

Italian Design Day 2024

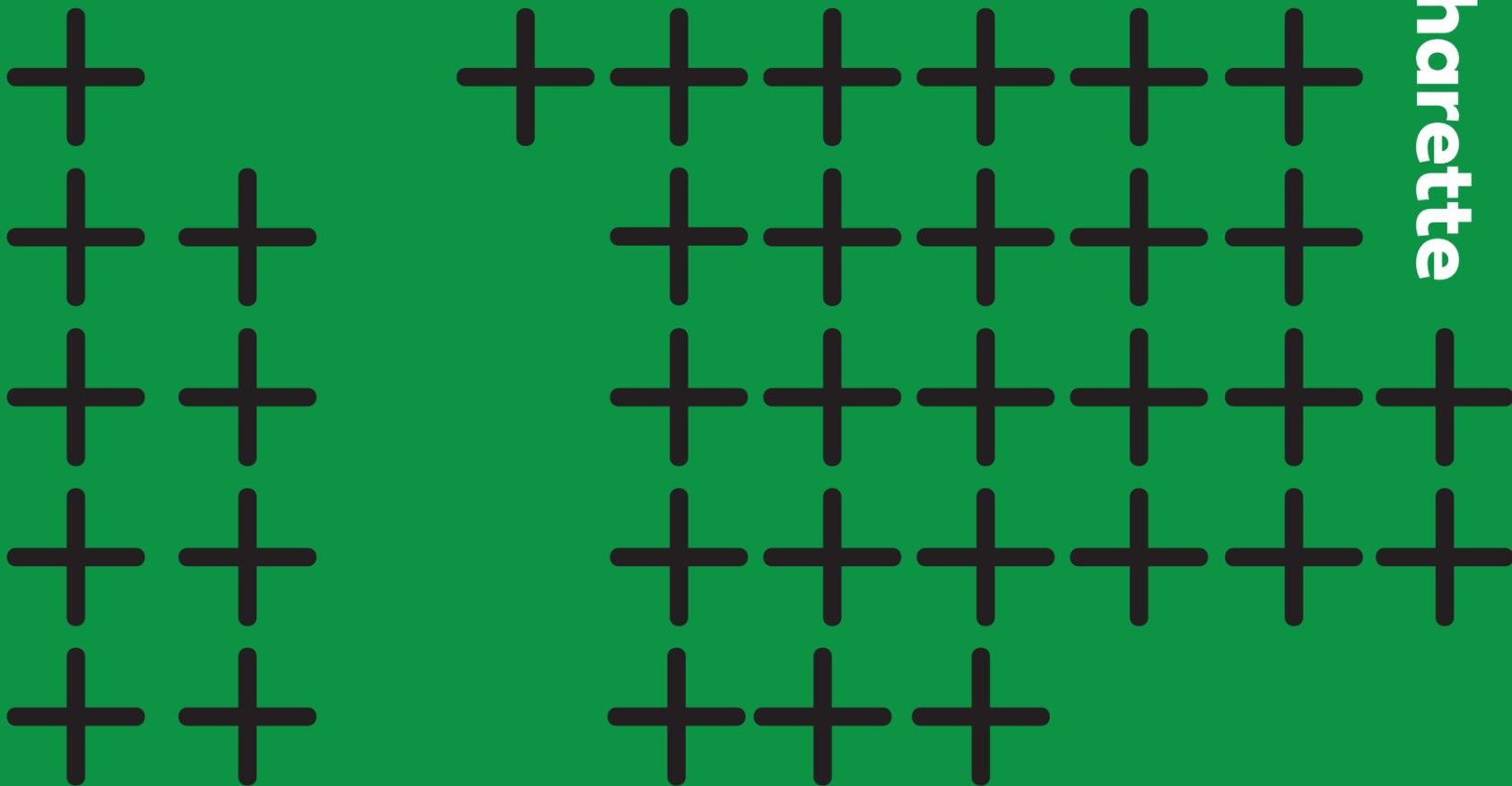
SA student design competition

Imagine furniture that seamlessly integrates with smart technology.



24 hour design sprint by an interdisciplinary team of 2-5 students with the aim of exploring the integration of smart tech + furniture design.

1-day charette

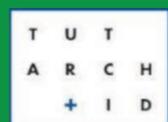


Submissions from 10 - 15 March 2024 (online)



R10 000 cash prize for the winning team

Sponsored by the Italian Embassy + the Italian Consulate General + the Department of Architecture and Industrial Design of the Tshwane University of Technology.



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SA student design competition

Manufacturing Value: inclusivity, innovation and sustainability

The 2024 theme is "Manufacturing value: inclusivity, innovation and sustainability". It focuses on the production processes and aesthetic qualities of industrial design. Furthermore, it also promotes the Salone del Mobile exhibition held in Milan between 16 - 21 April 2024). The Salone del Mobile is one of the most important global events for the furniture and design sectors.

Background

The Italian Design Day (idD) was first launched in 2016. The idD is an annual worldwide event that promotes the excellence of Italian design and architecture. Over the past seven years, approximately 1370 initiatives were organised by the Italian diplomatic network. These events commemorated the creativity and style of the Italian design industry.

idD conference on 19 March 2024

The Embassy of Italy and the Italian Cultural Institute in Pretoria are proud to host Marva Griffin at the idD conference on 19 March 2024 held at the Department of Architecture and Industrial Design of the Tshwane University of Technology (TUT).

Due to limited space, attendance is by invitation only.

The idD celebrations in Pretoria will be followed by more events hosted by the Italian Consulate General in Johannesburg and the Italian Consulate in Cape Town.



Marva Griffin

Every year, an Italian testimonial (or speaker) visits South Africa. The testimonial is selected from the most prominent Italian architects and designers. The 2024 testimonial is Marva Griffin. Marva is the artistic director, curator, and founder of the SaloneSatellite where young & emerging designers showcase their work as part of the annual Milan Furniture Fair.



Competition brief & information

Celebrating idD with
1-day charette

On 19 March 2024, the global Italian Design Day (idD) is celebrated in South Africa. As part of the celebrations, all South African design students are invited to participate in a 1-day design charette.



A charette is a timed design sprint, during which an interdisciplinary team explore design possibilities through sketches and other media that communicate their thinking process. The aim of the charette is to uncover new and innovative concepts surrounding a problem statement (brief).

Who can enter?

The competition is open to undergraduate or graduate students enrolled at any South African tertiary institution who study architecture, landscape architecture, art, design or other creatively focused programs.

Teams should consist of 2-5 members. Collaborative and interdisciplinary designs are recommended.

Competition theme

Currently, smart tech and existing furniture live separate lives. While technology is largely responsible for the 4th Industrial Revolution, furniture design and its products seem to lag behind. We need to ask whether there is a future where technology is woven into the fabric of furniture?

The Brief

Entrants (teams of 2-5 members) have 24 hours to **imagine furniture that seamlessly integrates with smart technology.**

Submission requirements & deadline

Entries must be uploaded to the [Google Form](#) from 10 March to 15 March (before 10:00am). Winners will be announced during the idD celebrations on 19 March 2024.

- + Two (2) A2 posters combined as one **multi-page PDF**
- + Max file size per submission 10MB

Include the following in the submission email:

- + Full names of each team member:
- + Discipline(s) of the team members:
- + Institution(s):
- + Full names of lecturer(s)

Declaration by lecturer to be included:

I, lecturer full name, declare the submission was prepared during a timed 1-day (24-hours) design charette.

[Google Form](#)
Click Here



+ Stefania Iuliano



+ Peet van Straaten



+ Fanele Zondi

Jury panel

- + **Stefania Iuliano**, Commercial Attachée Italian Embassy in Pretoria
- + **Peet van Straaten**, Creative Director/Owner at Raw Studios
- + **Fanele Zondi**, Principal Architect at Undani Link

(Email organisers at idd2024studentcompetition@gmail.com)



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