

THESSALONIKI
DESIGN
WEEK

in collaboration with:



In the context of:



Open call

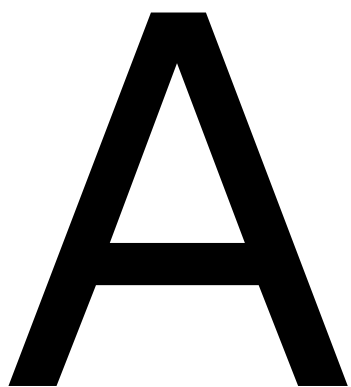
**Thessaloniki Design Week
Design & Gastronomy / June 6-11, 2023**

a member of

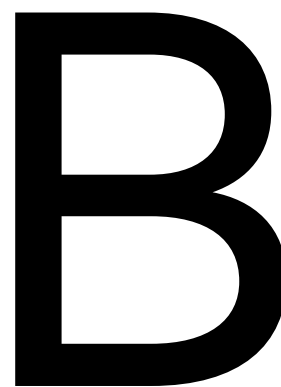
World
Design
Weeks

Open call brief

In the framework of ThessDW 2023, which showcases the relationship between design and gastronomy, and in collaboration with the Cultural Society (www.culturalsociety.gr), in the context of MATAROA AWARDS (mataroa.gr), an open invitation is extended to the global community of designers and creators, regardless of their profession or specialization, to submit their ideas. These can involve both applied and non-applied projects, however, they should address the following two thematic areas:

A large, bold, black capital letter 'A' is positioned on the left side of the lower half of the poster. A thin black diagonal line runs from the top right of the 'A' towards the top right of the letter 'B' on the right side.

**Designing the restaurant
of the future**

A large, bold, black capital letter 'B' is positioned on the right side of the lower half of the poster.

**Smart and innovative
food concepts**

The deadline for submitting proposals
is April 30, 2023.

Thessaloniki Design Week

A Designing the restaurant of the future

The restaurant is the prime point of reference in gastronomy as it encases the preparation and supply of food to the general public. The concept of design in a restaurant involves each and every one of its aspects, both visible and invisible such as: the selection of raw materials and the composition of the menu; the serving of the food and its disposal; the architecture of the building and the interior design choices in regard to furniture, textiles, lighting, utensils, table and dish decoration; staff uniforms as well as staff interaction with clients; the visual identity and communication strategy adopted by the restaurant management; the way a customer enjoys and indulges in a culinary experience.

The next generation of restaurant guests is tech-savvy, permanently connected to the internet and seeking high value digital experiences and services. The pandemic has changed consumer behavior and set new rules and practices for gathering, socializing, safety and hygiene. Eating habits, needs and trends are also changing, slowly and steadily at times, abruptly or rapidly at others, inevitably affecting the environment, climate, nature and its ecosystems.

How does restaurant design follow these changes and developments? How can it pay heed to the ways the members of a society and their respective needs are transforming? How does it assimilate modern technologies, innovation, automation and digital transformation? How does it contribute to the sound and sustainable management of natural resources, the reduction of the environmental footprint and the requirements for zero waste? And last but not least, what does the future hold for the restaurant business and what role does design play in all this?

Awards

1st place
1.500€

2nd place
1.000€

3rd place
500€

*It should be pointed out that proposal ideas in any field and/or type of design are welcome. Therefore, the projects submitted may involve building design, interior or exterior design, infrastructure design, object design, identity design, product design, service design, system design, applications and other solutions design, in physical or digital form.

Jury members

Tasos Georgatzis

Architect / Managing Director
at Urban Soul Project

Thanasis Georgiou

Graphic Designer
at MATAROA

Irene Rigopoulou

Professor at the Dept. of Design
Engineering of University of the Aegean

Dr. Anastasios Tellios

Professor, School of Architecture,
Aristotle University of Thessaloniki

Ismini Tornivouka

Director of Operations, Tor Hotel Group

B

Smart and innovative food concepts

Food, either as an abstract concept or as a tangible substance necessary for the preservation and growth of every living organism, is intertwined through time with human existence and course of life. Strong ties exist between food and cultural elements, identity, memory, history, social structure. It is inextricably linked to key issues, problems or challenges that are matters of concern for organized societies such as the food crisis, the imprudent exploitation of natural resources for the production and distribution of food, the loss and waste of food throughout the supply chain. Food contains symbols and messages, mobilizes the senses, creates human emotions.

In turn, the lifecycle of food is vast. It comprises many and complex stages, processes and procedures, it is directly or indirectly connected to a wide range of professional, social, economic, productive activities. The growing, harvesting, producing, processing, packaging, transporting, distributing, promoting, cooking, consuming, disposing and recycling of food are the milestones of a perpetual journey, in which the whole planet is actively involved.

In this journey revolving around food, the need for the creation of objects, products, services, solutions, systems, infrastructures, spaces, applications, is always relevant. Societies are constantly in demand to access food in a concise way characterized by functionality, ease of use, efficiency, high level of aesthetic and technical perfection, attractiveness and sustainability.

The role of design towards this direction is decisive and critical, as imaginative, inventive, original and special design methodologies, approaches and technical solutions can indeed lead to intelligent and innovative food concepts.

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Jury members

Antonis Vezyroglou

Founder & CEO at Vezyroglou Farm

Thomas Douzis

Co-Founder & CEO
at Ergon Foods

Irene Rigopoulou

Professor at the Dept. of Design
Engineering of University of the Aegean

Simos Saltiel

Creative Director & Photographer
at Red Creative

Proposal submission process

The deadline for submitting proposals is April 30, 2023.

Proposals can only be submitted via the online application form available on the Thessaloniki Design Week website. Participants should fill in the respective sections of the form with information such as their name, surname, email address, mobile phone number and country of origin, as well as the thematic area under which the project will be submitted.

The proposal file must be uploaded separately, preferably in PDF format and should not exceed 5 MB in size. It should include the following:

- A short title and a brief description of the project (from 500 up to 1.000 words).
- Photographs, images, 2D-3D designs and/or other visual materials relevant to the project in high resolution.
- The designer's or creator's complete contact information, accompanied by a brief résumé (up to 100 words).

Optionally and if available, the proposal may include:

- Links to project-related audiovisual material (e.g. video) that is available online.
- Project dimensions.
- Project installation or display requirements.

Evaluation of proposals

All proposals submitted will be reviewed and evaluated by the juries according to the following criteria:

- Relevance to the main theme of ThessDW 2023 ("Design & Gastronomy"), as well as to the individual thematic areas ("Designing the restaurant of the future" and "Smart and innovative food concepts").
- Adequate, comprehensive and coherent presentation and documentation, conveyed through the use of appropriate and extensive written, visual, audiovisual and/or other type of material and content.
- Functionality, accessibility, efficiency, aesthetic and technical excellence, attractiveness, innovation, originality and sustainability of the project.

The results, with the three best projects and the respective award winners of each thematic section, will be announced mid-May.

Presentation opportunities

Presentation of selected proposals.

During ThessDW 2023 (June 6-11, 2023), selected proposals will be exhibited in one of the event venues. At the same time, the possibility of implementing certain (non-applied) projects will be explored, depending on their requirements and the available resources and capabilities of the organization.

Awards

The Cultural Society (www.culturalsociety.gr) will award the three winners of each thematic section cash prizes (of €1,500, €1,000 and €500 euros respectively) at a special event held during ThessDW 2023 (June 6-11, 2023), where the creators will also have the opportunity to briefly present their proposal to the public. Media coverage for award-winning proposals

Furthermore, the selected artists will be presented on the Cultural Society webpage (www.culturalsociety.gr), and both the print and the online edition of MATAROA thematic platform (www.mataroa.gr) will run a special feature on the first-place winner.

Terms of participation

Open call participations are free of charge. By submitting the proposal, the designers or creators of a project accept that all or parts of their submitted work, including information mentioned in their résumé, may be publicized in order to support Thessaloniki Design Week and serve communication and dissemination purposes.

The presence of the designer or the creator of a project is not deemed necessary, should it receive an award or be displayed during ThessDW 2023. However, in case participants wish to attend the event, all travel and accommodation expenses are to be met by them and not the event.

Should selected proposals be exhibited during ThessDW 2023, the designers or creators of the selected projects will have been contacted and informed of the exhibition type and standards prior to the exhibition.

Organisation

Organisation-Planning:

PHILARTIA



CITY OF THESSALONIKI
DEPARTMENT OF CULTURE & TOURISM

Co-organisation:

Web: thessalonikidesignweek.gr

Facebook: [thessalonikidesignweek](https://www.facebook.com/thessalonikidesignweek)

Instagram: [thessalonikidesignweek](https://www.instagram.com/thessalonikidesignweek)

Email: welcome@thessalonikidesignweek.gr

Organiser's email: welcome@philartia.gr

Tel: (+30) 2310 850642