

ENTRIES GUIDE, RULES, AND TERMS

CRAFTS TECH

Maker to Market
Accelerator

Programme by



Co-funded by the
Creative Europe Programme
of the European Union

Co-organized by



1. Introduction and Participants
2. Requirements
3. Open Call Calendar and Submission
4. Judging Process
5. Rules & Terms

Introduction

In line with the principles of craftsmanship, distributed design practices propose a real alternative to the current mass production system, focusing on small-scale localized production, circular economy, and the use of local networks.

Distributed design is the result of the digitization of the creative process in any of its development phases. The digitization that, in the artisanal world, can be applied both in the design of prototypes, the recycling of materials, and the search for alternative financing.

Crafts TECH 2021 focuses on the last phase of product development, in what we have called "Maker to Market". A training that seeks to turn a project, an idea, or a design into a real product with room in the market. As a participant, you will gain valuable knowledge and skills to apply technological and digital tools and resources not only in the process of design and production of your handcrafted pieces but also to turn these pieces into market products.

The event is part of the Creative Europe program of the European Union and #Talent_jove 2019-2022 program promoted by Artesania Catalunya of the Consorci de Comerç, Artesania i Moda (CCAM) of the Generalitat de Catalunya. CCAM provides new tools to the craftsmanship sector and also fosters new business and production models.

Participants

Crafts TECH 2021 will have 40 participants, each of whom will bring their own project:

20

Participants from the
Distributed Design Platform
selected by members

20

Participants from Artesania
Catalunya del Consorci de
Comerç Artesania i Moda
(CCAM) selected by
open call

1. Introduction and Participants
2. Requirements
3. Open Call Calendar and Submission
4. Judging Process
5. Rules & Terms

Requirements

Distributed Design participants

- English, advanced level
- Designers, creatives, makers and students with an interest in the artisan world
- Knowledge of digital design tools and/or technological practices and production

→ Distributed Design participants will be chosen in an internal selection process by the Platform members, 17 cultural institutions' representatives.

Artesania Catalunya – CCAM participants

- English, advanced level
- Artisans, creatives and students with an interest in digitalisation, technologies and new practices
- A taste for aesthetics and fine finishes
- Artisan professionals with less than 5 years of experience

Artesania Catalunya – CCAM participants will be selected from an open call process.

The call and selection of selected projects will be directed to the CCAM #Talent_jove database with an approximate size of 1,700 people.

→ The final result of these actions will result in a final selection of a maximum of 20 people/projects to participate in Crafts TECH 2021.

Fields



Textile



Wood



Glass



Clay and ceramics



Natural fibers



Multidisciplinary



Iron - Metal



Jewelry



Leather



Stone and Mineral

focused on recycled materials
and on the use of different
trade techniques, plastics
and cellulose acetate

1. Introduction and Participants
2. Requirements
3. Open Call Calendar and Submission
4. Judging Process
5. Rules & Terms

Open Call Calendar

Launch of the open call → August 2nd, 2021

Registration deadline → September 10th, 2021

Deadline for individual jury voting → September 14th to 20th, 2021

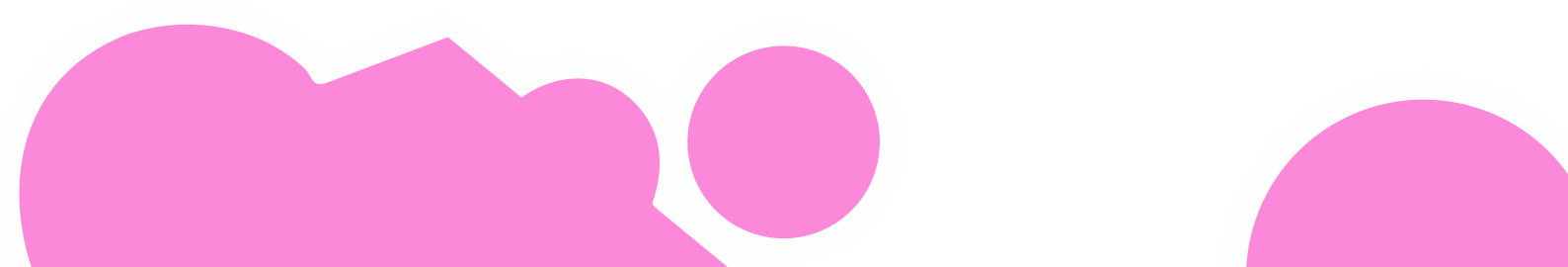
Selection 20 finalists → September 20th, 2021

Communication to those selected → September 25th, 2021

Submission

All projects should be submitted by completing the entry form taking the following into account:

- Explain and defend your project as best as possible taking the requirements and objectives into consideration and highlighting what makes your project a good fit for the programme.
- The official language for Crafts TECH 2021 is English. Therefore, the application form should be filled in English, which is also the official language during the execution of the programme.
- The images should be a good representation of your project. Sketches, working documents and renders are acceptable, however, photographs of the real product are preferred.



1. Introduction and Participants
2. Requirements
3. Open Call Calendar and Submission
4. Judging Process
5. Rules & Terms

Judging Process

The jury to selected Artesania Catalunya – CCAM participants is formed by craftsmanship experts and distributed design professionals on each assessing round. They will act and decide to ensure partiality and fairness.

The jury decision is final and will be kept secret until the official announcement of the finalists and winners' projects.

The judging process will be performed in two steps:

- 1** Members of the Artesania Catalunya – CCAM and Fab Lab Barcelona will vote through a project voting form and the 50 most voted will be shortlisted.
- 2** These 50 most voted projects will be evaluated in a single 2-hour session between all the members of the jury of Artesania Catalunya – CCAM and Fab Lab Barcelona. The final result will be the 20 final projects selected.



1. Introduction and Participants
2. Requirements
3. Open Call Calendar and Submission
4. Judging Process
5. Rules & Terms

Rules & Terms

- Crafts TECH 2021 is a programme by Distributed Design Platform co-organized by Fab Lab Barcelona at IAAC and Artesania Catalunya – CCAM.
- Submitted projects must be original and may not infringe on the rights of a third party.
- Artesania Catalunya – CCAM and Fab Lab Barcelona are not responsible for the authenticity of the information included in the open call form.
- Artesania Catalunya – CCAM and Fab Lab Barcelona are not responsible for claims of plagiarism.
- Artesania Catalunya – CCAM and Fab Lab Barcelona reserve the right without any compensation to use submitted texts and visual materials for communication purposes of the Platform activities; including, but not limited to, press material, brochures, websites, and third-party marketing materials.
- By entering, you agree to these rules and warrant that you are eligible to enter the open call.
- The data will not be transferred unless they are strictly or legally obligated.



Programme by



**Distributed
Design**



Co-funded by the
Creative Europe Programme
of the European Union

Co-organized by



CCAM
Consorci de Comerç,
Artesania i Moda
de Catalunya



**Generalitat
de Catalunya**

Contact email
promocio.artesania@gencat.cat