



# Simplexity in Design

Call for Participation - Milan Design Week 2024

Are you ready to push the boundaries of your creativity and showcase your design expertise? Domus Academy, one of the prestigious members of Cumulus Association, invites all Cumulus Member Institutions with their design students to develop proposals to participate in a new captivating project competition that, for the 2024 edition, revolves around the compelling theme of **Simplexity in Design**.

The competition will culminate in a 1-day conference and exhibition during Milan Design Week 2024, where projects from selected schools will have the opportunity to showcase prototypes and take part in a talk/presentation session.



DOMUS ACADEMY MILANO

# ABOUT THE TOPIC

This exceptional competition is tailored to explore the delicate balance between simplicity and complexity in design research and practice, where complex problems are often ingeniously solved through novel combinations of simple techniques.

**Simplexity in Design**, in essence, represents the art of crafting design solutions that draw upon a remarkably intricate analytical foundation yet are elegantly resolved and presented in a manner that is both simple and easily digestible. In our fast-evolving design landscape, the ability to create designs that effortlessly harmonise this duality is an invaluable skill.

This competition offers a unique platform for designers to reflect on the captivating topic of designing for complexity.

Participants will embark on the task of conceiving a design project that embodies the very essence of Simplexity. This can span across a myriad of design domains, emphasising that more often than ever, real-world complex problems demand the collaborative contributions of multiple disciplines and perspectives. From product design to strategic design, visual design to interaction design, service design to design futures, and far beyond, design projects should reflect the interdisciplinary nature of modern systemic challenges.

The projects should not only showcase innovative approaches to design but also provide practical solutions to real-world challenges.

***We invite Cumulusians to join us in developing projects able to transform complex challenges in simple solutions, taking part also in a collective event during the most important Design Week across the globe.***

This edition's theme is approached through three distinct design perspectives: *Design for Impact*, *Design for Emergence*, *Design for Regeneration*. These lenses offer unique ways of interpreting the topic, including having a positive impact, discovering emergent possibilities, and actively regenerating various aspects of our realities.

***Let your students demonstrate their creativity and ability to strike the perfect balance between complexity in research and analysis and simplicity in development and presentation. Express your interest today and become a catalyst for transformation through the power of Simplexity!***

## ***Design for Impact***

*Design for Impact* aims to create solutions, products, experiences, or systems to generate significant positive effects across social, environmental, economic, cultural, and technological domains. It focuses on addressing challenges with tangible and measurable impacts and places a strong emphasis on actively driving change and empowering individuals, communities, or entities to become change agents.

Designers in this field leverage research, creativity, and innovation to make a meaningful difference in various aspects of the world, working on diverse projects and initiatives, with the goal of inspiring proactive engagement in creating positive change.

## ***Design for Emergence***

*Design for Emergence* explores how products, services, solutions, and systems can adapt and evolve when faced with unexpected or dynamic changes. It emphasises not only the creation of resilient and flexible solutions but also embodies embracing uncertainty, the ability to spot new emergent opportunities for innovation, and a proactive attitude toward uncharted territories.

Designers are pivotal in envisioning and crafting solutions that not only display adaptability but also assure the continued effectiveness and relevance of their creations. Their role extends beyond immediate problem-solving; they actively anticipate potential scenarios and design systems or processes that can swiftly and effectively respond to changes in an ever-changing landscape.

## ***Design for Regeneration***

*Design for Regeneration* focuses on actively restoring and renewing ecosystems, communities, or cultural aspects to enhance their health and vitality. It emphasises sustainability, renewal, and the potential for positive growth.

Designers in this field work to revitalize and improve the current state of systems, environments, or lifestyles. They engage in projects that promote ecological restoration, urban revitalisation, or cultural renewal. Designers participate in creating solutions that actively contribute to the regeneration of what has been lost or depleted.

# DEADLINES

## Step 1: express your interest

Cumulus Member Institutions should send the Expression of Interest form to: [events@domusacademy.it](mailto:events@domusacademy.it) by 3<sup>rd</sup> November.

A Zoom webinar will be held on 18<sup>th</sup> October at 5.30pm CEST to share practical info and ask further questions.

Please register here if you are interested: [https://naba-da.zoom.us/webinar/register/WN\\_KrgYLxvTQjKsouivaS39Jg](https://naba-da.zoom.us/webinar/register/WN_KrgYLxvTQjKsouivaS39Jg)

By 15<sup>th</sup> November, a Domus Academy committee will select Cumulus Member Institutions that will take part in the project.

By 20<sup>th</sup> November, Selected Cumulus Member Institutions will send final confirmation of participation.

The accuracy of information given and promptness of response will be considered by the committee to make the selection.

## Step 2: if you have been selected, start developing your projects

Selected Cumulus Member Institutions will develop projects with their design students responding to the main topic of the competition approached through one of the three distinct design perspectives listed above. In order to guarantee equal time to each Cumulus Member Institution, we suggest to set a 1-week full time or 2-week part time workshop between 21<sup>st</sup> November and 1<sup>st</sup> February, to address the topic and develop the projects.

By 15<sup>th</sup> February 2024 each Cumulus Member Institutions should select and submit the best projects that will be prototyped and featured to Milan Design Week 2024.

Each project could be presented either by individual student or group of students.

Each project should include:

1. PDF Presentation about the project
2. PDF Project Abstract. The abstract will be also the topic of the talk/presentation that will be held during Milan Design Week 2024
3. Video Scenario that addresses the chosen topic (specifics will be communicated to the competition participants)
4. A Research Poster to represent the project and its conclusions (specifics will be communicated to the competition participants)

## Step 3: start prototyping and preparing the conference

- Each Cumulus Member Institution will prototype the best projects selected (numbers of prototype, scale and maximum dimensions will be communicated to participants).
- Cumulus Member Institutions and students will prepare a 10-20 minutes talk about their projects, to be given during the 1-day conference at Milan Design Week 2024. The talk could be done either by individual student or group of students.
- Detailed information about the conference and exhibition format will be given later on to the participants.

## NOTES

Expression of Interest and projects submission are free.

Domus Academy will cover the costs of exhibition and conference location and set up, plus all the costs related to event planning.

Cumulus Member Institutions selected to take part in the project, exhibition and conference will cover the following costs:

- Selected projects prototype production and delivery to Milan
- Travel and accommodation expenses for Cumulus Member Institutions staff and selected students to take part in the 1-day conference and exhibition opening

Copyright for the materials submitted at the time of entry belongs to the authors; the organiser may use the submitted work for publicity purposes related to the event.

Projects submitted must have never been published before or submitted for other competitions

## IMPORTANT DATES

3<sup>rd</sup> November: Deadline to send the Expression of Interest.

15<sup>th</sup> November: Domus Academy will communicate the Cumulus Member Institutions selected via email.

20<sup>th</sup> November: Selected Cumulus Member Institutions will send final confirmation of participation.

21<sup>st</sup> November – 1<sup>st</sup> February: Selected Cumulus Member Institutions can start to work on projects development arranging a 1-week full time or 2-week part time workshop to address the topic and develop the projects.

By 15<sup>th</sup> February: Selected Cumulus Member Institutions send to [events@domusacademy.it](mailto:events@domusacademy.it) selected projects that will take part into Milan Design Week 2024.

15<sup>th</sup> February – 1<sup>st</sup> April: Cumulus Member Institutions prototype the selected projects.

1<sup>st</sup> April to 15<sup>th</sup> April: Cumulus Member Institutions will deliver prototypes and materials required to Milan for the exhibition held during Milan Design Week 2024. Participants will be given detailed information in advance to arrange the delivery.

Contacts: [events@domusacademy.it](mailto:events@domusacademy.it)

# REQUIRED MATERIALS

## EXPRESSION OF INTEREST FORM

Please fill in the data below to express your interest in SIMPLEXITY IN DESIGN

Please send the form by 3<sup>rd</sup> November to: [events@domusacademy.it](mailto:events@domusacademy.it)

Name and Country of the Cumulus Member Institution: \_\_\_\_\_

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Name of the Academic(s) that will lead the project: \_\_\_\_\_

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Main contact person - name and surname: \_\_\_\_\_

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Main contact person - email address: \_\_\_\_\_

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Name of Postgraduates Programmes involved in the project: \_\_\_\_\_

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Number of students involved: \_\_\_\_\_

List of future or past activities, workshops, events related to the topic of the competition organised by Cumulus Member Association applicant, if any (please include also links if available):

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