

INTERNATIONAL DESIGN CHALLENGE

FOO[D]TURES

An open call for
“Youth led sustainable visions”

APPLICATION GUIDELINES

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Coordinated by:



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WHO is this challenge for?

Our Planet needs You!

We are looking for young creatives from **18** to **35** y.o.
who **speaks** and **writes** fluent **English**.
You must come from one of the following Countries:



Better if you are into some of these disciplines:

**Industrial, Product, Service, System,
Graphic, Interior, Food, Fashion, Web, UX-UI
Design.**

It would be awesome if your passion is:

**Sustainability, Biology, Engineering,
Finance, Marketing, Athropology, Sociology,
Philosophy, Business, Copywriting.**



Insert “idea” to play:

You can apply:

individually or **as a group** (max. 3 people)

This is the list of thing to submit:

1. Motivational Letter
2. Idea: Abstract (text) + Concept (visual)
3. CV
4. Portfolio

Please, read the full [Open Call brief and regulations](#) for further details.



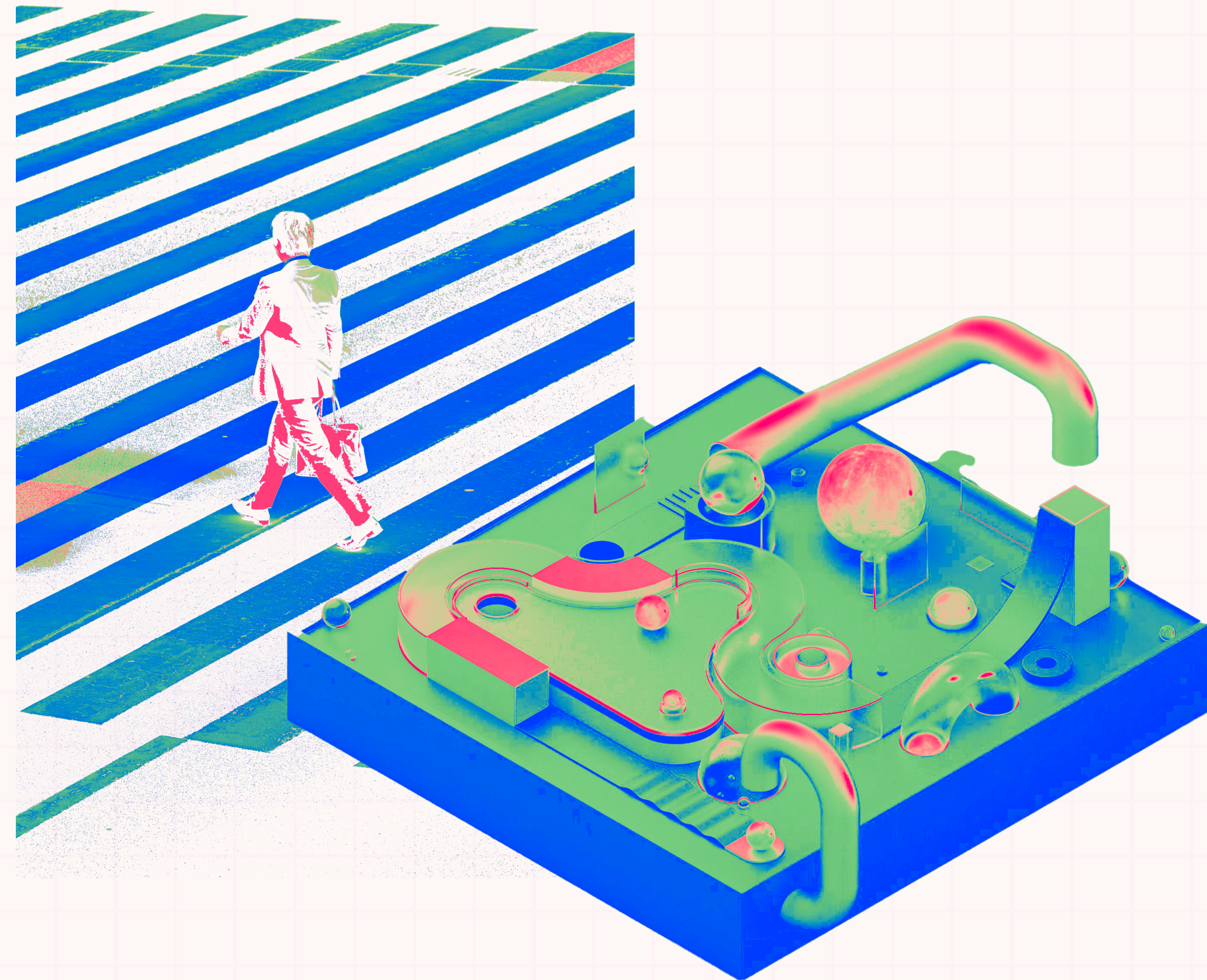
WHY should I apply?

Ideas come true!

Have a great idea is not enough, as Thomas Edison said:
“Genius is 1% inspiration, 99% perspiration”.

This is not a common design contest, **this is a Design Challenge**, your ideas will feed the innovation funnel to come true, thanks to the support of IED Istituto Europeo di Design professional network and expertise.

In particular you will equipped with:
a team to work with
a few skills to expand your knowledge
creative space to prototype
access to library & platforms to explore
academic network to take advantage from



WHAT if you will be selected?

You are in!...and so what?

A stage-gate process will guarantee **accurate selection of ideas, team formation** and **educational** paths.

The whole challenge will last until November 2023, meetings and review will take place weekly, both remotely and in presence (IED Network headquarter)

In November the 3 best team works will be prized with €1.000 each

