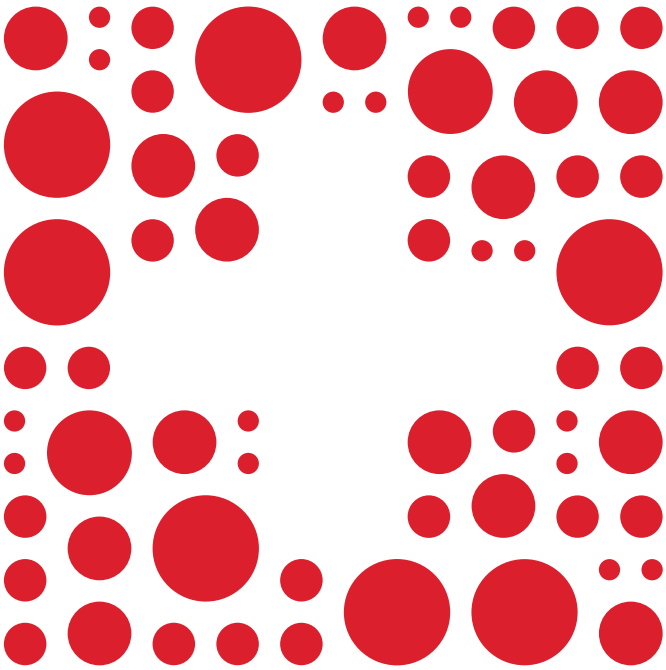
EMMENTALER
SWITZERLAND



Swiss Original

Handmade
Creative Project

powered by **Consortium Emmentaler AOP**

Summary

The competition entails the production of a work of art/expression that represents and gives shape to the interpretative territory defined: SWISS ORIGINAL - HANDMADE CREATIVE PROJECT

Official contest page: https://bit.ly/SwissOriginal

Company Description

EMMENTALER AOP

For centuries, the Swiss tradition of Emmentaler AOP cheese production has focused on the art of cheesemaking, on artisan skills and on *HAND**MADE*** expertise, all underpinned by a caring attitude towards nature, time, materials, know-how and the vital energy of the environment we live in.

In order to be able to continue to read, refresh and interpret its own values in an innovative, contemporary and disruptive way, from the outset Emmentaler Switzerland has always been very keen and interested in engaging, supporting and promoting the world of art, talent and creativity for all.

As was the case in past competitions, exhibitions and communication initiatives, Emmentaler Switzerland is launching a new open creative competition for the collection, valorisation and exhibition of a broad selection of thematic artworks.

What we are looking for

THE SWISS ORIGINAL

As part of the new globalisation of recent decades, we have learned to appreciate not only certain values and products shared by many civilisations, but also values and products expressly linked to the geographical, historical and cultural origins of specific local areas.

This competition aims to collect, valorise and exhibit artworks that tell stories of Swiss originality. Originality intended in terms of both methods and content that are more specifically and quintessentially “Swiss”, as well as those that are more ironic, interpretative and disruptive.

Guidelines

HANDMADE CREATIVE PROJECT

The value, practice and symbolism of *HAND**MADE*** has always been a foundational element shared by the world of fine artisan production and many forms of art and expression.

In this competition, *HAND**MADE*** refers to two possible approaches and types of artefact:

- objects, artistic artefacts and design artefacts (also hybrid: hardware/software), all with a significant component of manual craftsmanship and technique;
- products (mostly digital) that tell stories of manual skills, manual skill processes, and expressions and valorisations of forms of hand craftsmanship.

KEYWORDS

If any work wishes to draw inspiration from certain keywords, here are a few to start with: Animal Welfare; Authentic; Circle/Hole; Craftsmanship; Grass; Expertise; Handmade; Nature Care; Original; Precision; Red/White; Sustainability; Swissness; Tradition; Taste, Time; Tools. NB: the possible input offered by the keywords here specified is entirely optional, not bounding, and does not grant any right to a greater or automatic attribution of value to the competing artwork.

BRIEF

The competition entails the production of a work of art/expression that represents and gives shape to the interpretative territory defined: SWISS ORIGINAL - HANDMADE CREATIVE PROJECT

So far as the artefact is concerned, the work can be submitted in one of two Macro Categories: **Physical Work** - any technique (*); **Digital Work** - divided into three sub sessions (*)

(*) The specific techniques are defined in the CATEGORIES section below.

CATEGORIES

In order to embrace a broad selection of contemporary artistic and expressive multimedia, the competition includes 2 technical Macro Categories (Physical and Digital), each with three awards and 3 special mentions.

- **Physical Work**

Any artefact that for exhibition purposes has a tangible, physical and three-dimensional presence. The artefact may be produced using any technique, such as for example: Sculpture, Painting, Ceramics, Collage, Origami, 3D Printed, Interactive or Reactive Structure (Internet of Things), Organic Plant or Structure, Food Art… and any Mixed Technique using any material and combination.

- **Digital Work**

Any artefact that for exhibition purposes has an exclusively digital dimension, produced exclusively using one of the three following techniques:

- **Video** (duration from 45 to 180 seconds)
- **Photography** (a sequence/composition of from 1 to 9 photographs)
- **Short Message Story**, max 420 characters, including spaces (NB: an English version is required in all cases; a version in the artist's native language, if not English, is optional and welcome).

TONE OF VOICE AND PRODUCTS

The tone of voice of the work and the techniques used are at the full discretion of the artist.

- If any work wishes to draw inspiration from the ironic, disruptive and unconventional narrative mode of the Emmentaler AOP 2019 campaign video #liveoriginaler (**https://www.emmentaler.ch/**), it can be used as a source of further inspiration.
- If any work wishes to draw inspiration from a specific product in the Emmentaler AOP range, we recommend looking at the following two products: Classic Emmentaler AOP **https://www.emmentaler.ch/en/sortiment_categories/emmentaler-aop-en/**

NB: The decision to use an idea suggested by the video, and/or by any specific product and/or by any of the keywords given here is entirely optional, non binding and does not establish a right to any special consideration as regards the value of the work submitted for the competition.

Evaluation criteria: in the evaluation of your submissions the Jury will take into account the following criteria:

Physical Work

- **Originality**: the work must be unpublished and clearly original

- **History**: description of the project's 'reasons why'

- **Methodology**: description of the technical/production process

- **Handmade**: evidence of handmade excellence

Digital Work

- **Originality**: the work must be unpublished and recognisably original
- **History**: description of the project's 'reasons why'
- **Methodology**: description of the technical/production process
- **Handmade**: the subject of the works

Language: since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

Contest timeline

Upload phase:	29th April 2019 – 5th September 2019 (1.59 PM UTC)
Community Vote:	5th September 2019 – 19th September 2019 (1.59 PM UTC)
Jury Vote:	from 5th September 2019
Winner announcement:	approximately by mid-November 2019

Eligibility and submission

Entering the competition is free and open to everyone over the age of 18 on the date of registration, without any limit of nationality, profession, education, expertise or other form of restriction, except for being 18 at the time of participating in the contest. Participants can present one or more projects, but only the projects published on the www.desall.com web site, via the upload page related to "**SWISS ORIGINAL - HANDMADE CREATIVE PROJECT**" will be accepted.

Award

The total award pool amounts to **€36,000.00**, split into six awards and six special mentions, as indicated below.

- **Physical (3D, Award Pool €18,000)**
  - €15,000 split into three First Awards of €5,000 each for three artefacts (assessed as ex aequo, independently of the support, material, technology and technique used to produce them)
  - €3,000 split into three Special Mentions worth €1,000 each for three artefacts (assessed as ex aequo, independently of the support, material, technology and technique used to produce them)

- **Digital (2D, Award Pool €18,000)**
    - €15,000 split into three First Asards of €5,000 each, one for each of the three categories: Video, Photography, Writing.
    - €3,000 split into three Mentions of €1,000 each, one for each of the three categories: Video, Photography, Writing.

The selection of the winner by the Jury will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

NB: The panel of judges has full discretion, without prejudice to the total award pool of €36,000, to assign two awards to the same project, based on the final qualities of the artefacts submitted.

PANEL OF JUDGES

Maria Cristina Galli, Accademia di Brera - Vice Director

Stefano Maffei, PoliFactory - Director

Andrea Amichetti, Zero - Founder

Toni Thorimbert, Studio Thorimbert - Italo-Swiss Artist Photographer

Antonio Riccardi, SEM Editorial Director

Representative, Cumulus Association

Stefano Aronica, Consortium Emmentaler AOP

Giovanna Frova, Switzerland Cheese Marketing Italy

Massimo Bruto Randone, SosDesign - Founder

ONLINE PANEL

Desall Community

EXHIBITION

In the first half of November 2019, a major exhibition will be organised in Milan of the winning projects, the projects that receive mentions and a broad selection of those deemed to be of high quality and pertinent in consideration of the general objectives of the competition.

Pre-emption right

For the duration of the pre-emption right, the Sponsor offers an extra chance to all participants setting a fee in the range of Euro 1,000.00= (one-thousand/00) and 5,000.00= (five-thousand/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more info, please login and read the **Contest Agreement** from the upload page. For questions about the brief please use the “Have a question” button or write to contest@desall.com.

Contest with the support of

cumulus

creative linking

Contest under the patronage of

BRERA

ACCADEMIA DI BELLE ARTI

EMMENTALER SWITZERLAND

Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.
We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.
For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.
For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.
In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.
In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.
You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Hidden option: only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the Tutorials and in the FAQ sections.