



INTRODUCTION

RECIPROcity design liège 2015
International design & social innovation triennial
1 October – 1 November 2015

RECIPROcity design Liege is an initiative of the Province of Liege and the Provincial Centre for Arts and Crafts of Liege (Office Provincial des Métiers d'Art de Liege – OPMA). Formerly called the International Design Biennial of Liege, which started in 2002, the first edition of RECIPROcity design liège took place from 4 – 28 October 2012 and presented 25 exhibitions, a series of lectures, debates and a range of other activities, attracting more than 40,000 participants (see full programme on www.designliege.be). Now a triennial, the next edition will be held from 1 October - 1 November 2015, with Wallonie Design in charge of general management and art direction entrusted to Giovanna Massoni.

Committed to its core principles, 'reciprocity' and design for social innovation are still the main threads of RECIPROcity 2015. As a laboratory and showcase of 'best practices', RECIPROcity brings together numerous local, cross-border (Euregio Meuse-Rhine) and international actors in order to generate debate among the public, professionals, and media on the role played by design today.

Social design; designers and citizens participation to the innovation of public services; teaching and learning as the cradle for new awareness on the role of the designer; new models of creation, manufacturing and micro-entrepreneurship... will be the subject of a common reflection at this international event, created in 2012 as a meeting place and working instrument for continuous, participative and sustainable development.

The 2015 edition will focus on problems challenges connected to the local reality of the city centre and the province of Liege, especially on social cohesion and food: the link between the development of short food supply chains in the food industry and design – new systems of collaboration, preservation and distribution.

RECIPROcity also opens up to architecture and graphic design, which are addressed as spaces of reflection linked to the processes of social and economic innovation in a city or province.



CALL FOR PROJECTS

Application deadline: 30 March 2015

In the framework of RECIPROCITY design liège 2015, an international call for entries is addressed to schools, students & designers (product design, graphic design, interior architecture, service design, design for social innovation).

The subject is not Food Design but rather Design for Food, in line with the theme of the EXPO Milano 2015 in Milan: Feed the Planet. Energy for Life.

The Taste of Change encompasses the change of habits, lifestyles, food consumption, conservation, production and distribution, bio- and cultural diversity.

Through tools and ingredients we use on a daily basis to feed ourselves, today's design questions and provides objects, services and systems which foster innovation. Design also gives a sense of responsibility to the basic need of feeding ourselves, by providing sustainable solutions for preparing, preserving and sharing food that:

- reduces energy consumption during cooking and conserving
- minimizes food and packaging waste
- highlights food quality (health, food hygiene)
- teaches culinary traditions, bio- and cultural diversity
- enhances space, objects and meals with a sense of social cohesion
- develops sustainable distribution and community-based systems (new forms of catering, pop-up restaurants & street food)
- creates local networks for production (urban gardens, short-food supply chains) and distribution (joint purchases)

The exhibition will focus on a number of topics:

- the meal (objects and spaces)
- cooking and food preservation
- projects, systems and services of production and distribution in the food industry
- culinary traditions, quality of ingredients, bio- and cultural diversity

GENERAL INFORMATION

Title: The Taste of Change – design for food

Final selection: 60 objects/projects

Location: Musée de la Vie wallonne – Espace Saint-Antoine, Liege, Belgium

Curator: Giovanna Massoni

Scenographer: TBD

Three Awards (International, Euregio, Wallonia) of €5.000

Launch of the call for entries: 1 October 2014

Application deadline: 30 March 2015

Selection committee of the Wallonia and Euregio Prize: Liege, Belgium – April 2015

Selection committee of the International Prize: Milan, Italy – end of June 2015, in the framework of the RECIPROCITY day organized during the Walloon week at the Belgian pavilion of the EXPO Milano 2015 in Milan Feeding the Planet. Energy for Life (1 May – 31 October 2015)

The president of the selection committee is Alok Nandi (Architempo – coCreationcamp, creative director, interaction designer, lecturer at Institut Paul Bocuse Lyon, Food Design jury president at Core77 Awards 2012).

For further information, please contact:

Giovanna Massoni, Clio Brzakala or Stéphanie Vessière
reciprocity@walloniedesign.be

PARTNER: CUMULUS (www.cumulusassociation.org)

MEDIA PARTNERS: DROME magazine (www.dromemagazine.com), YOOKÔ (www.yooko.fr)



JURY AND PRIZE

A shortlist of projects made by the artistic director and the Province of Liege will be submitted to two selection committees, who will then choose 60 projects to take part in the exhibition and determine the winners of the three prizes.

The selection committee of the three prizes is composed of leading members of the international design community. The names of the jury members will be communicated in 2015.

The president of the selection committee is Alok Nandi (Architempo – coCreationcamp, Creative Director, Interaction Designer, Lecturer at Institut Paul Bocuse Lyon, Food Design Jury at Core77 Awards 2012).

Three prizes of a value of €5.000 each will be awarded by the international selection committee: a prize will be given to the best project of a designer born or living in Wallonia, a prize to the best project of a designer born or living in the Euregio Meuse-Rhine area, and an international prize to the best project, regardless of where the designer comes from or lives.

EXHIBITION & CATALOGUE

The exhibition will be one of major events of RECIPROcity design liège 2015 and take place in the Espace Saint-Antoine, a deconsecrated church, part of the Musée de la Vie wallonne in Liege, from 1 October to 1 November 2015.

Each selected project will be published in the official catalogue.

SELECTION CRITERIA

The selection criteria of the proposed projects are based on the quality of the project in terms of:

- degree of coherence with the theme of the call for entries, aesthetics, functionality of the object/service, and sustainable ethical aspects
- degree of originality of the concept
- degree of innovation, in terms of function, material, production and/or other proposed solutions.



ELIGIBILITY

The call for projects is open to designers and design students (product design, graphic design, interior architecture, service design, social innovation) of all nationalities, working alone or in a team.

In the case of an incomplete application (missing files and picture format) and project's inconsistency with the theme, the candidate will not be considered eligible.

The submitted project must concern functional objects, services and systems that suggest viable solutions to the following food topics: the meal (objects and space), cooking and food preservation, production and distribution, culinary traditions and bio- and cultural diversity.

The submitted project can be a product or a prototype, a video, or a mock-up, and have a maximum volume of no more than 1m³. In the case of an installation (made up of several pieces), the selection committee reserves the right to accept or refuse the application.

The exhibition will only admit finished projects: installations, products, photographic or video material.

The submission of documentation for the application can only be made via this website (see registration form).

An acknowledgement of receipt will be sent as soon as your file is received.

SUBMISSION GUIDELINES FOR CANDIDATES

The application file, fully completed, can be submitted in French and/or English and must contain the following documents:

- max. 5 line company profile and/or curriculum vitae of designer + website
- detailed description of the proposed project including
 - a) technical data (title, year of production, materials, dimensions)
 - b) max. 15 lines describing the concept and the process

- visuals:
 - one portrait
 - max. 4 photos of the proposed project (finished object, prototype, video, maquette).

Pictures must be in .jpg format, low resolution (72 dpi), max. 1MB.

IMPORTANT: If your project is selected, we will ask you to send us the images in HR (300 dpi) for the catalogue. So make sure to have the images you send also in high resolution.

We kindly request the name of the photographer and any copyright details. All images must be rights-free. In the absence of this information and in line with the application regulations, RECIPROCITY will not assume responsibility for any missing acknowledgment.

All documents can be used as part of RECIPROCITY's communication including the general catalogue for the 2015 edition.



GENERAL CONDITIONS

By answering this call for entries, the candidate automatically accepts the following general conditions:

- No incomplete file will be accepted.
- If selected, participants agree to respect the different deadlines that will be indicated by the organizers.
- Participation is completely free. However, participants are responsible for: return shipping, packing, insurance during the transportation, any possible clearance fees for the selected projects, and must respect the exhibition schedule and logistics.

The organizers of RECIPROCITY assure:

- Civil liability insurance.
- Insurance of the selected project, from its delivery to the exhibition until dismantling.
- General exhibition layout and signage.
- Publication of the selected projects in the official catalogue, on the website and in all communication media (press kit, programme, etc.).

PARTICIPATION AGREEMENT

The participant allows the organizer to exhibit his/her work for the duration of RECIPROCITY 2015 (1 October – 1 November 2015).

The participant allows, only for the promotion, the information and the publicity in relationship with the activity of the organizer, the representation, the reproduction and the communication of the whole or part of the work by any processes and on any media such as described as follows: magazines, postcards, billboards, numeric and argentic pictures, partner file of RECIPROCITY, catalogue, film, video clip, whatever they are on the website or numeric media, paper, CD-Rom video, etc., and also radio, cable TV, satellite, TNT, billboards, flyers, Internet, etc., and on any

paper media, video (such as CD-Rom), DVD, numeric, visual, etc.

The participant also allows visitors to take pictures and/or film his/her exhibited project(s).

These authorizations are valid all over the world and for the legal duration of the copyrights in Belgium.

Any other use will be subject to an agreement with the designer.

The participant submitting this document declares to be entitled to the rights relative to the work and to all the authorizations for the uses given here above.

If the participant has specific rights on a visual or a project, if he/she wants confidentiality regarding one of them or he/she is a member of a registered artists association, he/she will have to inform the organizers beforehand.



TO FILL OUT THE PARTICIPATION FORM, PLEASE GO TO
WWW.THETASTE OFCHANGE.DESIGNLIEGE.BE

CONTACT

RECIPROCITY design liège est une initiative de la Province de Liège

General management: Wallonie Design

Artistic direction: Giovanna Massoni

Project manager: Stéphanie Vessière

rue des Croisiers, 17

B-4000 Liège

P +32 (0)4 237 97 46

e-mail: reciprocity@walloniedesign.be

RECIPROCITY 2012 EDITION: www.designliege.be