

# F/ A FakeAuthentic

## ICONIC IRONIC

### Milano Design Week 2020

#### REGULATION TO APPLY

##### 1. TAKING PART TO F / A ICONIC IRONIC

###### 1.a PARTICIPANTS REQUIREMENTS

- F / A ICONIC IRONIC OPEN CALL allows spontaneous applications from international participants, architects, designers, artist, creative and craftsmen under 40 years old who wants to take part to the exhibition with no more then one piece of furniture / object per person / group.

###### 1.b SUBMISSION

F / A ICONIC IRONIC OPEN CALL asks each candidate to submit digitally using the official e-mail [apply@fakeauthentic.it](mailto:apply@fakeauthentic.it) within **Friday the 07th of February 2020 at 18:00** what follows:

- **Application Form** filled and signed
- **Personal Portfolio** containing a selection of your most representative works
- **Project Presentation**, free format, size, orientation, number of sheets. This must contain at least:
  - **Images** of the project (free technique, size, orientation, format with no photo credits or rights)
  - **Text** in English describing the project, containing specifications, materials, weight, occupancy XYZ
  - **Technical drawings** containing at least one detail of the realization.
- **Object ID** form filled and signed in every part
- **Loan Agreement** form filled and signed in every part
- **Regulation to Apply** document filled and signed in every part

###### 1.c DEADLINES

F / A ICONIC IRONIC OPEN CALL asks each candidate to submit digitally using the official e-mail [apply@fakeauthentic.it](mailto:apply@fakeauthentic.it) within **Friday the 07th of February 2020 at 18:00**, all the documents listed at point *1.b SUBMISSION*.

###### 1.d SCHEDULE

- DEADLINE FOR APPLICATION Friday the 07th of February 2020 at 18:00
- PUBLIC ANNOUNCEMENT OF PARTICIPANTS Sunday the 09th of February 2020 within 18:00
- DEADLINE FOR PARTICIPATION FEE PAYMENT within Friday the 14th of February 2020 at 18:00
- ARRIVAL OF THE PIECES AT THE GALLERY Saturday the 18th of April 2020 within 18:00
- PRESS RELEASE, PRIVATE VIEW VERNISSAGE Tuesday the 21th of April 2020 time to be defined.
- PUBLIC OPENING VERNISSAGE Tuesday the 21th of April 2020 time to be defined.
- PUBLIC EVENT FINISSAGE Saturday the 25th of April 2020 time to be defined.
- DISMANTELING Sunday the 26th of April 2020 within 17:00.

### **1.e JURY AND SELECTION CRITERIA**

F / A ICONICIRONIC OPEN CALL the jury who will judge each application sent is composed by:

- Antonia Jannone, Owner of the Gallery *Antonia Jannone Disegni di Architettura*
- Marco Sammiceli, International Relations Chief Officer at *Triennale di Milano*
- Stefania Agostini, Architect for *AMArchitectrue* and curator of *F/A FakeAuthentic*
- Luca Mostarda, Architect for *AMArchitectrue* and curator of *F/A FakeAuthentic*

F / A ICONIC IRONIC OPEN CALL jury will judge each application sent by the candidates as it follows:

- Idea and strength of the piece of furniture / design object presented at 25%
- Relation between the piece and the theme ICONICIRONIC at 25%
- Personal portfolio of the participant / group of participants at 50%

### **1.f GROUND OF EXCLUSION**

F / A ICONICIRONIC OPEN CALL will exclude the application in case of those meet on of the following reasons:

- The lack of documentation will cause the exclusion from the competition. Even if one of the three documents is missing this will disqualify the participant / group of participant.
- Any delay that does not respect the deadlines indicated.
- Any case of plagiarism before, during and after the exhibition, concerning the project presented for *F/A FakeAuthentic ICONIC IRONIC* Exhibition.
- Delays related to technical and digital lack during the submission of the projects, will not be accepted.

### **1.g SELECTED PARTICIPANTS**

- F / A ICONICIRONIC OPEN CALL selected participants will be announced within Sunday the 9th of February at 18:00. After the selection – at the incontestable discretion of the jury finalists will be contacted via email.
- F / A ICONICIRONIC OPEN CALL candidates by signing this document guarantee, once selected, to participate at *F/A FakeAuthentic ICONIC IRONIC* exhibition 2020.
- F / A ICONICIRONIC OPEN CALL selected participants will be asked to pay a registration fee.

## **2. REGISTRATION FEE**

**2.a** F / A ICONICIRONIC OPEN CALL selected participants will be asked to pay a registration fee of **600,00 euro VAT** included by bank transfer within **Friday the 14th of February at 18:00**.

**2.b** F / A ICONICIRONIC OPEN CALL registration fee will include: rental of the location for 7 days 5 of which dedicated to the exhibition, the possibility to use the space for conferences to present the personal work, the registration to the official channel for the promotion of the event in at least one of the guides of the Milano Design Week, vernissage / finissage expenses, costs for the setting up of the space designed by the curators, press agency, the promoting of the event on the main sector newspaper / magazines and social networks, dedicated website and the photographer.

**2.c** F / A ICONICIRONIC OPEN CALL registration fee will not cover:

- Shipping of participants selected piece to / from galleria *Antonia Jannone Disegni di Architettura*, C.so. Garibaldi 125, Milano.
- Production costs of the participants projects
- Objects insurance
- Any other cost not mentioned at the point *2.b*.

**AGREED**

**THE CURATORS**

*AMArchitectrue*

Stefania Agostini & Luca Mostarda

Via Ruggero di Lauria 5

20154, Milano (IT)

SIGNATURE .....

**THE PARTICIPANTS / LENDERS**

- NAME OF THE GROUP.....
- NAME AND SOURNOME OF THE STUDIO LEADER.....
- PLACE AND DATE OF BIRTH.....
- NATIONALITY.....
- E-MAIL.....
- PHONE NUMBER.....
- NATIONALITY.....
- SKYPE CONTACT .....
- ADDRESS .....
- NAME AND ROLE FOR EACH MEMBER.....
- .....
- .....
- .....
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By subscribing in F / A ICONICIRONIC, participants accept its terms and conditions.

SIGNATURE .....