



RESHAPE®  
digital craft competition

Barcelona, October 2013  
PRESS RELEASE ENG

Noumena and Advok communication are very pleased to announce the launch of **RESHAPE®** digital craft competition.

**RESHAPE®** is a competition of computational design and digital fabrication focused, in its first edition, on the topic of LIVING space.

**RESHAPE®** is seeking designers and fabrication centers to create a network of ideas and production. All ideas have to present a clear **fabrication strategy**, taking into consideration economic and production aspect. All techniques must be connected to the use of digital machines such milling, 3d printing and laser cut machine. The scale can vary from small to large size objects.

Is allow to present **furnishing, lighting, decoration** or **tools elements**.

We ask participants to be product designers and to design as makers.

**RESHAPE®** can became an opportunity for designers to express their ideas and for **FabLabs** to be part of a new fabrication community.

The competition involves several partners as laaC (Institute for Advanced Architecture of Catalunya), Fablab Barcelona, Solido 3d and the Mediterranean Fablab, with the media partnership of Archello and Cityvision.

A panel of **experts** from the fields of computational design, digital fabrication and communication will evaluate ten winning projects.

Jury members are:

**Tomas Diez** (fablab); **Luis E. Fraguada** (BAD); **Andrea Graziano** (Co-de-It); **Filippo Moroni** (Solido 3d)

**Giorgia Olivieri** (journalist); **Emmanuele J. Pilia** (Libreria di TransArchitettura)

The **network** will judge identifying 10 more projects through an open vote on Facebook.

The submission of proposal is set at midnight (GMT) of January 31, 2014.

Follow Reshape visiting the official page of the competition (<http://www.youreshape.com>), the Facebook fan page and Twitter.

For more information contact the organizers at: [competition@youreshape.com](mailto:competition@youreshape.com).