

ART PROJECT FAIR | ART VERONA

Design Welcome

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DESIGN WELCOME

Summary

ArtVerona|Art Project Fair, on the occasion of its tenth edition (9-13 October 2014) and of its recent acquisition by Veronafiore, leader in the direct organization of events in Italy, launches “Design Welcome”, the contest organised in collaboration with Desall.com to find a new **urban furnishing design** for the **requalification of the entrance path** that will connect the ticket booths to the exhibition halls during the 2015 edition of the fair.

ArtVerona reserves an exclusive *special price* entrance ticket for the 10th edition of the **ArtVerona|Art Project Fair** to all users of Desall.com. Clicking on the [following link](#) you can download the invitation card that grants you access to the fair for 3,00 Euro instead of 15,00 Euro. Print it and show it to the ArtVerona tickets booths.

Official contest page: <http://des.al/DesignWelcome>

Description

ArtVerona is the contemporary art fair now at its 10th edition, hosted in Verona, the world-famous art and historical city also inscribed in the UNESCO world heritage list. The aim of ArtVerona is the promotion of the values of the art market within an exhibition that is also a cultural event, increasingly attentive towards research and workshops, which are essential creative breeding grounds for active thought.

Pursuing further the research and experimenting path, ArtVerona features a wide range of artists and movements within contemporary and modern art, offering a valuable insight in the art market.

What we are looking for

The aim of *Design Welcome* is the development of a **urban furnishing design project** for the 2015 edition of the fair, able to welcome at best the visitors, introducing them right inside the event atmosphere. It is about a unique project conceived specifically to accompany the ArtVerona visitors along the path that connects the Re Teodorico ticket-booths with the entrance of the fair (see *Material files*)

Values: the project must be in compliance with the **contemporaneity**, **innovation** and **eco-sustainability** criteria adopted by ArtVerona, the modern and contemporary art-fair that throughout the years has stood out for the conception of innovative concepts both with regards to thinking and installation. Through *Design Welcome*, ArtVerona pursues further the research and experimenting path started in the last years through a rich agenda of collateral events inside and outside the fair, also in light of the institutional strengthening given by the recent acquisition by Veronafiore (www.artverona.it).

Deliverables: choose the most suitable technique to represent your concept, attaching **rendering**, **indications about materials and production technologies**, together with a **first assessment of the production costs**.

Constraints: for the realisation of the project keep into consideration safety requirements suggested by common sense. The budget available for the production shall **not exceed €20.000,00 (twenty-thousand-euro)**.

Structure: keep in mind that the project you propose should be conceived so as to be **renewable year after year** and sport at the same time a **reusable structure**.

Timeline

Upload phase: 06th August - 07th October 2014
Community Vote: 08th October - 11th October 2014
Client Vote: from 12th October 2014

Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the www.desall.com web site, via the upload page related to “Design Welcome” will be accepted.

Award

1st: €2000

Special mention: a selection of the most interesting proposals will be subjected to the vote of the ArtVerona visitors, that will decree the assignment of one reserved exhibition space for the 2015 edition of the fair.

The selection of the winner by a selected jury appointed by ArtVerona | Art project Fair will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.