

# 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:



Lanzaavecchia + Wai

SCULPTUR

Malaysia



### 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](http://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.



## 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>



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



**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.

### 4. Print

On-demand production with additive manufacturing



particle



### 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

The Design  
Passionate

"I came to connect  
and create around  
a common goal."

The  
Socialite

"I am looking  
for belonging  
and inspiration"

Change  
-maker

"People like us do  
things like this"

Activist

"Believe in the  
power of your  
own voice."

The Design  
Guru

Interior  
Decorator

Designer

Architect

Furniture  
designer

Industrial  
Designer

Interior  
Architects

Landscape  
Architect

"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  
to promote circular  
design economies"

"I want to  
to extend my café  
and use the  
sidewalk space"

"I want to make my  
city more livable  
and bring in  
natural elements"

Fashion  
Brands

FMCG  
Brands

B Corps

Hospitality  
Groups

Cities

Gov't  
agencies

Real Estate  
Developer

€ 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.



# 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

**1<sup>st</sup> screening:** compliance with requirements & constraints

**2<sup>nd</sup> 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

**3<sup>rd</sup> 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

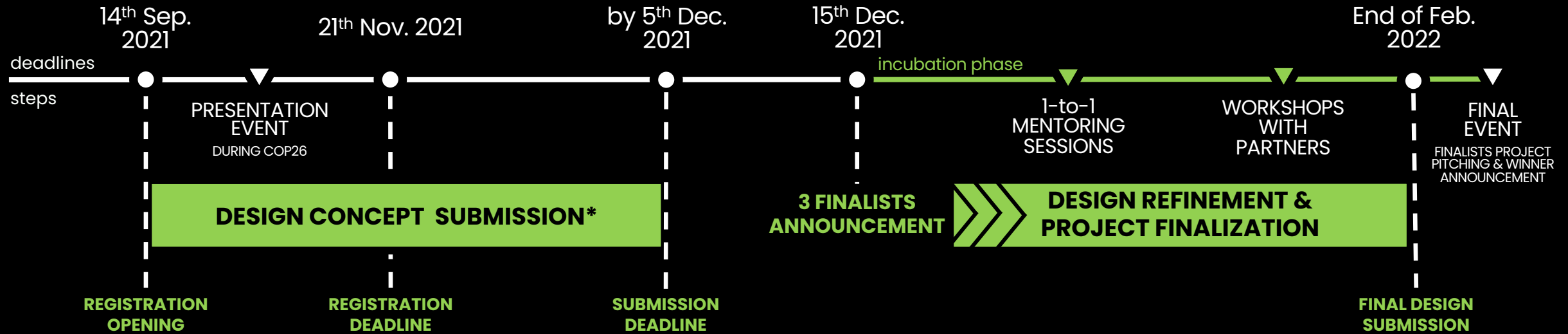
**Scoring:** submissions will be evaluated based on:

- 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)

## TIMELINE

### SUBMISSION DEADLINES

#### KEY STEPS & EVENTS



#### DESIGN CONCEPT DELIVERABLES\*

1. 300-word storytelling text
2. Renderings of concept using storyboards and building scenarios of use (daytime, events, nighttime, maintenance).
3. A descriptive video website publication

*\*for more details on submittals and rules please reference full slide deck. You can have access to the full slide deck by registering on [www.particle.art/socialfurniture](http://www.particle.art/socialfurniture)*



## 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

## HOW TO APPLY

**[www.particle.art/socialfurniture](http://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](mailto: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](http://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**