



**D2C: Designer To Consumer**  
DESIGN SELF-PRODUCTION INTERNATIONAL HAPPENING

FIERABOLZANO  MESSEBOZEN

ADI

DELEGAZIONE  
VENETO  
E TRENINO  
ALTO ADIGE



*Curators: Alex Terzariol and Mario Varesco (MM Design), Benno Simma, Angelo Soldani, Simone Simonelli*  
*Organizational coordination: Nina Stricker (Bolzano Fair)*

**Under the patronage of the Italian Association for Industrial Design ADI - Delegation Veneto, Trentino and South-Tyrol, D2C Designer to Consumer, hereby announces the competition for the selection of self-producing designers in the field of interior design who will exhibit free of charge at the event which will be held on March 14-16 + 22-23, 2014 within the framework of the ARREDO furniture tradeshow at the Bolzano Fair (Fiera Bolzano) in Bolzano, Italy.**

Today the competition for the free of charge participation in the new D2C international happening for Self-production design in Bolzano has been launched on the website [www.fierabolzano.it/arredo/selfproduction](http://www.fierabolzano.it/arredo/selfproduction). Candidatures can be submitted within December 31. The event has been presented this weekend in Naples in occasion of "Arkedà", exhibition and convention for architecture, design and furniture, held at the "Fiera d'Oltremare".

There has been a great deal of discussion and debate, perhaps even too much, about self-production, a sword that cuts both ways: on one hand, a new, promising prospect for the purposes of the direct control by the designer of the entire process and the final quality of the "cradle to cradle" product, a self-entrepreneurial economic alternative to a system of royalties that has entered into crisis, the passage from volumes to values with greater margins of personalization and interaction with the end user than in serialized industrial production. A model that is potentially connected with the rebirth of a territorial economy by means of the short chain and collaborations at the starting point. Last but not least, a new aesthetic that is born of the fruitful meeting with craftsmanship traditions and cross-contaminations with both a high level and a low level of technology in the fabrication process. On the other hand, it is a phenomenon that is still confused, a repository term which, without distinction, describes the most varied tendencies, including the unique piece in an art gallery as well as start-ups at their first steps and hobby-designers with their Sunday do-it-yourself projects, and which has taken on, even before being fully born, a negative connotation.

That is exactly why the curators of the event, the industrial designers Mario Varesco and Alex Terzariol (MM Design), the architect, designer, musician and artist Benno Simma, the self-producing designer and journalist from Salerno Angelo Soldani and the young researcher Simone Simonelli decided to once again to face the question by initiating a new happening dedicated to self-production.

A very selected exhibition with participation that is free of charge but by invitation only for fifteen self-producing designers. Following a glocal logic, the selection process will make sure that one third of the participants is of local origin (Trentino/South-Tyrol), one third from the rest of Italy, and one third international, in order to offer a truly qualitative cross section and, together with this, a comparison of the potentialities of this new modality that is yet to be completely analyzed both in its creative implications and in the possible economic developments and the most effective managerial and operational aspects that are to be adopted in order to also guarantee its success at the commercial level.

A format which directly relies upon the contained, familiar dimension of the event both to facilitate the exchange that is truly interpersonal by incentivizing the collaboration and networking between designers and to guarantee a focus on quality, uniqueness, and the narrative dimension of the individual project at the level of communication. A point of departure, rather than arrival; not just a timed event that will run out after the five days of the exhibition, but rather an incubating event from which to bring forth projects that are capable of offering occasions for promotion and sale for self-production design fostering the building of new productive partnerships and the creation of distribution channels. It will be a show within a show, inserted within the most established event in the region Trentino/South-Tyrol dedicated to furnishing, "Arredo", which has been held since 1992 and draws 24,000 visitors over two weekends. Finally it is an exhibition targeted directly at the end consumer with direct sales at the tradeshow in order to cover the travel and transport costs incurred by the participants.

D2C will also offer to its participants an educational program supposed to be truly professionalizing through workshops with experts in the fields of production, marketing, and distribution, including in the attempt to borrow experiences from other sectors, and that more than merely insisting upon creative development, is aimed to instruct above all how to become entrepreneurs.

The exhibition seeks a product presentation which highlights the qualities of handicraft workmanship, which tells the story of the object in its genesis and that of its creators, also showing the production processes in the making by means of live workshops at the tradeshow, favoring a performance dimension as opposed to a static, sterile display by means of which the self-produced object would risk becoming uniform and be confused with a mass-produced product. A happening is a performance.

The fifteen participants will be chosen by the five curators, whose decision is final, by means of the double procedure of a direct call and by the selection of projects that are collected by means of online public notice of invitation. For the purpose of guaranteeing not only quality, but also the basis for the future development of the project, only self-producing designers who meet the following requirements will be chosen: entrepreneurship, in possession of a VAT number that is associated with the specific activity; **seriality of production** excluding prototypes and unique pieces, although favoring small-scale series, including limited editions or varied series; **handicraft of the production processes** only products of handicraft design realized within one's own workshops or with the assistance of third parties, favoring collaborations with handicraft enterprises.

In addition to the official selection, a specific "young talents" section will be instituted for a maximum of five young designers under the age of thirty-five dedicated to the presentation of prototypes or projects that have not yet been realized in order to also provide space to ideas and to offer younger designers opportunities of comparing themselves with the experience of those designers who have chosen the path of self-production.

The exhibition is organized by the Bolzano Fair (Fiera Bolzano) under the patronage of the Italian Association for Industrial Design ADI - Delegation for Veneto, Trentino and South-Tyrol, in collaboration with MM Design within the framework of the tradeshow ARREDO 2014 on March 14 - 16 and 22 - 23. Candidatures can be presented within December 31 on the website [www.fierabolzano.it/arredo/selfproduction](http://www.fierabolzano.it/arredo/selfproduction).

Further information: [www.fierabolzano.it/arredo/selfproduction](http://www.fierabolzano.it/arredo/selfproduction)

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# ARREDO 2014

14.-16. + 22.-23. März 2014 | Bozen

daheim. a casa.