



**7ºencuentro bid
enseñanza y diseño**



**muestra
iberoamericana
de
estudiantes**

Students' Exhibition territory_design

Rules for the 7th BID Meeting

1. Introduction

Through its organizing committee and the Ibero-American Design Biennial advisory committee, DIMAD invites the Ibero-American design education institutions to take part in a collective exhibition of young design from Ibero-America (bid_est), by means of a selection of the best projects of current students, new graduates and/or postgraduates.

The Students' Exhibition (bid_est) is an important event in the area of design, with regards to the promotion and dialogue between students, professors, professionals, and design education institutions. Organized by DIMAD (Fundación Diseño Madrid and the Association of Madrid Designers), it takes place as part of the 7th BID Encuentro of Ibero-American design education institutions, as one of its activities.

Bid_est intends to reflect the way educational institutions interact with the new changes in the academic world, such as the paradigm shift in the teacher-student relationship, the use of new information technologies and the new way of addressing design in terms of project methodologies, technologies, and materials.

Bid_est offers a place for reflection, analysis and debate in order to reflect the current Ibero-American context, focusing on the students' potential and on the interesting development context of the region which plays a key role in the exhibition.

The bid_est exhibition will open on October 23rd, 2017 in the Central de Diseño in Matadero Madrid, Spain

2. Call

As an exhibition, Bid_est is inviting Ibero-American design teaching professionals and their education centers (schools, colleges, universities) to present their students' projects, in order to show, publicize and enhance the projects that are the most innovative and representative of Ibero-American design in the following areas:

- Interior and spaces design
- Industrial and product design
- Graphic design and visual communication
- Fashion, textile and clothing accessories design
- Digital and multimedia design
- Services design
- Comprehensive design / interdisciplinary and cross-cutting projects

The 7th BID Encuentro proposes to work in the classrooms on a common theme “design_territory” and present in the exhibition the best results from this initiative.

The 7th BID Encuentro invites education institutions to reflect together on this common theme with the prospect of considering design less as a way to demonstrate self-expression and more as a way to bring solutions to social issues and to improve the well-being of individuals.

As an exhibition, Bid_est aims to showcase the work of these students, projects made on the basis of the good practice of design, methodological innovation, collaborative projects, a synergy between educational centers and companies, ideas that reveal a responsible design that supports sustainability, design for all, as well as design for development and design linked to one's territory.

The selected pieces will represent the projects carried out during the curricula of courses, graduation work, or postgraduate work, carried out over the past two years (since 2015). The projects must have been carried out as a part of the training process of the student, in the center that they represent. The selection of these projects must comply with the general criteria stipulated in the following Rules.

Seven major prizes will be awarded for each category, as well as mentions for each category and four major prizes related to the main ideas thematic areas (see Awards section).

3. 23 participating countries

Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Spain, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Portugal, Puerto Rico, The Dominican Republic, Uruguay and Venezuela.

4. Objectives of bid_est

General objectives

- Promote Ibero-American design
- Disseminate the projects of teaching professionals and Ibero-American design students based on the good practice of design and methodological innovation
- Promote reflection in the academic sphere
- Emphasise through design the issues that are reflected in the Madrid Declaration
- Bringing the public closer to the design culture

Specific objectives

- Encourage a responsible approach to design, which takes into account the values of Design for development, Design for all, Design for sustainability and Design for quality of life.
- Promote innovative approaches that bring a sustainable response in a constantly changing environment.
- Strengthen and create networks to promote exchanges between professionals, schools, organizations, students, promotion centers, institutions, companies, etc.
- Encourage the use of new technologies and non-conventional materials in order to enable designers to work in peculiar spaces.
- Promote among the training centers the idea of that the practice of design is closely related to the notions of progress and improvement of living conditions
- Make public and spread new forms of production and entrepreneurship related to designers.
- Spread local forms of educational innovation.

5. How to participate in bid_est

Each educational center registered in the BID Encuentro will be able to display a maximum of 4 projects either carried out in class, made as graduation work, or as postgraduates, from any of the following design areas, carried out during the past two years: interior / spaces design, industrial / product design, graphic design and visual communication, fashion / textile / accessories design, services design, comprehensive design / interdisciplinary and cross-cutting projects

- The pieces will either be the result of a personal or collective work and a student or a group may only submit one work (the number of students being part of the group remains unlimited).
- Participation is open to students who are currently studying in the educational center, who graduated no later than 2015 or are studying (or have studied) a postgraduate course during the Academic years 2015, 2016 or 2017, provided their educational center is registered in the BID Encuentro.
- The sent works will be overseen, evaluated, and, when appropriate, awarded by an interdisciplinary international jury. The evaluation will be carried out by means of an on-line gallery, in which the items will be displayed anonymously, identified with a code.

Once the work has been evaluated and accepted by the jury, and after the organization has checked that the format and characteristics of the submitted files meet reproduction requirements for its proper reproduction (see section 6), the file will be validated in a PDF format and sent in order to proceed with printing. Should there be any request or suggestion to correct any of the projects and its presentation, from the jury or from the organization, this will be transmitted to the person concerned so they can take it into account.

The exhibition will include:

- Up to four printed panels for each center (from the works admitted and chosen by the jury)
- Audio visual equipment
- Physical objects of the final pieces and the awarded works (optional)

A certificate of participation to the exhibition will be sent by mail to each selected participant or group.

6. Registration requirements for the entry and submission of proposals

Registration and submission of the works will be managed by the center to which the student belongs, prior the general registration by the center to the BID Encuentro.

The registration must be conducted by a legally authorized academic representative from the educational center, or a legal representative acting on their behalf. **Each school may submit only 4 (four) projects (related to any category). A registration form must be filled in online for each submitted work.**

The submitted projects must:

- Be one of the four projects selected by the educational center registered in the BID Encuentro of design education institutions, previously selected from the submitted projects.
- State whether the projects were designed during the current year, made as graduate work, or postgraduate work, and the year they were carried out.
- Submit the application via the specific online registration form for the students' exhibition which may be completed on the BID Encuentro website (www.bid-dimad.org/sextoencuentro). This registration will be managed by the educational center to which the student belongs.
- Attach file on the online form following the given specifications.

Procedure for the submission, evaluation, admission and printing of the projects for the Students' Exhibition

The panels that will be used in the exhibition will be 70x100cm, displayed vertically. Each project must be submitted by filling in the registration form online, requiring information and digital files (in panel format and as separate images) to be completed, in compliance with the following instructions:

Files and texts for admission and evaluation by the jury

Images. WEB or digital version, for display, admission and evaluation by the jury online; and later for publication on the online gallery:

Up to 5 JPG files showing the submitted projects with graphic images, photographs and text. These files will be anonymous, and the only mandatory element inside this area is the identification of the files.

Images characteristics: JPG format in RGB mode, with a maximum measurement of 1024px on any side, 72dpi resolution. Maximum size: 1MB per image.

Identification of anonymous files: : Use an 8digit identification code, consisting of the first letter of the first name, the first letter of the last name, and participant's date of birth in two digits, without separation or hyphens. Each picture must be named this way, followed by the corresponding numbering (_1, _2).

For example: JB120388_1; JB120388_2.

Texts. Information with regards to the center and the students, as well as the contact details of the person in charge of the work and of the methodology will be required. The rules related to content (mentioned later in this section) for the corresponding files must be followed.

- **Contact.** Person in charge of the requested rectifications. They will receive the results of the jury's vote and she will be contacted for any other information related to the students' work.
- **Description of work:** It must be anonymous, not mentioning authors, location or institution. Content must not exceed 700 characters.
- **Description of methodology:** Explain briefly how the project was conducted in class. Content must not exceed 700 characters.

File to print and display in the Students' Exhibition

The panel to be used for the exhibition is a PDF format file, corresponding to the full panel. Containing an image or composition of the project narrative and its description (maximum 700 characters including spaces) to which a text box (suggested size: approx. 11.5 cm in width and 14 cm in height) will be added with the following information in this order: author / title or name of the project / year / country / educational center / degree studied – specialization and school year / course / identification code.

The layout of the panel is to be decided by the contestant. The text box with the personal information must conform with the following. Measurements of the box:

- 115 mm x 140 mm for the text box
- 15 mm margin on the right-hand side
- 10 mm margin on the left-hand side
- 10 mm margin on the upper part
- 10 mm margin on the lower part

Verdana font is to be used, minimum 11pt/line spacing 14pt for personal data as well as for the description text (both included in the box).

File characteristics: PDF format. Dimensions: 70x100cm vertical. Maximum printable area 68 x 98 cm. If it contains images, they must be at a minimum of 200 pixels per inch, although 300 is recommended. Maximum size: 10Mb.

PLEASE NOTE: The title of the file is to be the identification code. This file will be the one that will be used by the organization for the printing of the panels that will be used in the exhibition.

***NB:** The projects which require audio visual support must be able to be viewed on the internet, both in Windows and Mac, and be uploaded on Vimeo in private mode. The link to the video and the key to download and view is to be included in the registration form. Size: 1280 x 720px or 1920 x 1080px. Videos must be in MP4 format with H264 codec. These projects will be displayed on panels (with images and frames) using audio visual devices.

The diagram shows a rectangular panel with a solid orange border. Inside, there is a dashed orange rectangle containing text. Marginal dimensions are indicated by pink lines and text: 10 mm on the top left, 15 mm on the top right, 10 mm on the right side, and 10 mm on the bottom right. The text inside the dashed box is as follows:

Author's first name and surname
Title or name of the work
Year/city, country
—
Specialization and school year
Educational center/degree studies
Identification code
—
Version to print and display in the Students' Exhibition: file in PDF format, corresponding to the full panel. This panel will contain the same content as the previous one: an image or composition of the project narrative and description (maximum 700 characters including spaces) to which a text box (suggested size: approx. 13.5 cm in width and 15 cm in height) will be added with the following information in this order: author / title or name of the project / year / country, province (region) and town / educational center / degree studied – specialization and school year & identification code. Version to print and display in the Students' Exhibition: file in PDF format, corresponding to the full panel. This panel will contain the same content. The text of the card cannot exceed 700 characters including spaces, in Verdana font, 11pt/line, spacing 14 pt.

7. Selection criteria

The projects chosen by the Jury will highlight:

- Support innovation and seek solutions in accordance with the times in which we live.
- Search for quality, uniqueness and commitment to design.
- Represent values related to this year's common theme, "design_territory", based on experimentation and risk-taking.
- Ability to change and improve one's environment.
- Teamwork, fostering multidisciplinary and social interaction.
- Compliance with the principles and values of Design for all and Design for development.

8. Jury

The Jury will consist of a team of professionals and teachers who conduct a thorough assessment of the submitted projects. The members of the jury will be made public on the **Encuentro BID** website.

9. Awards

The international jury:

- Validará la admisión de los trabajos presentados.
- Will choose the winning pieces
- **Seven major prizes, as well as mentions**, will be awarded, one for each **category**:
 - Interior/spaces design
 - Industrial and product design
 - Graphic design and visual communication
 - Fashion, textile and clothing accessories design
 - Digital and multimedia design
 - Services design
 - Comprehensive design / interdisciplinary and cross-cutting projects
- **Four major prizes, as well as mentions**, will be awarded for the following **thematic lines**:
 - Design for Development
 - Design for all
 - Design and Innovation
 - Design and Sustainability

The finalists and winners' projects will be offered the opportunity to be physically displayed as prototypes or physical samples in the exhibition. The remaining projects will be displayed in panels and/or in audio visual format. The projects displayed in an audio visual format will have their own platforms where possible (computer, tablet, or projector).

- The protocol to be followed for the shipping of the works will be given by the organization once the jury has conveyed the results of the evaluation.
- Shipping and/or transportation costs, to and from, of the physical pieces, as well as the corresponding customs management costs shall be the responsibility of the participating center/student.
- A certificate of participation in the Exhibition will be sent by mail to each selected participant or group individuals.
- The awardees shall also be given the corresponding certificate of recognition.

10. Property and distribution rights

The intellectual property rights of ownership, according to current Spanish Copyright Act, acknowledges the authors of the submitted projects, will correspond to the authors of these projects, who can freely protect their designs by means of the corresponding intellectual property registry before prior to delivery.

The selected works will be part of the exhibition that will take place in the Central de Diseño de Matadero Madrid (in a physical format, displayed on a panel or in an audio visual format) and during a virtual exhibition that will be accessible on the internet through the BID Encuentro's website, after the opening of the exhibition. They may also be part of travelling exhibitions, in this case a center or an institution requests to display the exhibition. DIMAD includes the name of the authors and center to which each of the submitted projects belong. Registering in the bid_est means the center accepts the possibility of displaying their works in these traveling exhibitions.

The selected projects' authors, through their center (school, college, university) and the participating centers, by means of registration, allow DIMAD to reproduce, distribute and communicate them publicly in publications magazines, and other media, as well as on the website www.bid-dimad.org/septimoencuentro, and on social media, always citing the authors/those responsible for them, solely for the purpose of promoting the bid_est Exhibition and BID Encuentro of Ibero-American design education institutions.

11. Responsibilities

The selected projects being displayed physically in the bid_est exhibition in the Central de Diseño de Matadero Madrid must be sent by the participating centers. Shipping or transportation costs, to and from, of these physical pieces, as well as the corresponding customs management costs will be the responsibility of the participating center/student.

12. Legal conditions

The submission of projects and registration entails the acceptance of the present Rules and authorization, free of reproduction copyrights, to distribute the participating projects and their possible participation in travelling exhibitions, as well as the decisions of the organization, selection committee, and jury. The jury's decisions will be final, and not subject to appeal. Any particular issue that is not covered by the rules will be settled by the convening institution, DIMAD.

The participants in the Exhibition guarantee that they are the original creators of the projects, proposals and ideas submitted, and that none infringe any third party's industrial or intellectual property right or is likely to, is free of charges of any type, by expressly taking responsibility for any complaint that could be presented to that effect against DIMAD (Fundación Diseño Madrid and Association of Madrid Designers).

Personal data will be stored in an automated file owned by DIMAD (Fundación Diseño Madrid and Association of Madrid Designers) for information and advertising purposes only, being authorized to exercise the rights of access, rectification, erasure or objection under the terms provided in the Spanish Organic Law 15/1999 of Basic Personal Data Protection Act and the following Royal Decree 1720/2007, that allows written communication with DIMAD. The members of the Jury, as well as the persons who exercise the functions entrusted to the Organizing Committee, and the Secretary, may have access to such information in so far as it is necessary to fulfil their tasks, with the terms detailed in the present Rules.

13. Deadline

Closure of registrations: June 2nd, 2017

For more information about these Rules, please address:

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www.bid-dimad.org/septimoencuentro

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