

Social Furniture

Reshape the future

Particle launches “**Social Furniture**”, a design competition on the themes of **sustainability**, “**social**” **design** and **circular economy**. The competition requires participants to develop new ideas, in order to rethink how plastic waste can be remodeled using circular design thinking, emphasizing the circular economy and exploring a new social balance by engaging communities. The idea is to operate in the light of social design, in order to build a sustainable place of social encounter.

How to apply

- It's possible to apply until **October 15, 2021** on the website www.particle.art/socialfurniture, at 10AM GMT (Malaysia GMT+8, 18:00; Italy GMT+1 11:00).
- The projects will have to be uploaded on the same website before **October 28, 2021** 10AM GMT, together with a short bio of the designer(s). All the projects sent will be featured on Particle's *Sostenibilità* digital experience.

Who can participate?

The competition is open to undergraduate students or students who have graduated in the previous two years. It is possible to participate individually or in groups. The application is open to students and recent graduates from all over the world, but addressed in particular to design institutes and universities based in Italy or Malaysia. This choice is motivated by the fact that the contest will be placed in the broader context of Sustainability, an initiative that aims to delve into this important issue between art and design and which arises from a long-term collaboration with the Italian Embassy in Malaysia.

Why participating?

By taking part to the competition, students will not only become part of an international network of students, professionals and companies, but will experience an all-round approach to design, being involved at every level of development and having the opportunity to sit at the strategy table with partners and sponsors, to help redesign the

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approach of the entire industry to sustainability issues. Their projects will enjoy visibility in the network of our partners, who have joined the initiative precisely to explore new design possibilities.

Prizes

The contest has a total prize pool of € 6,500. A prize of 3,000 euros will be awarded to the first classified and 1,000 euros to the authors of the selected finalist projects.

On **November 10, 2021** the three finalist projects will be announced, selected by the jury on the basis of their social and sustainable approach, as well as of their feasibility, desirability and marketability.

In the next phase they will receive:

- support from mentors and advisors, among which Lanzavecchia+Wai, in the implementation of the idea
- the possibility to interact with technology partners and retail partner(s)
- a media exhibition aimed at generating renown for one's project
- the first ten projects selected by the jury will receive visibility through the publication on the official website and a specific communication initiative related to the event.

Partners

Among the partners of the initiative, who have supported us in the drafting of the brief and in its promotion, and that will be part of the jury of the contest, there are the designers **Francesca Lanzavecchia** and **Hunn Wai** (from the Lanzavecchia + Wai studio) and the Swedish company **Sculptur**, a pioneer in additive 3D manufacturing. These professionals will follow the participants throughout the creative process, from the idealization of the concept to the preliminary design, up to the go-to-market strategy for those who will be selected until the last step. In facts, in addition to several monetary prizes reserved for the finalists, the winning project will have the opportunity to be incubated with **Particle** and its partners, and to see its idea produced in real size with sustainable materials, using Sculptur's production techniques.

Particle is contacting other partners to join the project, both from the scientific and the economic sphere.

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The jury

- **Francesca Lanzavecchia**: founder and Creative Director at Lanzavecchia + Wai
- **Hunn Wai**: founder and Creative Director at Lanzavecchia + Wai
- **Dr. Zafri Merican**: vice President of PEREKA, the Malaysian Association of Industrial Designers
- **Maria Cristina Didero**: independent curator and journalist
- **Bruno Bolfo**: founder at Particle, art collector, entrepreneur

About particle

Particle is a new international reality born in 2020 from an intuition of the young entrepreneur and collector Bruno Bolfo, with the aim of developing fluid systems of art fruition - between real, digital and "phygital" - that make the encounter with contemporary culture more accessible and inclusive. By generating opportunities for dialogue between the world of culture, institutions and business, Particle creates new relational ecosystems based on the definition of a new experience of art, bringing together different communities, even geographically distant.

Particle recognizes that digital technology applied to culture is an essential tool for the construction of new worlds in which a dialogue between cultures can be facilitated. It is not a surrogate for the concrete reality of an exhibition or a work of art, but a dimension in which truth and virtual integrate and complete each other, providing the visitor with an articulated range of possibilities for deepening and digression, aimed at making his experience positive. A path to approach new audiences, based on the emotional capacity of art and on a high degree of active and empathic involvement of the visitor (more details on the official website [here](#)).

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