

# III Edition of the Vibram Factory

## RULES

### SUBJECT

Milano Montagna Vibram Factory is an incubator of ideas and projects promoted during Milano Montagna Festival 2017, an event presenting mountain culture and new technologies for skiing, climbing, biking, trail through videos, meetings and speeches, scheduled for October 2017.

Milano Montagna Vibram Factory is a showcase and a chance to get in touch with the managers of the Research and Development Departments, thanks to the collaboration with the business incubators Pépinières d'entreprises - Start-up the mountain.

Two fields of design:

#### Equipment and technology for the mountain

Ski, safety equipment, boots, software, mountain and fat bike, sleds, longboard, trail, shoes, etc.

#### Sports gear for communities and public spaces

Equipment for sport training and social aggregation in public places as parks, outdoor spaces, etc.

### ELIGIBILITY CRITERIA

Participation is free and open to students, professionals and mountain lovers (either alone or in an association). It is possible to send projects related to the anticipated two creative fields of which there is 3D representations or prototypes or videos.

Projects born inside university courses are admitted.

### HOW TO APPLY

Participants must submit the required documents in their entirety, including attachments, images, photographs and renderings within the deadline of 30th July 2017, by email at [vibramfactory@milanomontagna.it](mailto:vibramfactory@milanomontagna.it). By the end of September 2017, designers will receive by email the details of the place and date for delivering the final documentation and prototypes.

The application form must include:

**Annex A** - Application Form (download from Milano Montagna website) filled in all its parts, specifying the design field you are applying for: either 1) **Equipment and technology for the mountain** or 2) **Sports gear for communities and public spaces**

**Annex B** - Digital photos of the author/s in passport photo format

**Annex C** - 1 to 3 photographs (in case of the existence of a prototype), 3D representations (in the case of projects), videos of the product or the project (prototype or render). Photos and 3D representations must be sent in A3 format with a minimum resolution of 300dpi.

**Annex D** - Short biography of the author/s, max 400 characters including spaces

**Annex E** - Report (max 2000 characters, including spaces) with the detailed project, purpose, aim and key concepts.

If your files are over 10MB, it is recommended to use WeTransfer or similar file-sharing services.

The submission of any prototypes will be managed by the participants. They may be shipped with packaging, which may be possibly reused for their return. Everything always managed by the participants.

Low quality and low definition images will result in the exclusion of the publication of the projects.

**It is possible to apply for both the fields of application. In this case, you have to fill out the application form for each project.**

## DEADLINE

The deadline is set for 30th July 2017.

## JURY

The selected projects will be presented in the first week of October 2017, within the space dedicated to Milano Montagna Festival 2017 and will be awarded by the jury of Milano Montagna Design Awards composed by Alberto Meda President, Riccardo Blumer, Martino Colonna, Silvia Nani, Marc Sadler; Robert Fliri, Marco Guazzoni and Massimo Randone for Vibram.

## ORGANIZATION OF EXHIBITION

The organizing committee will curate the general layout of the spaces.

## INTELLECTUAL PROPERTY RIGHTS

All rights belong to designers, students and project groups participating in the competition. Milano Montagna reserves the right to use the images and texts regarding the promotion, communication and publication of the catalogue of the projects entered.

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