

Let's Move! ROAMING ROME 1° Design Competition of LivingRoome

The magazine LivingRoome launch the Roaming Rome international design competition, in cooperation with the Messe Frankfurt Italia and in occasion of the Expò "Ambiente Italia" (Rome 6-8 June 2009).
Roaming Rome because

- We live in a period of continuous movement due to study, work, love and of continuous information flux
- We want to promote the idea of a "Moving" Design, that moves with people or reach them in the house, in the streets, in all life's moments
- This "Moving" Design's thought starts from Rome, where take place also the Italian edition of "Ambiente Italia 2009", heart of the Mediterranean to spread all the countries of the world.

The purpose is to create and design innovative products on the suggested theme.

LivingRoome in cooperation with the Messe Frankfurt Italia launch the "Roaming Rome" international design competition. Entries should present projects for:

Accessories, object for travellers: technological, useful and emotional objects that independently on where we are will bring us in a place of memory. Objects addressed to the person and the place that will guest them.

Or

Set for little travel kit peddling and retailing (made using bike, scooter, Apecar, electric car) that, not on gadget logic, creates a new design's micro-distribution.

We live in a period of continuous movement due to study, work and love, of continuous information flux and each person travelling carry, dream or desire "emotional" objects.

The district became more and more the nomad-fixed destination of a person who travel and look for an emotional place in the towns he visits for work.

So "Nomadism" should be considered also in relationship to the person that will be reached by moving, emotional objects.

The revival of retailers using Apecar, rickshaw and other little means of transport, that even if produced by large retailer deny it with the aim of taking back districts.



The “Roaming Rome” Design competition is open to:

- **Professionals:** all licensed Italian and/or foreign designers, architects, and engineers duly registered with their respective professional associations, independent designers, and designers working in a subordinate capacity if duly authorized by their companies.
- **Students:** national and international students enrolled at the Faculties of Architecture or Engineering or in a design institute.

Each category has its own jackpot and for each of them will be recognized, through a merit classification, the category winner. The “Roaming Rome” Design competition is open both to professionals and students, to goal a wide project vision, open to every approach: from the more structured to the experimental ones.

Start date of the contest:

6 June 2009, in occasion of Ambiente Italia 2009 - Messe Frankfurt Italia

Registration Deadline:

31 december 2009

Submission Period:

6th June 2009 to 11 January 2010. All submissions must reach by 5 p.m. (17.00 h) on 11 January 2010

Info and Contact:

www.signdesignroma.it/roaming_rome

www.livingroome.it

Contest Secretariat - roaming@signdesignroma.it

Press Office

Antonia Marmo - antonia@signdesignroma.it

Elisa Punzo - elisa@signdesignroma.it