

Perú | **Design** | Net
perudesignnet.com



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WHAT IS PERÚDESIGNNET?

Perú**Design**Net is a competition of innovation through design. We seek powerful proposals that understand the macro issues of a problem and can offer holistic design solutions taking into account all of the necessary variables to lead to a transformation toward a better future.

Perú**Design**Net is a project organised by the IED Madrid and PromPerú (the Commission for the Promotion of Peru for Exports and Tourism).

PARTICIPANTS

- All nationalities
- Age: 18+
- Travel Availability

MECHANICS OF COMPETITION

1. Registration

Registration is free and can be done via our official webpage www.perudesignnet.com.

All participants must register on the DesignPass platform of PerúDesignNet to be able to upload their proposals.

You can take part individually or as a team. If a team wins, only one of its members will be able to benefit from the trip to take part in the PerúDesignNet week and the Innovation Ecosystem.

2. Process

This edition of PerúDesignNet is focused on three sectors: Gastronomy, Tourism and Handicrafts.

The competition has a total of six (06) briefs, two (02) for each sector.

Participants must choose one (01) of these briefs to develop the proposal they will upload to the DesignPass platform. Participants will be assessed on this proposal.

3. The Proposal

Elements the project must include:

Title of the project

The name of the project.

Product description

A brief description of the project.

Project's main image

This image must be the cover or heading of your project, which everyone will see. It must represent your project and attract users of the website to it.

Image specifications: jpg, png, gif dimensions 1600x1024 px to 72 dpi.

Main video

If your project includes a video, it must be in either YouTube or Vimeo format.

Project contents

Your project may contain images, videos and texts, which you can upload and arrange once uploaded, to tell a story and lend consistency to the narrative.

- Images: you can add up to 20 images.
Image type: jpg, png, gif dimensions 1600x1024 px to 72 dpi. Maximum size 1,200Kb.
- Videos
The videos may come from Vimeo or YouTube. Just add the URL.

- Texts
Add a text describing your project.
- Order
Once you have uploaded the videos, texts and images you may change the order in which they appear.

URL

You can add a URL to your project's website.

Attached file

You can attach a file in .pdf .doc, .docx, .ppt, .pptx formats to your project.
Maximum size: 3Mb.

Project category

You must select a category and subcategory for your project.

Crafts

- Artisans of Tucume
- Tulp & Mezcla

Tourism

- Llama Pack
- Peru For Less

Gastronomy

- Piscosour.com
- Amaz Foods

The proposal must be composed of an explanatory text and images that support and illustrate what the proposal aims to achieve. It is also possible for participants to upload videos* and include a link to Vimeo, YouTube or a similar platform. It is not obligatory to use video.

Phase 1: Ideas competition, conducted on the DesignPass platform on the PerúDesignNet website (www.perudesignnet.com). At the end of this phase 120 candidates will be selected to take part in phase 2.

Phase 2: Online competition: The 120 proposals preselected for Phase 1 will take part in the online competition. This competition will take place on the DesignPass platform on PerúDesignNet. The material (video, photo and text) proposed by pre-selected candidates will be visible during the vote.

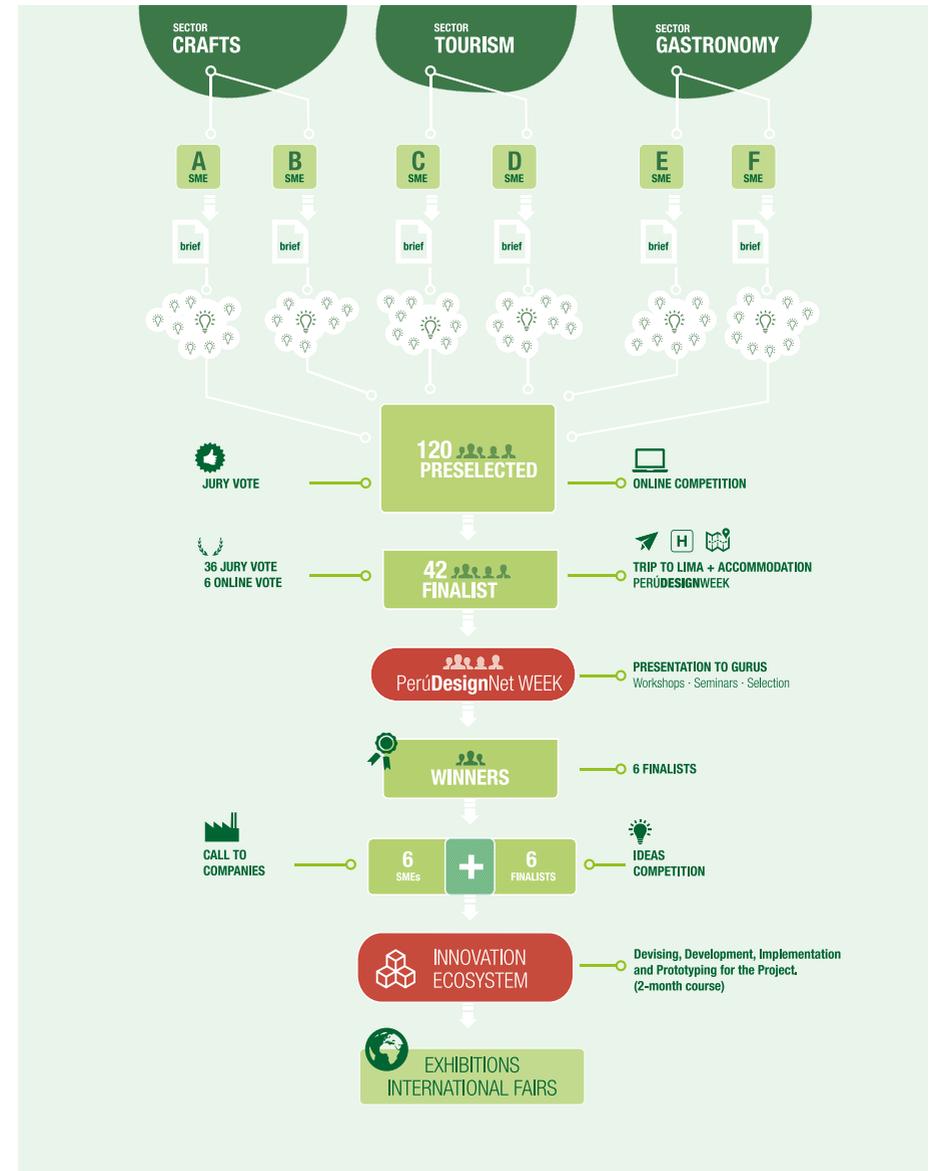
7 finalists will be selected for each of the 6 briefs of the SMEs. All in all, there will be 42 finalists, chosen as follows: 36 finalists chosen by the technical team of PerúDesignNet (6 proposals per brief) and 6 proposals chosen via a public vote (1 proposal per brief). The 42 finalist proposals will enter phase 3.

Phase 3: PerúDesignNet Week: The 42 finalists will travel to Lima to take part in the PerúDesignNet Week event. A week of events, workshops, seminars and lectures. By the end of PerúDesignNet Week, a winning proposal will be chosen for each brief for each SMEs.

6 teams made up of 1 SME + 1 proposal will move on to phase 4.

Phase 4: Innovation Ecosystem: The innovation ecosystem is a training programme for the management of innovation in which the teams made up of 1 SME + 1 Winning proposal will take part. The programme will last 2 months.

* The video will be public if it is one of the 120 proposals pre-classified at this stage. The editing and format of the video will not form part of the assessment criteria.



ASSESSMENT CRITERIA

We are seeking proposals that are:

- **Visionary:** offering an original idea or combining existing ideas in a new proposal, applied in a creative way to the needs presented.
- **Comprehensive:** applying a 360° approach to the design process. The proposals must take into account the fact that, in order to be successfully implemented, they must deal with the many objectives, requirements and conditions of the project in a holistic manner.
- **Anticipatory:** including future trends and needs and considering the impact of short- and long-term implementation.
- **Socially and environmentally responsible:** taking into account the social, cultural and environmental layers within each design.
- **Feasible:** with ideas supported by real technologies and resources, to plan ideas which can actually be implemented.
- **Replicable and Scalable:** able to adapt to similar conditions in other places.

TIMETABLE AND DEADLINES

Start of the Ideas Competition. Start date for the receipt of proposals: 13th of February 2015 at 00:00 (GMT).

Deadline for the receipt of proposals for the Ideas Competition: 17th of May 2015 at 00:00 (GMT).

Announcement of the 120 preselected candidates: 25th of May 2015.

Online vote for the selection of the 42 finalists: 25th of May 2015 – 7th of June 2015.

Announcement of the 42 finalists: 14th of June 2015 at 00:00 (GMT).

The finalists and those selected for the final phase will be contacted by email or telephone, and their names will be published on the website.

PRIZES

The creators of the 42 proposals selected in the Ideas Competition will travel* to Peru for a week to take part in the PerúDesignNet Week, a week of workshops, events, meetings and seminars where they will have the opportunity to work with SMEs to develop their proposals, using the PerúDesignNet methodology. In this way, all the selected proposals will become visible participants of change and innovation in PerúDesignNet.

During the PerúDesignNet Week the 42 selected candidates:

- Will travel* from their home town to Lima (Peru) to take part in PerúDesignNet. Travel and accommodation expenses will be covered by the PerúDesignNet organisation. Some SMEs are outside Lima, and transfers to the relevant provinces during the week of work will also be covered by the organisation. The organisation of PerúDesignNet will not cover any other expenses.
- Will test their proposals along with the SMEs taking part.**
- They will receive technical and professional support from PromPerú and the European Institute of Design- Madrid.

** Journey and stay in Lima or the provinces covered by the PerúDesignNet organisation.*

*** Some SMEs will be in Peru's provinces. These trips will also be covered by the PerúDesignNet organisation.*

Remember to indicate your personal data in the PDF: name, surname, telephone number and e-mail, so that you can be located quickly if you are one of the winners.

- They will be mentored by nationally renowned figures in the sector.
- They will receive a methodology for presenting their proposals in the PerúDesignNet Week.
- They could be one of the six finally selected to pass to the following round, called the Innovation Ecosystem - PerúDesignNet
- They will have media exposure and coverage of their proposals, promoting them as participants and agents of change!
- They will form part of the Video/Documentary that will show how design and innovation is created in Peru.

** Travel and accommodation to Lima and Provinces covered by the organisation of PerúDesignNet.*

Don't forget to include on the PDF your personal contact details: name, surname, phone number and email address, so that we can contact you easily if you are selected.

JURY

The PerúDesignNet jury is composed of professionals and technicians of PromPerú and the IED Madrid, who will assess the quality of the works and the innovative and creative potential of their creators.

Also, we have renowned Peruvian figures in each sector, as mentors and advisers in decision-making:

Crafts: Meche Correa and Chiara Macchiavello.

Tourism: To be determined.

Gastronomy: Gastón Acurio (Acurio Restaurants) and Virgilio Martínez (Central).

Those finalists and winners selected in each stage are decided in coordination with the whole technical team.

The jury can declare the competition null and void in categories whose works are considered to be of insufficient quality.

CONDITIONS FOR PARTICIPATION

- **Anyone over 18 from any nationality** can take part.
- The selected contestants must be able to travel to Peru for a week to take part in the development of the proposal with the SME and participate in the week of PerúDesignNet events.
- The selected contestants and PerúDesignNet Week workshop winners must be able to travel to Lima, Peru, for 1 month in 2015 for the following stage of the competition.
- Each contestant can participate with just one proposal. Contestants who participate with more than one proposal will be disqualified.
- Proposals must be original and the contestant's own work. Works presented in earlier editions or other competitions will be disqualified.
- Works which do not fulfil the format, characteristics and conditions described in the competition registration form will be disqualified.
- Non-compliance with any of the described obligations will be grounds for losing the prize.
- Once the prize has been accepted, refusal to travel and take part in the event will lead to the loss of the prize.
- In no case can the prize be exchanged or reimbursed in cash. Neither can it be exchanged for courses and/or future IED Madrid competitions.

- The prize winners agree to have their name appear in the information bulletin News-point, abreelojo.com, quierosercreativo.es, iedmadrid.com, and other IED and PromPerú promotional materials, and that their works can be used on their own and other webpages on which some of the participating works may be shown.
- In compliance with the Constitutional Law 25/1999 of the 13th of December for the Protection of Personal Data, we wish to inform you of the incorporation of your personal and work data into an automatic file, PROYECTOS INTERNACIONALES, which is the responsibility of the Istituto Europeo di Design S.L. with the purpose of offering you information of interest. We also wish to inform you of your right of access, rectification, cancellation and opposition, which you have and which you can exercise by writing to the following address: Istituto Europeo di Design, calle Larra, 14, 28004 MADRID.
- Participation in this competition implies acceptance of these Conditions.
- Non-compliance with any of the described obligations will be grounds for losing the prize.

CONTACT

For more information, visit our webpage:

www.perudesignnet.com

If you have any queries, contact:

info@perudesignnet.com

CRAFTS

Currently, artisanal products are viewed in two ways: as expensive or as souvenirs. The possibility exists of developing business models in which Peruvian handicrafts are re-assessed, promoted and included in the consumption patterns of people in everyday settings.

The goal is to build sustainable work models that think of the artisan as the creator of value in the product, models that seek to improve the quality of life through education and the transmission of the value of the artisan tradition, and that generate development and improvements in the techniques used.

There are two challenges to be met:

The first is to bring to contemporary life the craft proposals and models of co-creation by craftsmen-designers, considering local identity, processes and materials as the linchpin for a territorial craft proposal.

The second challenge is to develop a craft innovation tool kit. A box of tools that would allow us to visualize, contextualize, expedite and encourage the development of contemporary indigenous crafts. The creation of interaction instruments that drive creative diversity and cultural enrichment, seeks to promote the artisan as the main creator of value in the product and the innovation processes, with the aim of improving their quality of life through handicrafts.

ARTISANS OF TUCUME

The Association of Artisans of Tucume was founded in Lambayeque in a joint effort between the museum and the local community. Since its beginning 12 years ago, its main mission has been to revive the pre-Hispanic technological traditions that scientific research in the area has uncovered.

One of the key distinguishing features of the association is its constant effort to develop local crafts. Artisans from Tucume seek to organize groups to work on product lines that maintain the distinct identity of their region. During their 12 years of operation, they have successfully completed projects with the area's museum, institutions, schools, universities and innovation centres. These synergies have been directed towards providing results that explore and develop craft techniques and educating the community's children and youth in values and the responsibility to carry on craft work.

Currently, they have a user's manual facilitating recognition of local iconography, and also educational programs and workshops for schools and universities, handicraft workshops and three outlets for the products made from fabric woven on a backstrap loom, native cotton woven fabric, dyed "en reserva", embossed foil, gold and jewellery, pottery and hand-made paper.

The challenge to be solved is that of creating models for development and sustainability, enhancing branding, supporting the artisans organization with the view to promoting hand-made products through the activity of visitors, the workshop and the museum, and the promotion of craft education.

The main objectives are:

- Propose innovation ideas that organize and improve the current model of the Tucume artisans.
- Generate education and proposals on stations concepts, collections and collaborations that can be created.
- Support, through design, the new actions that display the product produced in Tucume.

TULP & MEZCLA

Tulp & Mezcla is a social enterprise driving inclusive design and craft innovation. It facilitates creative and intercultural dialogue and co-creates objects and new craft forms that promote culture and inspire lifestyles.

The main focus of Tulp & Mezcla is based on developing concepts that unite the design of craft objects with themes of social and cultural interest that encourage the imagination of the customer and generate impact, profit and economic well-being for the craftsman. By projecting craft design as an agent of social change, Tulp & Mezcla also promotes care of the environment and the education and empowerment of adolescents.

Tulp & Mezcla is positioned as a social venture dedicated to developing and implementing inclusive design projects with artisans from indigenous communities, with emphasis on the Amazon. Their proposals are characterized by promoting and facilitating participatory co-creation processes, empowering craft creativity and intercultural enrichment.

In the same framework, Tulp & Mezcla is preparing to offer focused creativity coaching to artisans and craft associations in order to stimulate their creative potential, develop their innovative ability and reinterpret their cultural and craft heritage in the contemporary context.

Objectives:

- Seek to generate a TOOL KIT to implement and replicate the co-creation model with craftspeople.
- Develop a business model which is scalable and adaptable to different geographic zones and cultural contexts.
- Rescue regional indigenous ancestral techniques, several of which are in danger of extinction, with the participation of young artisans.
- Encourage the creativity of artisans and their associations, stimulating intercultural learning and mutual enrichment.
- Work with *Beca 18* university students to develop their intercultural skills in the framework of craft innovation.