
COUNTDOWN 2012 – up-cycling-design **February 17th – March 17th, 2012**

COUNTDOWN is an international design platform aimed at exploring and supporting brand new research, experimentation and emerging experiences in the field of contemporary design.

The subject of **COUNTDOWN 2012** is **up-cycled-design**, the process of transforming used products with a prior function or used materials into new appealing products.

Through this **call for products** **COUNTDOWN 2012 – up-cycled-design** is looking for interesting contributions to the exhibition. At the end of the exhibition all the products will be sold in an auction at KunStart - biennial art fair for emerging art in Bolzano.

Call for up-cycled-design products

Application

The applications should include:

- title of the product,
- name of the author,
- name of the producer,
- year of production,
- short description of the product (200 characters max.),
- max. four pictures of the product (1024x768, 72 dpi),
- dimensions of the product,
- weight,
- estimate value (€),
- proposed minimum limit sale price for the auction (€).

Application deadline

The application should be sent via e-mail until the 17th of February 2012 to: submission@countdown-design.com

Scientific board

- Lella Valtorta, Dilmos – Milano,
- Kuno Prey, founding dean and professor, Faculty of Design and Art - Free University Bozen-Bolzano.
- Kurt Baumgartner, director of COUNTDOWN,

The scientific board is going to make a selection of the incoming applications for the exhibition and the auction.

The decision of the commission is binding and cannot be appealed.

Submission for the selected products

The products selected by scientific board, have to be in Bolzano the latest on the 1st of March 2012.

The shipping boxes of the products should be reusable also for an eventual return. The shipping costs to Bolzano will be covered by the participants, the return of the unsold products will be covered by COUNTDOWN.

The organizer doesn't answer for eventual damages in transit.

Auction

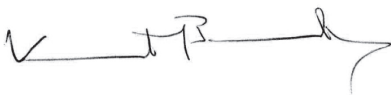
The up-cycled-design auction will be held during the contemporary art fair KunStart in Bolzano on 17th March 2012.

Financial conditions of the auction

The minimum price for the auction will be fixed by the scientific board and the author.

The net amount of the reached hammer price will be shared between:
70% to the author,
30% to the auction house.

Looking forward for your submissions.
Best regards,



Kurt Baumgartner

For inquiries feel free to contact the COUNTDOWN coordinator
William D' Alessandro
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www.countdown-design.com

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