

BEER BOTTLES *nei luoghi pubblici* international sustainable design competition

<http://www.o2italia.org/beerbottles-competition.html>

CALL FOR ENTRIES

Beer Bottles *nei luoghi pubblici* is an international sustainable design competition to develop creative solutions to the problem of glass drink bottles left and broken in public meeting areas in Milan and many other cities.

Participation is open to students and professionals from every country in the world.
Free registration required.

COMPETITION BACKGROUND

Several public meeting areas in Milan are witnessing social and environmental degradation. The San Lorenzo Columns area is one such area where many drink bottles and glasses are left and broken during spring and summer nights. The San Lorenzo Columns, in Corso di Porta Ticinese, are in an accessible position near the centre of the city. It is a fashionable area, with pubs, bars and restaurants surrounding a Roman monument consisting of ten columns in front of the Basilica di San Lorenzo.

In June 2006 the social and environmental degradation reached a critical point, and the area residents complained. The mayor decided to implement several experimental measures to support the residents and protect the monument site. For example, after 9.00 pm all pubs and bars in the area were only allowed to sell drinks in plastic cups. Another measure involved closing the whole area with metal barriers from 7.00 pm until 7.00 am. Unfortunately, the mayor's measures failed. Instead of solving the problem, frequent visitors to the area retaliated, organising several protests against the decisions. The area witnesses the same problem every year.

ACCEPT THE CHALLENGE AND SHOW US

How can empty glass bottles left in public meeting areas create design opportunity?
How can design be a tool for tackling social and environmental degradation in public areas?

Develop a scenario and design the related product(s) and/or service(s) considering the stakeholders representative of the various phases in the product's life cycle as part of the solution (these include: groups of consumers, bars, pubs, local beverage traders, street beverage traders, area residents, and AMSA, the company that manages urban waste collection and disposal in Milan).

SUBMISSION

Your entry must include:

- a. Project title;
- b. Text, description of the project in English (up to 600 words);
- c. Poster, maximum two (2) A2 representing the scenario and related product(s) and/or service(s) using a storyboard, pdf format, 300dpi.

Any proposed solution must be represented using only these tools.

High-resolution poster and image(s) will be requested if your work is short listed.

Text, poster and image(s) should be sent to info@o2italia.org

Any additional information will be announced on the o2italia website www.o2italia.org

TIMETABLE

Deadline for registration: 15 December 2008

Deadline for entry submission: 15 December 2008

Results: 31 January 2009

Exhibition 22-27 April 2009 – Milan Design Week 2009

JURY

Wendy Brawer (Green Map System <http://www.greenmap.org/>)

Martin Charter (The Centre for Sustainable Design <http://www.cfsd.org.uk/>)

Niels Peter Flint (Experience Design Lab <http://www.exdl.com/>)

Clara Mantica & Giuliana Zoppis (Best Up <http://www.bestup.it/>)

Gary Owen (ResponseAbility Alliance <http://www.responseabilityalliance.com/>)

Ursula Tischner (Econcept <http://www.econcept.org/>)

JUDGING CRITERIA

Entries to this competition will be judged on:

Practicality

Creativity

Environmental awareness

Social harmony

Aesthetics

Economic efficiency

PRIZES

The designers of the 3 winning entries will be awarded a free exhibition space during Milan Design Week 2009 from April 22 through April 27, 2009.

The designer of the top entry will be offered travel expenses.

In the case of a group submission, only one member will be awarded travel expenses.

REGISTRATION FORM

To register, please download the application from the o2italia website www.o2italia.org, complete it and email it to info@o2italia.org

Registration may close prior to the registration deadline because there is a maximum enrolment.

COPYRIGHT

All rights regarding projects submitted for participation are the designer's property. By participating in this competition, all participants authorise o2italia and co-creando to publish and exhibit the projects submitted (text, poster and photos).

Beer Bottles *nei luoghi pubblici* is an o2italia and co-creando joint initiative. All entries will be published on <http://www.sustainableideas.it/>

With the patronage of

Comune di Milano, Assessorato Mobilità Trasporti e Ambiente <http://www.comune.milano.it/>

Legambiente Onlus <http://www.legambiente.eu/>

