

RESTILE - Release your Creativity BRIEF

RESTILE is the contest promoted by Mirage and created for young planners and designers, aimed at identifying new aesthetic horizons for the production of ceramic tiles.

A project that, as its objective, has the goal of finding **innovative product solutions** that are no longer based on style trends but on an alternative approach to redefine the vision of porcelain tiles.

Objectives

RESTILE sets out to define a product or a collection that is, above all, **innovative**, via an **original interpretation of the material and look of the product itself**. A **porcelain slab is characterised by the texture of the material surface and by the visual impact of its graphics**. By the term collection we mean a series of ceramic tiles that share a common concept and are developed in different colours and sizes.

The participants **are asked to present a product and/or collection concept complying with the below mentioned criteria**, that must be considered as binding

A _ For the 2015 edition of the contest we have created specific guidelines, therefore the product must be designed according to the **personal interpretation** of one of the following references:

- Reinterpretation of cement and/or resin
- Reinterpretation of terracotta
- Reinterpretation of cocciopesto
- Reinterpretation of natural stones
- Reinterpretation of metal
- Reinterpretation of textiles
- Reinterpretation of wood

The reinterpretation must include the study of **decorative patterns, surface finishes, the gloss (or matt) effect of the tile** and a hypothetical **colour range** (3/4 colours) as well as possible combinations of colours themselves. You can view the current Mirage product range at the following link: <http://www.mirage.it/en/floors-and-coverings/collections/>

The notion of reinterpretation is unrestrained and can range from the selection of natural materials and their contemporary interpretation all the way to solutions that mean the de-structuring of the natural product of reference. Also, **blend experiments are allowed** and the interpretation can mix more than one reference in the same collection.

B _ Design for manufacturing: the product must be designed in order to allow for **production and industrialisation**.

C _ The product must be designed in order to be used **mainly as a floor covering**, therefore wall application must be considered as a secondary destination of use.

D_ The product must be suitable for its application in **residential or “light commercial”** destinations, that is to say areas subject to low footfall such as restaurants, shops, etc.

E_ The product must be made in rectangular or square format. Other sub-cut sizes must be considered as secondary formats.

Guidelines

The production of porcelain tiles is carried out via a process industry that, thanks to constant technological innovations, implies restrictions and peculiarities that must be taken into account from the creative/design phase of the product in order to guarantee the feasibility of the developed idea (We recommend reading the following section:

<http://www.mirage.it/en/porcelain-stoneware/features-and-benefits/>)

- The **colour range** must adhere to the traditional CMYK four-colour system and to RAL scale. Fluorescent colours cannot be used.
- Square (60×60 cm, 75×75 cm, 90×90 cm) and rectangular (15×60 cm, 30×60 cm, 40×60 cm, 22.5×90 cm, 45×90 cm, 20×120 cm, 30×120 cm, 60×120 cm, 90×180 cm) **formats** can be produced. We recommend taking a look at <http://www.mirage.it/> to view Mirage range.
- Nominal **thickness** of materials must range from 9.5 mm to 11 mm.
- There is no restriction on the **aesthetic** personalisation of porcelain tiles. Porcelain tiles can be **manufactured** using the same process of natural stones, therefore polishing, honing, bush-hammering manufacturing is possible. The choice is mainly associated with the destination of use of the material and not to the production process: for indoor application it is always necessary to consider the required coefficient of friction (for further information: <http://www.mirage.it/en/floors-and-coverings/antislip-floors/>)

The company

In its 40 years of activity, **Mirage** has gained a vast **experience in the production of porcelain tiles** which, together with constant investments into research and technology, has allowed the company to meet the needs of project planning in an effective and versatile way, promoting innovative and evolved solutions in terms of functionality and design.

Mirage targets the **international market**, the company has a sales network in more than 130 countries in the world and has always focussed on a product vision aimed at differentiated and heterogeneous customers, avoiding a generalist approach and searching for a constant feedback with its commercial partners to perfect its range and offers.

For further information visit our website www.mirage.it or our social network pages (Facebook, LinkedIn, Twitter, Google+ and Pinterest).

Methods of participation

Products must be exclusively submitted online on www.miragecontest.com/restile following registration and acceptance of the terms and conditions of the contest.

Timeline

1. Projects must be submitted by **March 1, 2015**;
2. Winners will be announced by March 23, 2015;
3. Other dates will be communicated on website www.miragecontest.com/restile .

Assessment criteria

The best projects will be awarded by the Jury and assessed according to four fundamental criteria:

- Creativity;
- Technical-productive feasibility;
- Compliance with the objectives of the contest (“Objectives” section in this brief);
- Innovation;

Further information about the Jury is available on website www.miragecontest.com/restile in the dedicated section.

Required output

The minimum required output is a series of documents that describe, in a comprehensive way, the final aesthetic image of the product:

Required documents for the project presentation

- **Summarised description** of the project, a maximum of 4,000 characters (including spaces) stating the **title** of the project and the **inspiration**, the file must be in ISO A4 vertical, pdf format.
- **Graphic documents** (drawings, rendering, etc.) able to clarify the aesthetics, the material (surface finish), the colour range and sizes; the file must be in ISO A4 vertical, pdf format. Maximum 5 tables in A2 format.
- **Power-point presentation** of maximum 12 slides presenting **the concept of the project**.

Optional materials that can be submitted to present the project

- Introduction of the creative proposal into a design setting in order to show the final outcome of the product.
- Maximum 3 minute video.

Awards

The jury will award a winner and a maximum of seven mentions of honour:

- **1st prize:** prize of **€ 7,000.00** (net from retained legal taxes). **The winner (first classified only) will have the right to personally display the project at the MIRAGE PROJECT POINT during the Salone del Mobile 2015: travel and lodging expenses will be paid by Mirage.**
- **2nd prize:** prize of **€ 2,000.00** (net from retained legal taxes), exhibition of the project at Mirage Project Point in Milan during the “Salone del Mobile 2015”.
- **3rd prize:** prize of **€ 1,000.00** (net from retained legal taxes), exhibition of the project at Mirage Project Point in Milan during the “Salone del Mobile 2015”.

- From **4th to 7th prize**: special award with opportunity to showcase the project at Mirage Project Point in Milan during the “Salone del Mobile 2015”.

The award ceremony will take place at the Mirage Project Point during the Salone del Mobile, during the “Restile Awards” evening, in the presence of representatives of national and international architecture firms.

The Mirage Project Point is a **multi-purpose space available to designers and artists**, set in a creative setting to consult, experiment and find new ideas and solutions, in the heart of Milan, in the **Brera Design District**.

A constant focus for the city’s commercial, artistic and cultural development, Brera is the ideal stage for art and design in the many forms and manifestations, and acts as a primary showcase during the Fuorisalone/Milan Design Week.

Further information and details relevant to this Brief can be obtained by writing to info@miragecontest.com