

INTERNATIONAL TRIENNIAL

DESIGN & SOCIAL INNOVATION

RECIPROCITY DESIGN.LIÈGE

RECIPROCITY design liège 2018

5 OCTOBER - 25 NOVEMBER 2018

CALL FOR ENTRIES

Launch: June 2017

Deadline: 15 November 2017

The new (learning) objects

Call to European schools (directors, heads of department, professors and lecturers) in relation to year one & two students on Master programmes in product design, industrial design, interior architecture, textile design, interaction design, graphic design, urban/spatial design, design for social innovation.

Initiated by Paul- Émile Mottard, Provincial Deputy in charge of Culture and President of the Provincial Centre for Arts and Crafts of Liège (Office Provincial des Métiers d'Art de Liège – OPMA), RECIPROCITY design liège is an international triennial of design and social innovation organised by the Province of Liège-Culture in collaboration with OPMA and Wallonie Design. Drawing on her own experience and engagement from the previous editions, the artistic direction has been entrusted to Giovanna Massoni, curator of Belgian and international design exhibitions since 2005, and an active consultant and journalist.

The 2018 edition is scheduled for 5 October until 25 November and will take place in prestigious cultural locations across Liège and its province, with participation of other cross-border cities (Euregio Meuse-Rhine). In terms of its duration the 2018 edition is a significantly extended one, a move motivated to allow schools and other educational institutions to organise their visits more easily.

Ever since its first edition in 2012, RECIPROCITY questions the design and its impact on cultural, economic and social level. Its main mission is to provoke, value and welcome international expressions generated by an open and diversified approach. The design here is intended as a critical space of research/action, a place for reflection and the production of ethical and sustainable projects.

Since the first edition of RECIPROCITY, the projects that result from the call for entries have been at the heart of the programme. In particular, it encourages an opening for emerging expressions of international design. The exhibition, which emerges from a meticulous selection process by an international jury, traditionally takes place at the Espace Saint-Antoine, situated in a deconsecrated church at of the Musée de la Vie wallonne in Liège. After *Memorabilia* (2012) and *The Taste of Change* (2015), exhibitions that questioned the evocative power of design and food issues from a sustainable perspective respectively, the 2018 call is entirely dedicated to **European design schools and to recent educational approaches**.



RECIPROCITY 2012 - overview, *Memorabilia*, Espace Saint-Antoine



RECIPROCITY 2015 - overview, *The Taste of Change*, Espace Saint-Antoine

The new (learning) objects

The cultural role of European schools in orientating the direction of design and its social and economic impact are crucial. Design education exceeds disciplinary boundaries, opening itself to multiple visions and a critical approach of the real world. As a result, it is assigned an active and unique pedagogical role.

The creation of artefacts and prototypes generated and/or destined to be put into place bestows the schools with the role of laboratories of the possible, experimenting and researching, inclusive and open.

Against this context we have decided to dedicate an exhibition to a selection of Belgian and European schools that document the approaches of the past years through objects realised by masters students.

The object here becomes the expression of an educational journey shared between teacher and student, in a dialogue that is often in conflict between the norm and liberty. The object, the artefact, enables accessibility and understanding. It is an embodiment of a theoretical and experimental process, providing a connection between school and society, and a public conversation between the design and its users.

Functional objects, visionary objects, hand-made objects, virtual objects, communication objects and social objects. The object offers the public a multisensory involvement that breaks down the purely formal sphere, while creating an **empathic, cultural and social experience**.

The object can and must be understandable, communicating not only the process but the intentions in an intuitive manner.

To take part in this strand of RECIPROCITY academic staff are invited to select **a maximum of three student projects** developed during the **academic year 2016-17**.

Participation in the call is free and open to all European design schools (Master programmes).

We kindly ask you to return the attached [application form](#), along with the required project images, by 15 November 2017. This is the final deadline for participation in the call.

An international selection committee (members to be announced in the coming months) will convene in November 2017 and select a maximum of three works from each school. The selected projects will be exhibited during RECIPROCITY design liège 2018, from 4 October (opening) until 25 November 2018 at the Espace Saint-Antoine, Musée de la Vie wallonne in Liège

Eligibility

The call for entries is open to European schools (and to students of any nationality) of product design, industrial design, interior architecture, textile design, interaction design, graphic design, urban/spatial design and social innovation design.

The submitted project(s) must concern a functional object that provides a viable and innovating solution to a challenge linked to our contemporary society: sustainable development; the current contexts of phenomena such as poverty, migrations, diversity; environmental issues; ethical and responsible production...

The objectives are to present the work of master students (year 1 and 2), to show the pedagogical approach pursued, and to underline the aforementioned laboratorial role of the schools.

The appropriate academic staff should choose a maximum of three student projects developed within the academic year 2016-17 that correspond to following criteria :

- The object should be a piece of furniture, furnishing accessory, light fixture, textile work, household tool, urban design solution, application ...;
- The project should represent the pedagogical approaches of the institution it originated from: which school, which course, what research thematic, which methodology and process. This information should be accompanied by a form that identifies the school, professor/lecturer and student along with a detailed description of the proposed object and the reason of choice. Appropriate academic staff will motivate his/her selection (cf. application form).
- The school (or the student) needs to bear all shipping costs of the selected projects.

The submitted project can be a product, prototype or model. In case of an installation, the artistic direction reserves the right to accept or refuse an application with a substantial volume.

The registrations and submission of the required documentation can only be made by means of the application form, filled out by the director/head of department/professor/lecturer of the course.

An acknowledgement of receipt will be sent as soon as your file is received.

Jury and prize

The international jury will convene during November 2017 to select the objects that will be exhibited and to award four prizes.

The selection committee will be composed of international professionals, with members of the jury to be announced in October 2017.

Four prizes will be granted by the international selection committee: one prize will be awarded to the best project of a student born or living in Wallonia (5.000€); one prize for the best project of a student born or living in the Euregio Meuse-Rhine area (5.000€); one prize to the best project of a student born or living in the Region Wallonia-Brussels (3.000€); one European prize for the best project of a student from a school in Europe, regardless of their country of origin or living address.

Exhibition, catalogue & website

The exhibition will be one of the principle events of RECIPROCITY design liège 2018 and will take place at the Espace Saint-Antoine, a deconsecrated church in the heart of the Musée de la Vie wallonne in Liège, from 4 October until 25 November 2018. The exhibition will be documented in the general catalogue and all the selected objects will be published on the website of the event.

Terms and conditions

Responding to the call, the candidate automatically accepts the following general conditions:

- Incomplete files will not be considered.
- The selected candidate agrees to respect the different deadlines that will be indicated in the arrangements for participation.
- Participation is completely free. However, participants are responsible for: return shipping, packaging, insurance during the transportation and possible clearance fees for the selected objects, and must respect the exhibition schedule and logistics.

The organisers of RECIPROCITY ensure:

- Civil liability insurance.
- Insurance of the selected project, from its delivery to the exhibition until dismantling and removal.
- General exhibition layout and signage of each project.
- Publication of the exhibition in the official catalogue and on the website and in all communication destined for the international press.

Participation agreement

The selected candidate allows the organiser to exhibit his/her work for the duration of RECIPROCITY 2018 (4 October – 25 November 2018).

The participant allows, solely for promotion, information and publicity in relationship with the activity of the organiser, representation, reproduction and communication of the whole or part of the work by any processes and on any media described as the following : magazines, postcards, billboards, digital and printed images partner file of RECIPROCITY, catalogue, film, video clip, on the website or numeric media, paper, CD-ROM, video, etc., and also radio, cable TV, satellite, TNT, billboards, flyers, internet, etc., and on any paper media, video (such as CD-ROM), DVD, numeric, visual, etc.

The participant also allows visitors to take pictures and/or film his/her exhibited project(s).

These authorisations are valid all over the world and for the legal duration of the copyrights in Belgium.

Any other use will be subject to an agreement with the participant.

The participant submitting this document declares to be entitled to the rights relative to the work and to all the authorisations for the uses listed above.

If the participant has specific rights on a visual or a project, if he/she wants confidentiality regarding one of them or he/she is a member of a registered artist's association, he/she will have to inform the organisers beforehand.

Application deadline and terms

You are kindly asked to send your fully completed application form (cf. attachment 2) and low-res images by the 15 November 2017 at the latest, and to the following address:

Birgit Stulens – assistant to the director
b.stulens@reciprocityliege.be

Thank you for your interest and participation!

For further information, please contact:

RECIPROCITY design liège

www.reciprocityliege.be

RECIPROCITY in progress

www.facebook.com/RECIPROCITYdesign

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RECIPROCITY design liège is an initiative of

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General direction:

Province of Liège – Culture

OPMA – Office Provincial des Métiers d'Art

Wallonie Design



For its assistance in diffusion of the current call we thank:

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