

SOCIAL FURNITURE

A PROJECT BY particle



Reshaping
the future



NOVEMBER 2021

Social Furniture

DESIGN COMPETITION

BRIEF

BROUGHT TO YOU BY particle

WITH THE SUPPORT OF THE ITALIAN EMBASSY IN KUALA LUMPUR AND THE PARTICIPATION OF:



Lanzavecchia + Wai



SCULPTUR



Malaysia



Rome
University
of Fine Arts



Circular Conversion

A **circular economy** is a fundamental step towards achieving climate targets and sustainable development goals proposed by the UN Agenda 2030.

45% of emissions come from producing cars, clothes, food and everyday products. The circular economy transforms the way we make and use products, improves quality of life and protects biodiversity, while it offers businesses innovation opportunities.

Our plastic system is broken.

Just 2% of plastic is recycled into the same or similar quality applications.

Source: WEF The New Plastics Economy: Rethinking the future of plastics, Project Mainstream analysis – for details please refer to the Ellen MacArthur Foundation: www.ellenmacarthurfoundation.org



HYBRID, SHARED, GREEN. SOCIAL FURNITURE DESIGN

- **Designed for digital nomads**
these are the fundamental attributes of new breeds of social furniture designed for hybridized contemporary lifestyles. There is no single clear codification for emergent collaborative spaces, however all these spaces encourage more human interaction and the dynamics of exchange
- **Building a strong circularity economy narrative**
designs are characterized by free-flowing curves and borrowing from co-working functionalities by fostering collaboration, identity and placemaking, while prioritizing learning, exploration, and social connection. Events for brands and changemakers happen here for conversations around global challenges.
- **Leveraging 3D additive printing**
the modular and flexible 'product' design has a distinct aesthetic, creates spontaneity and fits to the edges of public spaces where people can naturally feel safe. Materials are fabricated from recycled waste and given new life which illustrates the intelligence of new approaches to technologies, business models and partnerships between public and private sectors.





Source: <https://sculptur.se/furniture/>

TECHNICAL & SUSTAINABILITY ASPECTS PRODUCTION AND DESIGN CONSTRAINTS*:

Constraints are guided by the 3D printing techniques utilized by Sculptur.



Max. dimensions of the 3D layered printing are 3mt x 2,1 mt, while there is no limit to length.



A max. volume of 5 m2 is highly suggested for production efficiency Bigger designs will be considered on a case-by-case basis.



Materials are recycled plastic; Sculptur recommendations are below, for more info refer to: <https://sculptur.se/additive-manufacturing/>

PLA (poly lactic acid): Bio-based material from sugar cane. The best choice for advanced printing (expensive, possible in almost any colour).

PP-EPDM: (1) Bumpers from crashed cars. Great story and cost benefits if automobile manufactures buy-in to the ecosystem (low cost).

(2) Fishing net: great story, more complex workability (mid-range cost).



Recycled fishing net

Source: <https://sculptur.se>



NO CLEANING
better scaling,
more attractive
business model



ECOSYSTEM & VALUE CHAIN
shorter process
drop-off to
production



SOCIALIZING & LOCALIZATION PRODUCTION
community-focus,
less transportation



HIGHER VALUE PRODUCTS
extend the lifecycle
design durable
products



More sustainable and replicable. We consider people and community as part of a wider ecosystem and design conducive to life.

*All participants will receive access to restricted video explanation of Sculpture design possibilities and technology constraints.

THE CIRCULAR ECOSYSTEM

5. Product

High value products aimed at promoting longer lifecycles



1. Collection

Gather recyclable materials from fishing nets and fishing equipment.

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4. Print

On-demand production with additive manufacturing



3. Design

Portal for 3D design and digital marketplace sales.



2. Recycled Polymers

Process of grinding materials into printable PP-based pellets.



STAKEHOLDERS

Below is an overview of all the stakeholders who may sponsor and use social urban furniture, there are three macro categories

Changemakers & Communities

- Culture of the users?
- When do they use it?
- Connection people/place?



Brand Sponsors

- What do they aim to achieve?
- Why sponsor an event?
- Actions that foster engagement?



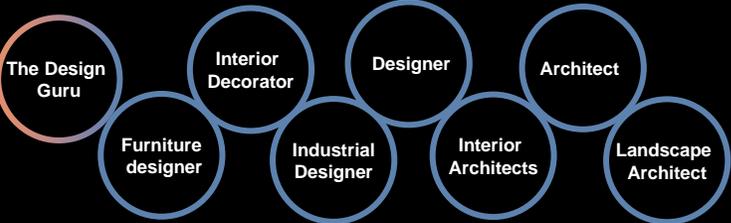
DIGITAL NOMADS

DESIGNER

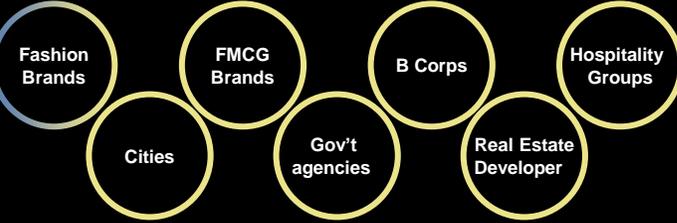
BRAND SPONSORS



"I came to connect and create around a common goal." "I am looking for belonging and inspiration" "People like us do things like this" "Believe in the power of your own voice."



"I want to create a place for conversations" "I have a project with my client for an innovative co-working space" "I will participate at a private event to promote circular design economies" "I want to extend my café and use the sidewalk space" "I want to make my city more livable and bring in natural elements"



€ 6500 total in prizes will be distributed among the winning teams

3 Finalists Prize

€ 1000 + Certificate

Jury Selected, 3 finalist teams enter the incubation phase and public relations visibility

**L+W
Design 1:1**
work session

Sculptur
production
know-how

Illy Malaysia
workshop
retail insights

Featured
interactivity*
& website

Announced
PR in parallel
with COP26

Prize Winner

€ 3000
+ Certificate

Development Phase
develop winner's design
into a viable market
innovation

**Climate Change &
Innovation***
Ecological Transition Prize(s)
€ 500
+ Certificate

Top 10

Published on
our website and
social media
pages.

*discretion of Particle

AWARDS AND PRIZES

All submissions passing the first screening could be selected to be featured on Particle's *Sostenibilità* digital platform.

Finalist design projects will be selected by the jury to start the incubation phase and receive mentoring by L+W with the support of Particle and its network of partners. They will be able to develop their project further and finalize their concept toward a feasible, desirable and marketable design.

Finalist projects will receive additional exposure to the design and *Sostenibilità* community, including an open forum for public voting and the possibility to chat with audiences to explore marketability allowing them to refine and promote their ideas.

All finalists will submit a refined design project and participate in a pitch session event with Particle's partners where the design jury will select ONE winning team taking public sentiment in consideration.

The winning design team has the chance to begin a last phase of development that could lead up to a future design affiliated event.

EVALUATION METHOD

1st screening: compliance with requirements & constraints

2nd screening: finalist teams selected based on following criteria:

- A. adaptability (function, modularity & resizing, flexibility of layouts)
- B. form and appearance (continuity or linkage between objects)
- C. durability and technical feasibility (given expected usage)

JURY EVALUATION STARTS

3rd screening: winner selected based on the following criteria:

- A. Criteria from previous phase regarding function & aesthetic
- B. Rethinking circular conversion, industry analysis.
- C. Rethinking community participation and integration of art
- D. Promoting shifts in sustainable behavior change.
- E. Viability of costs to produce and marketability

Scoring: submissions will be evaluated based on:

- A. Functionality 5/5 (especially modularity & resizing)
- B. Degree of innovation 5/5 (especially on the 3 design challenges)
- C. Aesthetics/Desirability 5/5
- D. Technical feasibility 5/5
- E. Marketability 5/5 (including the public vote/qualitative research)

JURY



**FRANCESCA
LANZAVECCHIA**

Founder and Creative
Director at
Lanzavecchia + Wai



**HUNN
WAI**

Founder and Creative
Director at
Lanzavecchia + Wai



**BRUNO
BOLFO**

Founder at Particle, art
collector, entrepreneur



**MARIA CRISTINA
DIDERO**

Independent curator
and journalist



**DR. ZAFRI
MERICAN**

Vice President of
PEREKA, the Malaysian
Association of
Industrial Designers

www.particle.art/socialfurniture

Registration Deadline: 15.11.21, 10AM GMT (Malaysia GMT+8, 18:00; Italy GMT+2 12:00)

- A. To participate, you must be enrolled in an accredited university program or have graduated within the last two years.
- B. You may participate alone or as a teams. Teams can include members coming from different countries, cities or universities.
- C. To apply, you must submit an original design, free of any copyrighted content, presenting your personal interpretation of the brief.
- D. For the application to be considered valid, you must submit all the required material within the deadline. Late or partial submissions will not be considered.
- E. We strongly suggest participants check the rules for this competition carefully. By submitting their work they will subscribe such regulations and any infringement will be addressed accordingly.
- F. For any doubts check the FAQ on the website or contact us at ask@particle.art
- G. Personal Data. Information provided by applicants will be treated as personal data and be processed in accordance with Particle's privacy policy available at: <https://www.particle.art/fragilita/signup/email>
- H. Submissions
 - For registration and submissions , we use Google Forms to collect applications and a Google account is required to complete this form. In addition to the information provided in your submission, the name and photo associated with your Google account will be recorded when you upload files and submit this form. For further information, please read Google's privacy policy available at: <https://policies.google.com/privacy>.
 - At registration, please submit: name(s), designer BIO(s) (150 words) and portfolio reference projects.

DESIGN COMPETITION

REGISTER AT

www.particle.art/socialfurniture

Registration Deadline

21.11.21, 10AM GMT

(Malaysia GMT+8, 18:00; Italy GMT+2 12:00)

THANK YOU FOR READING.

particle

**LOOKING
FORWARD TO
RECEIVING
YOUR DESIGNS**