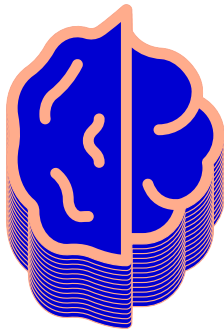




TERRE EMERSE



1. CALL

Terre emerge by Keep Life!
www.keeplife.it

A new land **has emerged** in the Keep Life sea of shells, the **Colour continent**.

Keeplife invites you to join its network!
How? **Join the call "Terre emerge"**.

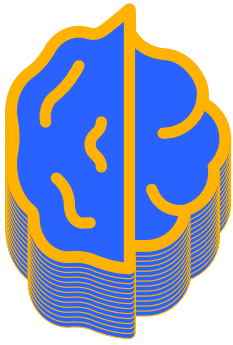
Keep Life explores the world of colours with 4 new colours in tribute to Campania:
Vesuvius black,
Fiano white,
Tuff yellow,
Red Pompeian.

There is just one rule: develop a project starting from a **"shape 0" 20x20x10**. Then section the original shape into two halves (**10x20x10 cm each**) and, in the design phase, paint them choosing **2 of the new or the classic colours**.

Send us your ideas, sketches, drawings and renderings and we will select the best projects.

Come with us to **Milan Design Week 2022**.

Become our partner and enter the Keeplife catalogue!



2. COLOURS

The black, the dark;
The white, the light;
The ocher, the clay;
The red, the blood;

These are the first colours men have experimented with, to represent themselves and investigate the tangible and intangible aspects of reality.

Likewise, today Keep Life explores the world of colours, starting from these primordial shades, which are linked to the natural world. This is how the classic colours of the shells combine with the earth and generate these new colours



ROSSO POMPEIANO



NERO VESUVIO



GIALLO TUFO



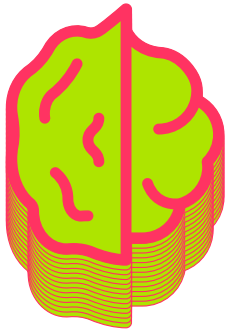
BIANCO FIANO



CLASSIC 1



CLASSIC 2



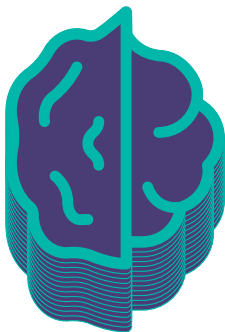
3. SELECTIVE CRITERIA

TECHNICIANS:

- . Respect the measures of the "shape O" **20x20x10**.
- . Assign **two colors** to the **two material sub-blocks (10x20x10 cm)** that are obtained by cutting the "shape O" in the middle.
- . It is possible to combine another material with KL

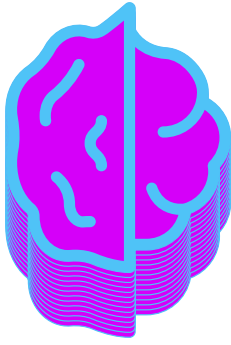
PROJECTS:

- . sustainability
- . feasibility
- . originality
- . consistency with brand values



4. FILES TO SEND

- . Technical drawings **A3 format**
- . Realistic image of the object
300 DPI JPEG
- . Brief description of the idea
- . **Participation agreement** completed and signed



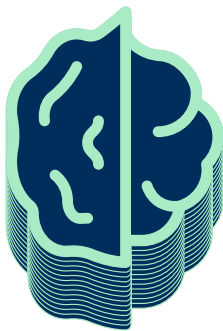
5. HOW TO APPLY

. Connect to www.keeplife.it and download the info regarding the membership fee and the participation contract.

. Send an email with the attachments no later than **10 February 2022** to the following email address info@keeplife.it with the subject "**terreemerse**".

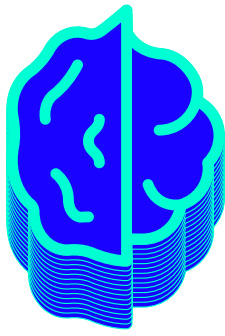
. Remember to enter your contact details in the email: email address, telephone number, any sites or social pages.

. The selected projects will be contacted by **February 23, 2022**.

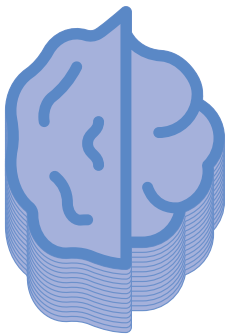


6. AUTHOR'S RIGHTS

Through a regular contract, our partners will be granted a royalty starting from the first sale of their products.



7. MILAN DESIGN WEEK 2022



8. BECOME A PARTNER

Come to **Milan Design Week 2022** with **Keeplife!**

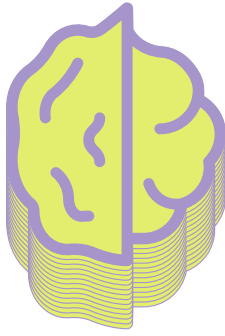
We are located in the heart of the **Isola District**, near the Bosco Verticale, an exclusive location ready to welcome "**Terre Emerse**" event.

We will include your product in our exhibition, we will take care of setting up the space and communicating the event on the official guide, on social media and on paper.

In this adventure we will rely on the friends of **Isola Design District** (isoladesigndistrict.com), promoter and supporter of the call.

We like to forge new collaborations and we care about the **relationships** we build! Become our **partner** and join the KL network of designers, artists and craftsmen.

You will be included in our permanent sales catalogue, advertised on our online platform (www.keeplife.it) and on those specific to the sector such as Artemest (www.artemest.com), etc.



9. PARTICI- PATION FEE

Being able to put everything together, from the production of objects to participation in the Design Week, engages a large part of our **energy** and our **resources**.

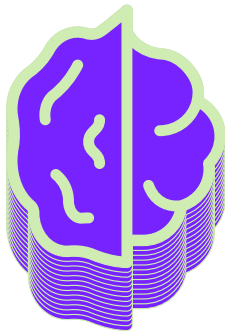
For this reason, we ask the selected partners to pay a **participation fee** (communicated in the additional info). We care about the **transparency** of our work, which is why we have listed the services guaranteed by the payment of the fee below.

What's included:

- . Inclusion in the partner section and in the products catalogue on the website www.Keeplife.it and on e-commerce platforms
- . Acquisition of the exhibition space for the entire duration of the Design Week
- . Design and construction of the set-up
- . Milan Design Week 2022 registration fee
- . Event Communication and promotion by Isola Design District (website, map, flag marks location)
- . Press office, PR and social media activities
- . Dedicated page on isoladesigndistrict.com
- . Dedicated section in the Isola Design District guide, distributed in our space and in the main locations of the Milan Design Week
- . Sale and order taking of the products on display (VAT and taxes excluded)
- . Transportation of collections

What is not included:

- . Photo shoot of the individual collections



10. KEEP LIFE

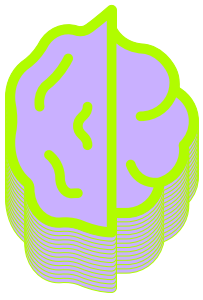
The brand Keep Life was born in 2017. In the same year, it was licensed and recognised as industrial invention.

Keep life is a composite material, malleable and self-hardening. It is produced using nutshells, chestnuts, walnuts, almonds, pistachios and peanuts, to which we add a binder with no toxic substances, solvents and formaldehyde.

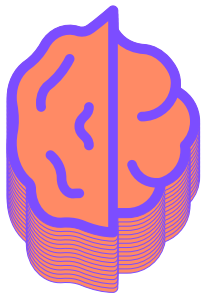
KL is not based on a recycling policy, but on a principle which follows up a process that was initiated in nature, reinforcing and enhancing the lesson that Mother Nature teaches us.

WHERE YOU SAW US BEFORE:

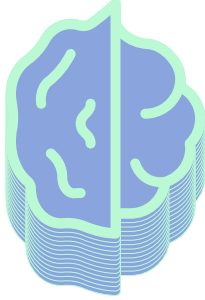
- . Homi Milano 2018
- . Arkeda Napoli 2018
- . Milan Design Week 2019
- . Eindhoven design Week 2019
- . Biennale Porto 2019
- . Danese 16 Animali Enzo Mari 2019
- . Dutch Design Week di Eindhoven 2020 – evento online with Isola design district
- . 3CODESIGN_3R Prague 2021
- . Climate Space – Ludovico Einaudi – Melpignano 2021
- . Venice Innovation Design – Isola San Servolo 2021
- . Milan Design Week 2021 – Isola Design District
- . Cappellini Store Milano 2021
- . 3CODESIGN_3R Doha 2021
- . Dutch Design Week di Eindhoven 2021
- . Edit Napoli 2021
- . 3CODESIGN_3R Shenzhen 2021



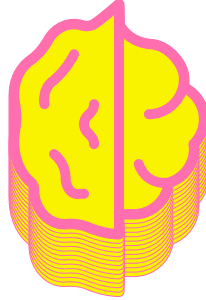
join



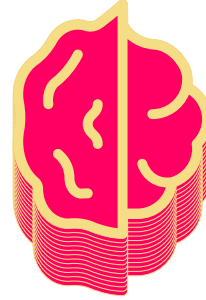
20x20x10



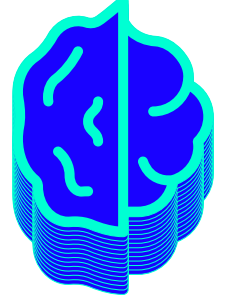
design



colours



make



event

www.keeplife.it
info@keeplife.it
www.isoladesigndistrict.com

