



W  
E  
E  
K

**RURAL DESIGN**



W  
E  
E  
K

## INTERNATIONAL CALL FOR ENTRIES

22<sup>nd</sup> March – 5<sup>th</sup> May 2019

Participation in the international exhibition “Towards a Critical Rurality”, in the context of the Matese Rural Design Week (1<sup>st</sup> Edition).

This year, the Matese Park undertakes a new challenge: designing and hosting, in a unique and uncontaminated place, the first edition of the Rural Design Week: an international event dedicated to critical rurality and a circular economy.

The Matese area has already hosted exceptional artists and professionals such as the Harrison studio, Giuliano Mauri, the Stalker collective, Cristina Piza, feld72 and others.

Between the **31<sup>st</sup> of May and the 9<sup>th</sup> of June 2019**, the San Potito Sannitico municipality, situated in the Matese foothills, will welcome guests from all over Europe. The **Rural Design Week**, will offer **the international exhibition “Towards a Critical Rurality”** and a **rich program of seminars, workshops, landscape educational paths with communities and schools, but also art performances and film screenings about ecology and rurality.**

In the year of Matera 2019, the Rural Design Week intends to catalyze, in another extraordinary internal area of Italy, all those energies that in recent years are animating the European and world scene by experimenting with new practices and forms of expression aimed at elaborating what many authors define as “post-industrial or post-modern rurality”.

W  
E  
E  
K

## INTRODUCTION

Globalization and the digital world have made traditional borders fluid, generating an incessant flow of people, information and culture. The traditional barriers between the center and the periphery have fallen, and the territory tends to turn into a unique system composed of variously extended and densely populated areas.

In such a scenario of great change, increasingly large parts of society are calling for a new role of rural areas. Not only as suppliers of goods and services, but also of healthier and more sustainable models and lifestyles.

We are witnessing the development of sustainable, biological and small-scale productions and the design of campaigns to protect the environment. At the same time, movements, studies and practices have emerged, inspired by the need to give value to the local communities' cultures, to allow the ecosystems regeneration, and to open up to everyone the possibility to actively and responsibly participate in the reorganization of the supply chains that produce not only food but also landscapes.

A new rurality, therefore, which does not stem from a contrast with urban models, but rather from the constitution of new economic and social forms, and from a conception of the "rural" as characterized by the peculiarities of the territories, rather than exclusively belonging to the agricultural sector.

The villages network and the landscape could become the cornerstones of the significant cultural and economic factory of the future if rural contexts are adequately "redesigned", i.e. if they are able to offer living and working spaces, if they can attract and offer opportunities which activate new economies and create integrated production chains (bioeconomy).

The Rural Design concept precisely derives from this need: to develop a new gaze that interprets the territory in a dynamic way, focusing attention on the connections within an organism and between organisms. This is a gaze capable of advancing concrete planning proposals, guided by ecological and systemic criteria.

Specifically, the *designer* (in its broad sense) is asked to elaborate visions and plans that take into account the whole system that generates processes, products, services and environments, as well as the flows of materials and energy between the different phases that distinguish their life cycles, favoring the use of renewable or low environmental impact resources and a proper end-of-life treatment. Until a few years ago, all these aspects were not taken into account in the design practice.

What is needed is a new way of designing and conceiving production processes to obtain environmentally sustainable products, so that the output of one system can become another's input.

In this new scenario, new images of the agricultural environment are elaborated: not only as a place for material goods production, but also as a source of symbolic goods. Nature - the main producer of symbols of this environment - is the foundation with which to construct a new notion of what rural is, and to redefine the city-countryside relationships. By being aware of the complexity of these processes, we are also forced to confront the generosity and fragility of nature itself. In this framework, cultivating - in its broadest sense of managing the soil seen as a common heritage and of primary activity for human existence - deserves special attention and requires a critical reworking of the rurality itself.

## PURPOSE OF THE CALL FOR ENTRIES

Artists, designers, architects, start-ups and researchers from all over the world are invited to participate in this call, by sending works which adhere to this redefinition of rurality, investigate the relationship between the urban and the peripheral areas, as well as those between human activities and natural cycles. Candidates are invited to confront and engage, primarily, but not exclusively, with the resources typical of the Matese area – raw materials, production waste, construction techniques, local crafts – that will host the first edition of the Rural Design Week.

The Matese area is a mountainous massif belonging to the Appennino Sannita. It stretches between the Molise and Campania Regions, and the provinces of Campobasso, Isernia, Caserta and Benevento. The area is characterized by a varied landscape: at high altitudes there are beech and fir forests, while further down, birches, junipers, oaks, chestnuts and holm oaks.

Ample spaces are used for sheep and cattle pastures (this is the area of the well-known buffalo mozzarella DOP, and of other excellent dairy products such as caciocavallo), and thousands of hectares are cultivated with corn and wheat. The hills instead, especially those of the Sannio Beneventano, are covered with olive groves and vineyards (where Aglianico, Falanghina and Pallagrello wines originate).

However, this generous land has for decades been subjected to a massive depopulation: the fields, often underutilized due to a lack of manpower and profitability, give way to the forest, and are covered with brambles, brushwood, reedbeds. An additional problem is the fact that the waste coming from cultivations (e.g. from pruning, olive pressing, livestock or other production) is not part of integrated supply chains that make use of all the resources stemming from the different stages of the production processes. Instead, they are often considered as a burden for farmers and entrepreneurs and simply treated as waste, with important consequences on local economies and the landscape.

**The participants in the exhibition “Towards a Critical Rurality”,** part of the first edition of Rural Design Week, regardless of the resources - natural, economic and socio-cultural - that will be used for their works, **can contribute to the following categories:**

- **Category A:** Rural design / systemic design **objects**
- **Category B:** New naturally-based **materials**
- **Category C:** **Projects or processes** inspired by the principles of circular economy and systemic design.

All the selected works - e.g. artifacts or products, installations, new materials or processes - will be exhibited (or realized *in situ*, in agreement with the authors/designers) in the Municipality of San Potito and in the surrounding areas.

Furthermore, based on the works' specific characteristics and needs, the call proposers and the project partners commit themselves to verify the possibility of further developing the selected proposals in synergy with local organizations and economic actors (for this reason, the Annex A needs to be adequately detailed).

**NOTE:** For those interested, the proponents of this call will be available to conduct visits of the territory.

Visits can be booked until 26 April, to do so please send an email to [info@ruraldesignweek.com](mailto:info@ruraldesignweek.com)

## COMPETITION PROMOTER

Ru.De.Ri – Rural Design per la Rigenerazione dei Territori

[www.ruderi.org](http://www.ruderi.org)

## PROJECT MANAGER

Ru.De.Ri – Rural Design per la Rigenerazione dei Territori

NABA – Andris Brinkmanis

## INFORMATION FOR PARTICIPATING AND CONSENT FORM

**Graphics (Annex A).** Fill in the form (and save it in .pdf format) with a text describing the proposal concept and specifying its technical aspects (dimension, weight, materials, transformation process(es) of the resources employed, process novelty). The text (max 1000 words) can be accompanied by up to 5 images in digital high definition (max 30 MB) or by a video (max 1 minute, with a YouTube or Vimeo link if available). The individual images must have a resolution of 300 dpi.

**Participation application and consent form (Annex B and Privacy).** Fill the form and sign it. Enter all the authors' information. The second part of the form asks for the insertion of a short curriculum vitae for each participant.

### Administrative fees:

To apply for this call it is necessary to fulfill the administrative fees with a contribution of €40.00, to be paid by bank transfer to:

Recipient: RU.DE.RI Rural Design per la Rigenerazione dei Territori

IBAN: IT67Y0538775300000002966452

BIC/Swift: BPMOIT22XXX

with the following payment description: "Participation RDW 2019".

Please attach the receipt to the application.

Official languages: Italian and English

## ELIGIBILITY

The call is free and open to all, without age or nationality restrictions.

To participate, you must send your application by **the 5<sup>th</sup> of May 2019**, by filling the Annexes A, B and Privacy and attaching the bank transfer receipt.

## JURY COMPOSITION AND WINNERS SELECTION

The jury is presided by **Mario Festa** (architect, President of the Ru.De.Ri Association) and composed of:

- **Marco Scotini** – Head of NABA Visual Arts and Curatorial Studies Department (Milano, Italy)
- **Iain Chambers** - Professor of Cultural and Postcolonial Studies at the Oriental University in Naples and Founder of the Center for Postcolonial and Gender Studies of the Oriental University.
- **Michael Obrist** - Architect, founder of Feld72 studio and Professor of Housing Construction and Design at the Technische Universität of Wien (Austria)
- **Rihards Funts** - Designer - Latvia
- **Marjetica Potrč** - Artist and architect - Slovenia
- **Ugo La Pietra** - Designer - Italy
- **Maria Thereza Alves** - Artist - Brazil
- **Fernando Garcia Dory** - Artist, Agro-ecologist, Spain

The jury will evaluate the contributions to be set up in the Matese Regional Park and included in the exhibition catalog. The selected works will be notified by **13 May 2019**).

Three winners will be selected, one for each of the following categories:

- artifact related to rural design/ systemic design
- new material based on natural components
- project or process based on the principles of circular economy/ systemic design

The **winners** (one for each category) will receive a prize of **€1,500** and will be invited to publicly present their contribution during the Matese Rural Design Week (travel expenses, board and lodging will be covered by the organizers). In addition, the jury will select other works of particular note, which will be exhibited from **May 31<sup>st</sup> to June 9<sup>th</sup> 2019** in the San Potito municipality and surrounding areas, both indoors and outdoors, taking into account the specific characteristics and needs of the individual contributions.

The jury will also assign a **special mention** to one of the selected works: a **30-day art residency at the Art Center “La Regenta”, an exhibition space in Las Palmas de Gran Canaria** to be done **next year**. The residency, offered by “La Regenta”, includes: accommodation (with kitchenette), €400\* for board expenses, a production space, a €500\* fee and the chance to present the work to the public of the Art Center at the end of the residency period.

(\*VAT must be deducted from the two amounts, based on the percentage in force in the winner's country of residence)

## APPLICATION INFORMATION

The documents must be sent to the following address: [info@ruraldesignweek.com](mailto:info@ruraldesignweek.com)

If the attachments exceed 20MB, they can be sent via WeTransfer to [info@ruraldesignweek.com](mailto:info@ruraldesignweek.com)

For clarifications on the call, it is possible to send enquiries up to **26 April 2019**.

## DEADLINE: 5 MAY 2019

Once the authors have been notified of the selection of their works (**13 May 2019**) they will receive an invitation to send their contribution by **24 May 2019** to be set up (the withdrawal should be communicated to the organization by the **19<sup>th</sup> of May 2019**). For clarifications on the call, it is possible to send enquiries up to **26 April 2019**.

## Information

Website: [www.ruraldesignweek.com](http://www.ruraldesignweek.com)

Contact email: [info@ruraldesignweek.com](mailto:info@ruraldesignweek.com)

## Personal data

Please read Privacy and Annex B documents.

## FAQ

- **What is the deadline to send the application?**

Applications must be submitted within 5 May 2019. After this date, it is not possible to submit documents, add documents or data, or make changes. The payment of the administrative fees must also be received no later than this date.

- **Is the application free?**

No, you must fulfill the administrative fees with a contribution of € 40.00, to be paid by bank transfer to:

Recipient: RU.DE.RI Rural Design per la Rigenerazione dei Territori

IBAN: IT67Y0538775300000002966452

BIC/Swift: BPMOIT22XXX

with the following payment description: "Participation RDW 2019".

Please attach the receipt to the application.

- **What documentation shall I attach to apply?**

Annex A

Max 5 high definition images (30 MB max overall) or a video (max 1 min.; with a YouTube or Vimeo link, if available). The individual images must have a resolution of 300 dpi.

3. Annex B

4. Privacy

5. Wire transfer receipt for the administrative charges

- **What kind of works/projects are accepted?**

We accept proposals for artworks (tangible or conceptual), materials, processes still to be realized or already realized (totally or in part) with no limits about the type of language or support used (i.e. objects, installations, videos, photos, performance, etc..)

- **Is it possible to send a team artwork/material/project?**

Yes, both team and individual artwork/material/project are accepted.

- **Who will pay for the shipping and installation expenses?**

The shipping and the installation expenses will be borne by the participant. If the material shipment is too expensive, an alternative exhibition method will be agreed among the parties.

- **Is the call open to both students and professionals?**

Yes, it's open to everyone.

- **To whom shall I send the application?**

You must download the documentation from [www.ruraldesignweek.com/call](http://www.ruraldesignweek.com/call), fill the documents and send them back to [info@ruraldesignweek.com](mailto:info@ruraldesignweek.com)

- **Who will pay for travel, board and lodging expenses in case the work will be selected?**

Travel, board and lodging expenses will be covered by the organizers only in case the work received a prize or a special mention. In case a team will be awarded, travel, board and lodging expenses will be covered for just one person invited to represent the team at the exhibition. The other members are welcome to join us, but they will travel and stay at their expenses.

- **When will the award ceremony take place?**

It will take place on 31 May 2019.

- **What is the prize?**

For each category, the most deserving work will be awarded a prize of 1,500 euros.

The jury will also assign a **special mention** to one of the selected works: a **30-day art residency** at the Art Center “La Regenta”, an exhibition space in Las Palmas de Gran Canaria, to be done **next year**. The residency, offered by “La Regenta” includes: accommodation (with kitchenette), €400\* for board expenses, a production space, a €500\* fee and the chance to present the work to the public of the Art Center at the end of the residency period.

(\*VAT must be deducted from the two amounts, based on the percentage in force in the winner’s country of residence). Travel and other expenses must be paid by the participant. The Art Center website is [www.laregenta.org](http://www.laregenta.org)

- **Can I apply for more than one category?**

Yes, you can.

- **Can I apply sending more than one work/project?**

Yes, you can.

- **I tried to send the application but the email bounces back, what can I do?**

Please check that the documentation does not exceed the limit of 20MB, if that is the case send the documents via Wetransfer ([www.wetransfer.com](http://www.wetransfer.com)) to [info@ruraldesignweek.com](mailto:info@ruraldesignweek.com). If you still have troubles please call+39 3209566990.