concepts and IED Contents published on the Websites, by no means, not electronic or printable;
- not to perform any action that can compromise the security of IED websites;

13.2 It is forbidden to the Candidate:

- to submit, upload and/or publish material protected by copyright, unless the Candidate is the owner of such right or has been authorized by the owner;
- to submit, upload and/or publish material that disclose industrial secrets unless the Candidate is the owner of such secrets or has been authorized by the owner;
- to submit, upload and/or publish material that violates intellectual property rights, privacy rights or rights deriving from advertising contracts;

- to submit, upload and/or publish material that is illicit or against law, order and public decency;
- to submit, upload and/or publish material containing improper expressions or violating someone else's dignity or decency;
- to submit, upload and/or publish sexually explicit material;
- to submit, upload and/or publish promotional material, junk mail, spam or any other unrequested or unauthorized form of solicitation;
- to falsify his /her identity;
- to submit, upload and/or publish material containing computer viruses and/or other codes or files or programs created to interrupt, destroy, damage or limit the operation of software, hardware, websites or telecommunication installations belonging to IED or third parties.

13.2 Each violation of the requirements stated by this article will allow IED to nullify the present agreement, with the right of IED, or third parties to be refunded for the damage.

14. LAW AND JURISDICTION

14.1 This Agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with Italian law.

14.2 The court of Milan shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this Agreement or its subject matter or formation (including non-contractual disputes or claims).

PROGRAMS DETAILS

IED Firenze:

Interior Design – Focus on Retail and Commercial Spaces – Fall Semester

19 weeks / Intermediate / October 2021

Who is the programme aimed at?

People with creative interests, passion, care, and attention to detail. The programme is suitable for university students with at least one year of academic background or professional experience in Interior Design, Industrial Design, Furniture Design, Architecture.

What will students do?

Space planning is an important part of the business success. Creating safe, functional and efficient commercial spaces that appeal to potential clients is a definite plus that can increase productivity.

Under the guidance of our competent teachers, students will develop an original public space design project to respond to aesthetic, marketing and operational needs, with a focus on sustainable design.

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IED Milano:

Italian contemporary Design and Trends - Spring Semester

15 weeks / Intermediate / February 2021

Who is the programme aimed at?

High school graduates, university students or professionals from other fields, that have basic knowledge and skills in design and mastery of Photoshop and Illustrator.

Good imagination, an innovative approach to problem-solving, and the ability to work well in a team and independently are fundamental skills.

What will students do?

Throughout the Spring Semester students live a challenging and inspiring education experience that enriches their awareness in terms of new trends in the design field.

The strength of the programme consists of its strategical combination of visits to trade shows, such as Salone del Mobile, International Home Furnishing Expo, and lectures which raises students cultural awareness; the project-based experiences instead provides them with the analytical, technical and technological skills to develop design concepts and execute them into a project proposal.