

# CEVISAMA LAB

26 Feb - 1 Mar 2024



# BASES OF THE CALL FOR THE CEVISAMALAB 2024 CONTEST FOR EMERGING TALENTS FOR DESIGN STUDENTS. PUBLISHED ON OCTOBER 23RD, 2023.

CEVISAMA (International Exhibition of Ceramics for Architecture, Bathroom Equipment, Natural Stone, Raw Materials, Frits, Glazes and Colors and Machinery) is pleased to announce the international call for its new Emerging Talents Contest aimed at design students within the framework of CevisamaLab 2024.

The main objective of this call is to promote creativity and emerging talent in the field of design, while with the collaboration of the Fundació del Disseny de la Comunitat Valenciana, the Association of Designers of the Valencian Community, the Association of Interior Designers of the Valencian Community and the Territorial Association of Architects of Valencia promotes ethical practices in the industry and the design sector, avoiding a call that encourages speculative work.

## 1. HOW THE CALL WORKS

CEVISAMA, in collaboration with the Fundació del Disseny de la Comunitat Valenciana, the Asociación de Diseñadores de la Comunitat Valenciana (ADCV), the Colegio de Diseñadores de Interior de la Comunidad Valenciana (CDICV) and the Colegio Territorial de Arquitectos de València (CTAV), calls in an open and international way to students of educational institutions where official degrees in design and architecture are taught to participate in this call in 2 phases, whose purpose will be to organize an exhibition with the finalist projects and finally select 2 winners.

To participate in Phase I, a portfolio of academic work should be sent, as far as possible, related to graphic application, ceramics and innovation processes in ceramics, bath, stone, frits and glazes. CEVISAMA will choose, with a jury of design professionals proposed by its collaborators and industry professionals, 7 finalists who will move on to Phase II and will be awarded 1,000 euros to develop a specific proposal that will be detailed in a briefing.

The 7 developed proposals will be part of an exhibition in the CevisamaLab space at CEVISAMA 2024, which will take place at Feria Valencia from February 26 to March 1. Two of the 7 proposals will be chosen as winners, which will be awarded with an additional 1,000 euros each.

CEVISAMA, together with the Fundació del Disseny de la Comunitat Valenciana, the Asociación de Diseñadores de la Comunitat Valenciana, the Colegio de Diseñadores de Interior de la Comunidad Valenciana and the Colegio Territorial de Arquitectos de València, are committed to respecting ethical standards in design and, therefore, this contest does not involve speculative work. To participate in this call for entries, no new completed designs must be submitted as part of the entry, instead, a portfolio of previous work completed in the academic field will be required to qualify for access to Phase II. If their portfolios are selected by the Jury, the participants will move on to Phase II and will be awarded 1,000 euros to create, according to the briefing that will be given to them, original design proposals that reflect their interpretation and creativity related to the modalities and themes described in these rules.

## 2. PARTICIPANTS

The contest is open to students with current enrollment in educational institutions where official degrees in design, architecture and interior design are taught: Schools of Design, Fine Arts, Architecture and Engineering, national or international, as well as graduate and master students. Participation can be done individually or in teams of one or more design specialties and degrees. In the case of a group, send a single application with the names of the members and joint portfolio. Proof of current registration must be provided in the form of a copy of the registration form for the 2023/24 academic year.

## 3. APPLICATION PROCESS AND DEADLINES

The deadline for registration is October 23, 2023.

To participate, an email should be sent to [cevisamalab@feriavalencia.com](mailto:cevisamalab@feriavalencia.com) indicating in the subject line 'Certamen CevisamaLab 2024' including:

- Full name or names of those participating in case of collective.
- Personal or collective curriculum in pdf format.
- Copy of the registration fee for the 2023/24 course or official proof of registration.
- Portfolio in pdf format showing a maximum of 10 previous works carried out in the academic field and linked as far as possible with graphic application, ceramics and innovation processes in ceramics, bath, stone, frits or glazes.
- They will also be asked to provide a brief description of the creative approach they have applied in their previous projects.
- Indicate whether you are submitting in ceramic design (product with applied graphics) or bathroom design (product or spaces), according to the categories described in the next point of these rules.

If the attached files exceed 10Mb in size, please attach a link to a cloud space or online download service.

The deadline for receipt of mails and therefore for registration for Phase I is November 20, 2023.

The jury will deliberate on the portfolios submitted the week following the closing date for entries, and will choose 7 candidates for Phase II of the call, which will be part of the CevisamaLab 2024 Emerging Design Talent exhibition.

The candidates chosen in Phase II will have until January 23, 2024 to submit their design pieces (in graphic panel format) for the exhibition and awards according to the modalities and themes described in the following point of the rules.

## 4. MODALITIES AND THEME

Each candidacy must specify in which modality it chooses to participate:

1. CERAMIC DESIGN, including graphic applications or ceramic products for architecture and that respond to criteria of formal or aesthetic innovation, functional innovation, decorative development, good value for money, safety or respect for the environment.
2. BATHROOM DESIGN, since 2024 the city of Valencia holds the title of European Green Capital, for this category will be accepted products or spaces under the slogan: The green bathroom.

## 5. JURY AND EVALUATIONS

On November 27, 2023, a Jury composed of professionals from the industry and the design sector will evaluate the entries of Phase I based on the quality, originality and creativity of the work presented in the portfolio and will choose 7 of them to develop a product design according to a briefing that will be passed according to the modalities established and described in the previous point of this document.

This Jury will be appointed by CEVISAMA and will be completely independent and will be made up of:

- 1 representative of the Fundació del Disseny (Design Foundation).
- 1 representative of ADCV
- 1 representative of CDICV
- 1 representative of CTAV
- 1 representative of a company exhibiting at CEVISAMA 2024
- 1 representative of Feria Valencia, with voice but without vote.

The Jury will meet again coinciding with the inauguration of CEVISAMA, on February 26, 2024, to evaluate the proposals for Phase II designed pieces and will choose 2 winners, one per modality.

The Jury will assess compliance with the requirements of the call for entries and will award the prizes established by unanimous or majority vote. The Jury's decision will be final. The Jury may decide not to award any of the prizes if it considers that the designs submitted do not have sufficient merit.

Phase I submissions will be sent by e-mail. Phase II submissions shall also be submitted by e-mail in digital format so that they can be reproduced in a maximum of 2 panels of 100x70cm, accompanied by a brief technical and descriptive report that will accompany the sample as a poster.

## 6. PRIZES

From all the portfolios admitted, the jury will select 7 candidates to move on to Phase II, which will receive an endowment of 1,000 euros each. Each selected candidacy will develop the project that will subsequently will be specified in a briefing and will be part of an exhibition at CevisamaLab 2024 from February 26 to March 1.

From among the 7 completed projects, 2 prizes of 1,000 euros (in addition to the endowment to move on to Phase II) will be awarded for each of the 2 categories (Ceramic Designs and Bathroom Design) along with a trophy selected for the occasion.

The other 5 selected designs will receive a diploma. The prizes are subject to the current tax withholding.

## 7. ANNOUNCEMENT OF SELECTED PHASE II ENTRIES AND WINNERS

The 7 candidates selected to exhibit at CevisamaLab 2024 and move on to Phase II will be announced on CEVISAMA's communication channels and social networks.

The 2 winning proposals will be announced on Monday, February 26, 2024 coinciding with the opening of CEVISAMA, and the trophy ceremony will take place on Friday, March 1, 2024. These winning entries will be highlighted in the CevisamaLab 2024 Emerging Design Talent Contest exhibition.

## 8. USE OF WORKS

CEVISAMA will have the right to use and exhibit the works selected for Phase II for promotional and educational purposes, exhibiting them during the celebration of CEVISAMA (from February 26 to March 1, 2024), giving credit at all times to their creators, who do not cede in any case by participating in this contest their intellectual property or rights of exploitation or reproduction of their designs.

## 9. CONTACT

For any clarification on these rules or more information, the contact for this call is:

María Fontes: [mfontes@feriavalencia.com](mailto:mfontes@feriavalencia.com)

## 10. DATA PROTECTION

The participant is informed that the personal data collected will be incorporated into the files owned by CEVISAMA, located at Avda. de las Ferias s/n, 46035 Valencia, and will be processed for the purpose of the proper management of communications, events and publications of the CEVISAMA fair with respect to third parties who are in contact with CEVISAMA.

The data collected must be filled in, otherwise the request could not be answered.

To exercise any right of access, rectification, cancellation and opposition, please write to CEVISAMA, Avda. de las Ferias s/n, 46035 Valencia or, if applicable, send an e-mail to the following address: [incidenaciadatos@feriavalencia.com](mailto:incidenaciadatos@feriavalencia.com)

**ORGANIZING ENTITY:** CEVISAMA (International Exhibition of Ceramics for Architecture, Bathroom Equipment, Natural Stone, Raw Materials, Frits, Glazes and Colors and Machinery).

**COLLABORATORS:** Fundació del Disseny de la Comunitat Valenciana, Asociación de Diseñadores de la Comunitat Valenciana, Colegio de Diseñadores de Interior de la Comunidad Valenciana and Colegio Territorial de Arquitectos de València. CEVISAMA looks forward to the participation of students and new talent in the sector and values the commitment to ethical practices in the design industry.

CEVISAMA 2024 will be held from February 26 to March 1 at Feria Valencia.