

RESHAPE 15

WEARABLE TECHNOLOGY COMPETITION



Competition brief

Today, disciplines as programming and electronics become highly transversal, blurring old boundaries and merging different fields of knowledge. **Fashion** has been already highly affected by this radical change. Therefore, **clothes, shoes** and other **accessories** can now incorporate elements of **hardware** and **software**, generating a peculiar mix between fashion and computation that is incredibly fertile and inspiring. **Data becomes Beauty, Interaction becomes Emotion**. As a result, a **new esthetic is emerging**. Reshape focuses on the definition of this language, proposing a new challenge to makers and designers: **RESHAPE15 | wearable technology competition**.

Proposals can focus on the possibilities of **wearable technology** without any design limitation. Once again Reshape leaves to designers freedom and responsibility of their own choices. Participants are required to submit a project that will focus on the mission of Reshape, merging ideas with fabrication processes and market viabilities. The distributed network of fabrication of Reshape includes Fab Labs and Makerspace, all equipped with digital fabrication machines such laser cutters, 3d printers, milling machines and robotic arms. Entries are required to rely on those machines as main tools for the fabrication process. Assembly method and production costs will also be considered in the evaluation process.

Organizer and Partners

RESHAPE15 | wearable technology competition is organized by [Noumena](#) in partnership with [laaC](#), [Fab Lab Barcelona](#) and [Make in Italy foundation](#) and sponsored by Aspiin and Camera di Commercio Frosinone.

The competition includes several media partners such as [Rhinoceros3d](#), [Archello](#), [Cityvision](#), [3ddreaming](#), [Deleyva](#), [Stampa3d Forum](#), [Wasp](#), [The Walkman magazine](#) and [Volumes](#).

Jury / Evaluation criteria

A panel of experts from the fields of fashion design, digital fabrication and computation, will select the three winning proposals. RESHAPE is very pleased to introduce the international jury of the competition:

ANASTASIA PISTOFIDOU

ALESSIO ERIOLI

ELIZABETH FRAGUADA

NICCOLO CASAS

RONEN KADUSHIN

ZOE ROMANO

All projects will be evaluated on a scale from 1 to 10 according to the following categories:

CONCEPT IDEA

Will be given significant attention to those projects which reconsider **wearables** in an inventive and experimental way, re-evaluating interconnections between users, digital fabrication, environment and data.

FABRICABILITY

The design approach must present a clear fabrication strategy, relying design solutions on digital fabrication tools available in a Fab Lab or Makerspace, as Reshape aims to merge both designing and making.

MARKET VIABILITY

It is vital to consider economically feasible design and fabrication solutions, giving a reasonable estimation for the overall design proposal and its **market** ability.

Prizes/Copyrights

The registration fee for each submission is 50,00 € and is necessary for receiving the entry identification code.

The total prize is **2700 €** and it will be distributed as follows:

- **1st prize 1500 €***
- **2nd prize 700 €***
- **3rd prize 500 €***

All winners will be included in the online platform of RESHAPE. In the website there will be a direct link to each project with information of each designer. Winners selected by the jury will be invited to take part in specific workshops in several Fab Labs connected to the competition. All the proposals will be presented in different exhibitions around the world. Reshape offers as well a unique e-commerce service. For the projects inserted in this platform, following conditions will be respected: for each product sold, royalties of 80% of income of sale will be recognized to designers and makers.

Timeline

15th of January - 31st May 2015_ Online registration and submission.

15th of January – 30th April 2015_ Questions and answers online at www.youreshape.com

31st of May 2015_ submissions deadline 23:59 (UTC/GMT +1 hour)

1st of June - 30th June 2015_ Evaluation of projects

6th of July 2015_ Announcement of prizes

To be scheduled_ Award ceremony and final exhibition ()*

*the exact date and place will be published online.

For more info visit www.youreshape.com or write to competition@youreshape.com