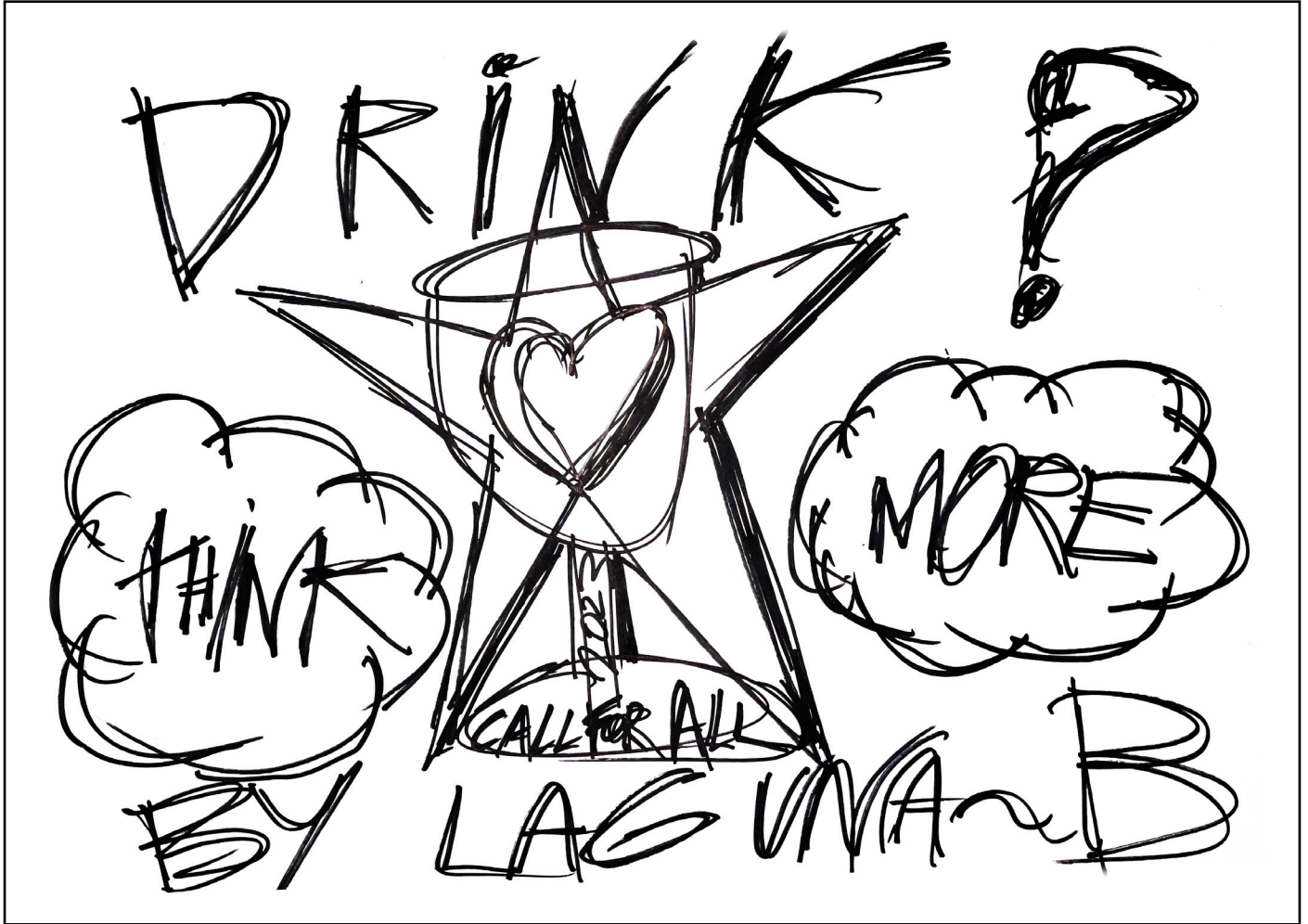


DRINK?

Laguna~B Drinkware Design Award



1. Corporate Profile

Laguna~B is a dynamic and ambitious Venice-based company established in 1994, whose goal is to set the standards of excellence in the world of drinking glassware.

The company was founded by Marie Brandolini, a pioneer in contemporary glass design, who transformed the then-casual aesthetics of *Goto de Fornasa* - an everyday cup the *maestri* used to make for themselves using leftovers - into the iconic glass - type that is so common today, with her signature interpretation.

In 2016 Marie's son, Marcantonio, took over the business and reimagined Laguna~B as the forward-thinking company it is today, showing what a contemporary luxury brand should be and do.

Laguna~B is a multi-faceted reality that relies upon a series of well defined values, such as the research of a sustainable production method and the efforts to reduce the overall impact of business activities, including marketing and communication. It signs quality hand-made products that last for generations, fighting consumerism and promoting a responsible approach to buying, while enhancing art and creativity at the same time.

2. Competition Overview

Laguna~B is looking for an unconventional table glass designed to hold water. We invite you to use your creativity and inventiveness to achieve an unconventional result.

3. Participation Criteria

Participation is free and open to groups and individuals of any nationality, ages 18 years and older. Only one project may be submitted per participant or group.

Participation is reserved for students of design (Bachelor's or Master's degree students).

Groups of designers are also eligible to participate and will be asked to nominate a group leader who will be the sole person responsible for submitting the application and will be the contact person for Laguna~B.

By registering, participants accept the contest rules contained herein.

Participants who do not fully respect the contest rules will risk being disqualified.

Participation is prohibited for members of the Jury, their family members and employees of Laguna~B.

Projects must be unpublished and original, and should be developed in accordance with the competition guidelines below.

4. Project Guidelines

To be eligible for consideration, projects must meet the following criteria:

- Product type: Water glass
- Place of use: At the table
- Characteristics:
 1. **Functionality:** The entry must be a water container suitable for being brought to the mouth using one hand. It must be stable so that it can be placed on a horizontal surface.
 2. **Sustainability:** Participants should consider how their entry respects the environment in terms of choice of materials and production methods.
 3. **Materials:** Participants are free to use any combination of one or more materials, provided they do not use glue or chemical resins.

4.1 Deadlines

All participants will be required to send Laguna~B an electronic application containing a project description and design files by June 2023. Finalists will be selected in July and asked to create a prototype, which must be shipped to Venice by October 2023. The specific timeline is as follows:

Deadline to submit electronic files: 20 June 2023

Finalist announced and contacted via email: 17 July 2023

Finalists' prototypes must arrive in Venice no later than: 8 October 2023

Winner notified via email: 10 November 2023

Winner announced at an award ceremony, which all participants will be invited to attend:
14 December 2023.

4.2 Electronic Application

Each participant (or group) must submit:

- Application form: fill out the attached registration form for each participant and enclose a photocopy of the participant's ID card. In the case of a group, the group leader should include a registration form for each member of the group. All files must be in .pdf format.
- A graphic representation of the project consisting of a maximum of two (2) horizontal A3 plates (42 x 29.7 cm). The file should include: a project name, a graphic rendering of the object that includes its dimensions; a concept description; information about materials, colors and finish; and a mood board with sources of inspiration; any other information or details you would like the jury to have. The files should be in .pdf format in RGB. Materials should be legible and use Arial font.
- All files should be sent via email in a .zip folder titled "table_(participant name or project leader name)"

A folder containing all application materials should be sent opencall@lagunab.com via Google Mail Service. The folder should be no larger than 50 MB. If the folder is too large to include as an attachment, please send a link to the folder via Google Drive or Dropbox. A confirmation email will be sent once the application has been received.

Materials cannot be received after 25 June 2023, so please consider uploading early to allow time to resolve any technical issues as needed.

By uploading materials, participants guarantee they own the rights to all materials or, in the case of stock images, have obtained the necessary licenses from third parties.

4.3 Prototype

Contest finalists will be asked to produce a prototype and ship it to Laguna~B's headquarters in Venice, Italy. The prototype must arrive at the following address by 8 October 2023: Dorsoduro, 3228, 30123 Venice (VE). The prototype must be accompanied by packaging that will protect the product and facilitate its transport. The packaging and shipment method will be relevant to the judge's evaluation.

5. Evaluation Criteria

Laguna~B will evaluate entries based on the following:

- Functionality
- Aesthetic quality
- Sustainability (including packaging and shipment)
- Creativity
- Originality

6. Jury

The jury is composed of the Laguna~B team, which includes experts in glass production and design.

7. Language

Laguna~B is an international company. Texts must therefore be written in English.

8. Award

The winner will receive €2500 by 17 November.

9. Production and Ownership of Project Entries

Contest participants shall retain ownership of all rights in the works submitted. By participating in the contest, they agree to grant Laguna~B a one-year, first-look option to produce, sell, and/or exhibit one or more of the submitted projects, subject to the payment of additional fees, as agreed upon by the parties. Any such arrangement would be governed by a separate agreement, to be defined by the parties. Laguna~B agrees not to modify the submitted work without the designer's consent.

10. Permission to Publish Entries and Results

By entering the competition, contestants authorize the company to exhibit their projects in public (including exhibitions and events of various kinds), and to publish their project in a catalogue or in the press, without requiring remuneration. Laguna~B agrees to cite the author and give all appropriate credit when disseminating project entries.

11. Privacy Policy

In compliance with Article 13 of the Italian Legislative Decree no. 196 dated 30/06/2003 and Article 13 of the EU GDPR 679/16 (General Data Protection Regulation), the candidate hereby authorizes the recipient to use and process my personal data and details contained in this document.