

CEVISAMA LAB

CVSM 25

DESIGN

CONTEST

EMERGING TALENTS IN
DESIGN CONTEST

CEVISAMA
International Ceramics & Bathroom Experience



cevisama.com

#CEVISAMACONNECTIONS

24 - 28 FEB
VALÈNCIA - SPAIN

BASES OF THE CALL FOR THE CEVISAMALAB 2025 CONTEST FOR EMERGING TALENTS FOR DESIGN STUDENTS. PUBLISHED ON OCTOBER 23RD, 2024.

CEVISAMA (International Exhibition for Ceramic Tiles, Bathroom Equipment, Natural Stone, Raw Materials, Frits, Glazes, Colors, and Machinery) is pleased to announce the international call for its new Emerging Talents Competition, aimed at design students within the framework of CevisamaLab 2025.

The main objective of this call is to promote creativity and emerging talent in the field of design. In collaboration with the Fundació del Disseny de la Comunitat Valenciana, the Asociación de Diseñadores de la Comunidad Valenciana, the Colegio de Diseñadores de Interior de la Comunidad Valenciana, and the Colegio Territorial de Arquitectos de València, this initiative also promotes ethical practices within the industry and 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), is issuing an open international call to students from educational institutions offering official degrees in design and architecture to participate in this two-phase competition. The goal is to organize an exhibition featuring the finalist projects and ultimately select two winners.

The requirements to participate in Phase I are as follows:

- Be an active student enrolled in educational institutions offering official degrees in design and architecture: Schools of Design, Fine Arts, Architecture, and Engineering, both national or international, as well as postgraduate and master's students.
- They must submit a portfolio with academic work related to graphic application, ceramics, and innovation processes in ceramics, bathroom, natural 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 2025, which will take place at Feria Valencia from February 24 to 28. 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, is committed to upholding ethical standards in design. Therefore, this competition does not involve speculative work. Participants are not required to submit new complete designs as part of the application process. Instead, they must present a portfolio of previous academic work to be considered for Phase II.

If their portfolios are selected by the jury, participants will advance to Phase II and receive €1,000 to create original design proposals, based on the provided briefing, that reflect their interpretation and creativity related to the themes and categories outlined in these rules.

2. PARTICIPANTS

The contest is open to students currently enrolled in educational institutions offering official degrees in design, architecture, and interior design: Schools of Design, Fine Arts, Architecture, and Engineering, both national and international, as well as postgraduate and master's students.

Participation can be individual or in teams comprised of one or more design specializations or degree programs. In the case of a group, a single application must be submitted with the names of all team members and a joint portfolio.

Participants must provide proof of their current enrollment in the form of a copy of their registration for the 2024/25 academic year.

3. APPLICATION PROCESS AND DEADLINES

The registration period begins on October 23, 2024.

To participate, applicants must send an email to cevisamalab@feriavalencia.com with the subject line "Certamen CevisamaLab 2025," including the following:

- Full name(s) of participants in case of a collective entry.
- Personal or collective résumé in PDF format.
- A copy of the registration for the 2024/25 academic year or an official enrollment certificate.
- A portfolio in PDF format showcasing a maximum of 10 previous academic works, preferably related to graphic applications, ceramics, and innovation processes in ceramics, bathroom design, stone, frits, or glazes.
- A brief description of the creative approach applied to their previous projects.
- Indication of whether the submission is for the ceramic design category (product with applied graphics) or bathroom design (products or spaces), according to the categories described in the following section of the rules.

If the attached files exceed 10MB in size, please provide a link to a cloud storage or online download service.

The deadline for submitting emails and completing registration for Phase I is November 20, 2024.

The jury will review the submitted portfolios during the week following the registration deadline and will select 7 candidates to move on to Phase II of the competition. These candidates will be part of the Emerging Talents in Design exhibition at CevisamaLab 2025.

The selection criteria for advancing to Phase II are: a strong portfolio presentation (4 points), alignment with the presented products (3 points), innovation (2 points), and environmental sustainability (3 points).

Selected candidates in Phase II will have until January 24, 2025, to submit their design pieces (in panel graphic format) for the exhibition and awards, according to the themes and categories described in the following section 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**, Given the importance of adapting bathrooms for individuals with special needs, this category will accept products or spaces under the theme: The Accessible Bathroom.

5. JURY AND EVALUATIONS

On November 27, 2024, a jury composed of professionals from the industry and design sector will evaluate the Phase I entries based on the quality, originality, and creativity of the works presented in the portfolio. They will select 7 entries to develop a product design according to a briefing aligned with the categories established and described in the previous section of this document.

This jury, appointed by CEVISAMA, will be entirely independent and will be composed of:

- 1 representative from the Fundació del Disseny, who will serve as president.
- 1 representative from ADCV.
- 1 representative from CDICV.
- 1 representative from CTAV.
- 1 representative from a company exhibiting at CEVISAMA 2025.
- 1 representative from Feria Valencia, who will serve as the jury secretary with voice but no vote.

The jury will reconvene on February 24, 2025, during the opening of CEVISAMA, to evaluate the designed pieces from Phase II and select 2 winners, one for each category.

A formal record of the jury's meetings will be kept by the individual acting as Secretary, in accordance with Article 18 of Law 40/2015, of October 1. Those involved in the award process will sign a declaration stating the absence of conflicts of interest.

The jury will assess the candidates' merits both qualitatively and quantitatively, according to the following criteria:

- Innovation, creativity, and originality of the design (2 points)
- Overall aesthetic of the presented product (2 points)
- Functionality and practicality of the presented product (2 points)
- Quality of the materials used in the product (2 points)
- Sustainability of the product (2 points)
- Commercial viability of the product (2 points)

The jury will grant the awards either unanimously or by majority vote. The jury's decision will be final and cannot be appealed. It may also choose not to award a prize if the designs do not meet the required merits.

Phase I submissions will be made via email. Phase II submissions will also be presented via email in digital format, to be reproduced on a maximum of 2 panels of 100x70 cm, accompanied by a brief technical and descriptive report to be included with the exhibition as a caption.

6. PRIZES

From all the admitted portfolios, the jury will select 7 candidates to move on to Phase II, each of whom will receive a grant of €1,000. Each selected candidate will develop a project based on a briefing to be provided later and will be part of an exhibition at CevisamaLab 2025, which will take place from February 24 to 26.

Out of the 7 completed projects, two prizes of €1,000 each (in addition to the Phase II grant) will be awarded, one for each of the two categories: Ceramic Designs and Bathroom Design. Winners will also receive a specially designed trophy.

The other 5 selected designs will be awarded a certificate of recognition.

The prizes are subject to applicable tax withholdings.

Candidates must comply with the obligations outlined in Article 14 of Law 38/2003, of November 17, and corresponding provisions of Royal Decree 887/2006, of July 21.

No individual or legal entity may be awarded a prize if they fall under any of the conditions specified in Article 13.2 of Law 38/2003, of November 17.

7. ANNOUNCEMENT OF SELECTED PHASE II ENTRIES AND WINNERS

The 7 candidates selected to exhibit at CevisamaLab 2025 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 24, 2025 coinciding with the opening of CEVISAMA, and the trophy ceremony will take place on Friday, February 24, 2025. These winning entries will be highlighted in the CevisamaLab 2025 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 24 to 28, 2025), 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

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

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 2025 will be held from February 24 to 28 at Feria Valencia.