



CREATIVE CAMP

Multimedia, Fashion, Service Design

Lombardia 21-24 MAY 2013



Are you a creative or a creative company?

Reply to this call and take part to the selection for the Lombardy Creative Camp promoted by the Lombardy Region, in association with the Politecnico of Milan

If your idea is selected, a group of national and international experts will help you to realize it. They shall support you till the creation of a prototype and you shall meet some companies and institutions interested to implement it.

1. THE EUROPEAN PROJECT CCALPS AND THE CREATIVE CAMPS

CCAlps is an European project, financed under the Alpine Space Program, which promotes Creative and Cultural Industry (CCI), strategic for the growth of the European economy.

The Lombardy Region is the project coordinator partner. The project includes a network of 9 institutions of 6 European countries: Italy, France, Germany, Slovenia, Austria and Switzerland.

In Lombardy the project is realized by the Regional Authority in association with Unioncamere Lombardia, the Politecnico of Milan and Eupolis Lombardia.

The main project's aims are: Creating an European network of HUB¹, encouraging exchanges and

the CCI competitive development by a dedicated platform and by realizing a "Creative Camp", in every partner region. For more information about each camp please visit the project's web site www.ccalps.eu.

2. WHAT'S THE CREATIVE AND CULTURAL INDUSTRY

The creative and cultural industry includes²:

- visual arts, live performance and cultural heritage (museums, archives, libraries, archaeological sites and monumental complexes);
- cultural companies: publishing (included the relevant multimedia variants), music, radio and television, cinema and videogames;
- creative companies: architecture, design (and

¹Service centers, incubators, co-working areas, etc.

²With reference to the Green Paper "Unlocking the Potential of Cultural and Creative Industries", European Commission, 2010.

the relevant forms and variants, including product design, communication design, services design, fashion design, etc.) and advertising;

- the companies that process digital contents, common to all the mentioned industries.

3. WHAT'S THE CREATIVE CAMPS

Creative Camps are initiatives to develop networking between cultural and creative industries, micro, small and medium enterprises, in traditional and advanced industries, local institutions, universities and research centers.

Creative Camps include many activities to develop new products and/or services, enhancing the growth of the local productive system.

4. WHO CAN APPLY

The following subjects can apply, individually or in group:

- sole proprietorship, companies, no profit organizations, self-employed people and freelancers, atypical workers in cultural and creative industry;
- natural persons having documentary skills in cultural and creative industry.

Lombardy Creative Camp allows the participation of a cultural and creative industry subject selected by each involved partner institution.

5. ISSUES

Lombardy Creative Camp is inspired to the Europe 2020³ strategy and is focused on the following goals and macro subjects, closely examined in the project briefs⁴ aimed at collecting project ideas ahead EXPO 2015:

1. Multimedia and Communication

1.1 Enhancing the territory cultural and touristic appeal and innovating the promotion and fruition modalities of Lombardy local resources, traditions, landscape and typical food and wine.

1.2 Developing new products/services to promote the intangible cultural heritage and interculture.

2. Fashion

Competitiveness of the 'Lombardy Fashion System' on an international scale: new strategies and services to promote textile in the clothing and furniture sector.

3. Service Design

New services ahead EXPO 2015: Promoting sustainability through new forms of hospitality, mobility, information and restaurant management.

According to the briefs, the candidates can apply by submitting an "Idea4CreativeCamp" in the form of a project scenario about the selected issue (see the downloadable format).

The official language of all activities is English.

6. HOW IS THE CREATIVE CAMP ORGANIZED

What	How	When	Where	Results
<i>Creative Night</i>	Presentation of the selected ideas during a panel of 'traditional' SMEs and institutions interested in supporting their development. Meeting and discussion between 'creatives' and potential partners.	On May 16 th	Politecnico of Milan (Campus Bovisa)	Projects assessment by 'traditional' companies and institutions to build the teams.
<i>Workshop Start</i>	Discussion workshop of the project teams with international experts	On May 21 st	Triennale Design Museum, Milan	Project scenarios overview.

³Annex 1

⁴Annex 2



Cosa	Come	Quando	Dove	Risultati
<i>Intensive workshop</i>	Project idea development, under the direction of international experts	On May 22 nd , 23 rd , 24 th	HUB Valcamonica Multimedia and Communication line 1.1 HUB Vigevano Multimedia and Communication line 1.2 HUB ComoNEXT Fashion HUB Politecnico of Milan Service Design	Development and definition of the project concepts
<i>On-line design review and by Skype</i>	Progress of the projects with the support of Politecnico experts	May 25 th – June 15 th	On-line review	Definitive concept
<i>International event 2013 CCAIps</i>	Presentation of the definitive concepts and selection of those that can be developed	On June 20th	Lombardy Palace, Milan	Selection of the most innovative concepts for the creation of prototypes, tested services, pre-production, etc.
<i>Design review and professional assistance to the projects development</i>	Support by experts of the Politecnico of Milan to check the technical and economic feasibility and finalization of prototypes, tested services, etc.	July 2013 – April 2014	Politecnico of Milan and on-line review	Prototipi, pre-serie, servizi testati, ecc.
<i>International event 2014 CCAIps</i>	Presentation of the creative camps' results of all the partner countries	On June 2014	Milan	Presentazione prototipi e valutazione finale

The selected applicants shall take part to all the creative camp activities and to the further results presentations for free.

7. HOW TO APPLY

The applications shall be submitted, under penalty of cancellation, from April 3rd, 2013 to May 6th, 2013: Fill in the on-line registration form here www.itsastart.it and enclose the following documents:

1. Europass Curriculum Vitae (Italian or English)⁵;
2. Portfolio (link to a web site or web page or pdf of the best work done by each applicant or by the group);
3. My Best Concept: Your best project (link to a web site or web page or pdf of the project);
4. Idea4CreativeCamp: on a A2 sheet, using the format to be downloaded from the platform, where you shall represent the project scenario

⁵In the event of group applications, each one taking part to the Camp shall submit the Europass CV (min.1-max 5)



of the issue selected to take part to the Creative Camp.

8. JURY AND EVALUATION PRINCIPLES

The Jury - formed by three officers of the Lombardy Region, three officers of the Politecnico of Milan (Design Dept.) and an officer of Unioncamere Lombardia - shall select max. 40 applicants, besides 7 applicants selected by the partner institutions.

The applications shall be deemed allowable at the evaluation step if:

- They have been submitted with all information and documents required within the call deadline;
- They have been submitted by an allowable subject, according to chapter 4, paragraph 'Participation Requirements'.

The accepted applications shall be assessed according to the following principles:

1. Curriculum Vitae: max. 20 points.

Importance Classification of the Evaluation Principles:

- Experience in Italy or abroad;
- Training;

2. Portfolio: max. 30 points.

Importance Classification of the Evaluation Principles:

- Coherence of the developed works about the issue selected by the applicant;
- Attention to the social and environmental sustainability issues, detectable in the submitted projects;
- Ability to present and communicate the projects;
- Works originality;
- Research quality aimed at supporting the submitted projects;

3. Idea: max. 50 points.

Importance Classification of the Evaluation Principles:

- Originality;
- Feasibility;
- Economic, environmental and social sustainability.

The results shall be published on the web site www.itsastart.it on May 10th.

The applicants coming from the partner countries shall be selected in agreement with the officers of each partner of the project CCAIps.

9. INFORMATION

For more explanations, information and support to the application, please, contact Arianna Vignati and Carla Sadini (Politecnico of Milan): phone +39 (0)2-23995907, or by e-mail:

creativecamp@lombardia@gmail.com

Annexes:

Annex 1: "The International Scenario"

Annex 2: "Thematic Briefs about Lombardy Creative Camp"

Format "Idea4CreativeCamp"

In association with:

AST Vigevano,

ComoNEXT Parco scientifico e tecnologico,
Distretto culturale di Valle Camonica.

And with:



PARTICIPATION REQUIREMENTS AND CONDITIONS

The EU or extra EU citizens, who want to apply to Creative Camp, shall comply with the following requirements:

- Legal persons shall have their registered and/or business office in Lombardy; natural persons shall be resident or domiciled in Lombardy;
- bankruptcy, liquidation, winding-up of business or arrangement with creditors or any other similar situation according to the home country or Italian law are not allowed, neither existing proceedings of the above mentioned conditions;
- not having conviction, with judgment which is res judicata, for any crime affecting professional morality or for financial crimes;
- having no outstanding social security debts to their employees, is any;
- having no outstanding tax or company registration fee debts;
- having no preventive measures according to the anti-Mafia law;
- coming within one of the allowed categories;
- submitting all the required documentation according to the procedure, within the deadlines prescribed by this call;
- knowing English well, not lower than the European Level B1.

CLEARANCE AND PRIVACY

According to Legislative Decree no.196/03, all the data collected for this call shall be treated only for the purposes of the specific procedure, according to the modalities provided by the rules and laws in force.

According to art.7 of Legislative Decree no.196/03, the interested parties have the right to obtain access to, rectification, integration, deletion or blocking of personal data that refer to them, if necessary, sending a reasoned request in writing to the data controller.

The data controller is the Politecnico of Milan.

CLEARANCE OF USE

Taking part to this call, the applicants authorize the Lombardy Region, the Politecnico of Milan

and the project CCAIps' partners to publish the data concerning their application and the project idea proposed, on the CCAIps web site, the Politecnico web site and the partners' web site, as well as to communicate them during the public presentations and panel discussions, and through the main communication media.

It being understood that the use of the data, the presented documents, all related to the project proposal, and the projects developed during the creative camp are granted for free. It also being understood that the clearance is delivered without any time restriction.

DECLARATIONS OF INDEMNITY

Taking part to this call, each applicant expressly declares that the portfolio of his/her works and the presented project, submitted together with the application, are original and do not infringe, wholly or in part, rights and/or exclusive privileges of third parties, indemnifying and holding harmless, substantially or with regard to a trial, the Lombardy Regional Authority, the Politecnico of Milan and the project CCAIps' partners from and against liabilities, claims, damages and/or penalties demanded by third parties.

Finally, it being understood that the applicant undertakes to extend to above mentioned commitments to all material and documents designed, created and developed during the creative camp. If the project is selected for a further development step of the most innovative concepts and creation of the proposed services and prototypes, the relevant designers undertake to extend the above mentioned commitment to all the project CCAIps duration.





www.ccalps.eu

