

MONDAY, MARCH 10, IS THE PROJECT SUBMISSION DEADLINE FOR THE DESIGN COMPETITION BEING HELD BY LABORAL AND ESAPA

THE PRIZEWINNING PROJECT WILL BE MADE IN ASTURIAS AND SOLD
IN THE LABSHOP

Monday, March 10th, is the Project submission deadline for the Design Competition being held jointly by LABoral Centro de Arte y Creación Industrial and the Escuela Superior de Arte del Principado de Asturias (ESAPA). The end of the competition will see the creation and technical development of something that has ties to the cultural and industrial tradition of Asturias. It is intended for students of ESAPA, which is located in Avilés, where proposals are to be submitted. They should express how the local links with the global in a creative and contemporary way.

The prizewinning Project will be available for purchase in the LABshop of the Centro de Arte y Creación Industrial during the length of the experimental design exhibition: from October 2008 until April 2009. El Último Grito will be the exhibition's curator.

The competition is the result of collaboration between LABoral and the Escuela Superior de Arte del Principado de Asturias (ESAPA). The goal is to foment the added value gained by applying design to industry and to establish the conditions by which innovation can be brought to the public through the medium of industrial design. The competition will take place on an annual basis, involving a number of different organisations, joining together those initiatives that combine technological innovation with design and that establish real links with industry. In short, it will promote interaction between designers and companies.

This objective is also reflected in the composition of the jury that will announce its decision on Friday, March 14th. Members will include renowned international designers such as Fernando Gutiérrez, (Asturian based in London), Roberto Feo (member of El Último Grito) and Andrea Steidl and Martino Berghinz (from the Studio of Patricia Urquiola). Further, the jury will include Luis Tamargo (advisor to the Area for innovation and internationalisation in IDEPA, Instituto de Desarrollo Económico del Principado de Asturias) Roberto Crespo Joglar (director of ESAPA, Escuela Superior de Arte del Principado de Asturias) Víctor López from Prodintec (a Technological Centre for Design and Industrial Production in Asturias), Sebastián Menéndez Salinas (designer member of DIDA, an Association of Industrial Designers in Asturias), Nines Martín (from the Promotional department of DDI (State Society for the Development of Design and Innovation), Uli Marchsteiner (President of ADI FAD, Foment de les Arts i del Disseny) and Rosina Gómez-Baeza, Director of LABoral Centro de Arte y Creación Industrial and Erich Berger, LABoral's Chief Curator.

The competition is intended for students currently enrolled in the Escuela Superior de Arte de Asturias or who are finishing their studies specialising in design or production. Participants can be individuals or groups. Entries should have a creative and contemporary vision of a traditional concept, employing multiple modes of expression such as design, re-invention or re-adaptation in any or all of the facets of the final product: its material, uses, functions, poetry, etc.

The award starts with a prize of 7.000 € to be dedicated in its entirety to the object's production. Further, its author will receive a 1.000 € purchasing prize and a fully accredited diploma. The jury also reserves the right to make honorary non-remunerative mention of any projects it chooses to publicise. In this way, LABoral will be able to offer special recognition to the designers of any projects deemed interesting enough to be given an opportunity for industrial production.

Participating projects must be capable of being made in Asturias and their products must be of a size and shape adequate for display and sale in the LABshop. Jury members will evaluate proposals according to the criteria of originality and poetry, presentation quality, innovation, viability, possibility of manufacture, ideational efficiency, capacity for a relationship with the public, eco-production and coherency of the proposal for production, resolving the single item/total units cost equation in conformity with the available budget.

LABoral Centro de Arte y Creación Industrial

Opening Hours: Wednesday to Monday, from 12:00 to 8:00 PM

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