

INNODESIGN WEEKERS

Creathon Grand Region : 1st edition in Metz- 15–19 November 2021

« DESIGN, UPCYCLING AND CIRCULAR ECONOMY »

A project by the INNODESIGN ASSOCIATION and ISEETECH in collaboration with the Suez Group

THE BRIEF

From the chosen material, PP strip (Polypropylene) or PET (Polyester) supplied by the Suez Group, allow the participants to find new outlets and various productions by means of a 5-day inter-designer challenge, closed by a presentation of the projects.

The "weekers" selected by the organizing team will be able to design or create one or more products allowing this resource to become a product in its own right that will thus find a second life (perhaps less ephemeral than its first).

From 15-19 November, 2021, they will be able to exchange, propose and get additional information from business leaders, technicians, engineers, makers present on the site.

Each participant will be asked to come with their own material for the final presentation of a prototype or a sufficiently realistic digital presentation to allow the business leaders and economic actors present to express their views.

The "weekers" will have access to dedicated spaces to test, submit, prototype. Resources such as 3D printers, cutters, small design equipment etcwill be available.

The closing of this week will be on Friday, November 19th from 4 pm with a rendering of the research and work for evaluation of the feasibility of the project. It will be the moment of a presentation of the participants to the press and the guests present, the award of a certificate of participation and a Trophy "Innodesign Weekers 1st edition"

THE APPLICANTS

INNODESIGN WEEKERS is aimed at trained designers, passionate creatives, design professionals, involved makers, etc ...

The research criteria will be: originality, capacity of implementation, commercial opportunities.

These criteria will be taken into account by the panel of business leaders / design actors, present during the presentation of the work at the end of the week.

THE JURY

The presentation of the researches and works will take place on Friday , November 19th, from 4pm. A panel of business leaders, design actors and journalists, chaired by François Behr, President of the Innodesign association, will be present and will give an opinion of feasibility.

BENEFITS AND ADVANTAGES OF A DESIGNERS 'CREATHON

Every one is aware of the environmental issues related to industrial waste.

By setting up creathons of this type, the Innodesign Association sheds light on the function of industrial designer and the creative capacity of the candidates for this challenge.

This approach has no interest without the support of the industry, teams that are already involved in the research and who could see it as a new way to add value to their efforts.

The rather short duration of the implementation of a proposal makes it possible to boost everyone's capacities and lead to bold proposals.

It is also a means of communicating, exchanging, raising awareness and enabling technical cooperation that can be part of a longer-term project.

SUPPORTING AND SPONSORING THIS EVENT

This Creathon is set up by the INNODESIGN ASSOCIATION which aims at bringing together business leaders, managers from the economic world, anyone involved in the issues of the circular economy around proposals related to innovation and design.

The active members of the INNODESIGN ASSOCIATION and its partners are at the origin of this project and intervene voluntarily but it is impossible to escape the financial constraints related to the organization of the Créathon itself.

This is why the INNODESIGN ASSOCIATION hopes to convince you of the interest in supporting it.

MEETING THE CHALLENGE BY BECOMING A PARTNER

Your participation, your support, your opinions count to move the projects forward.

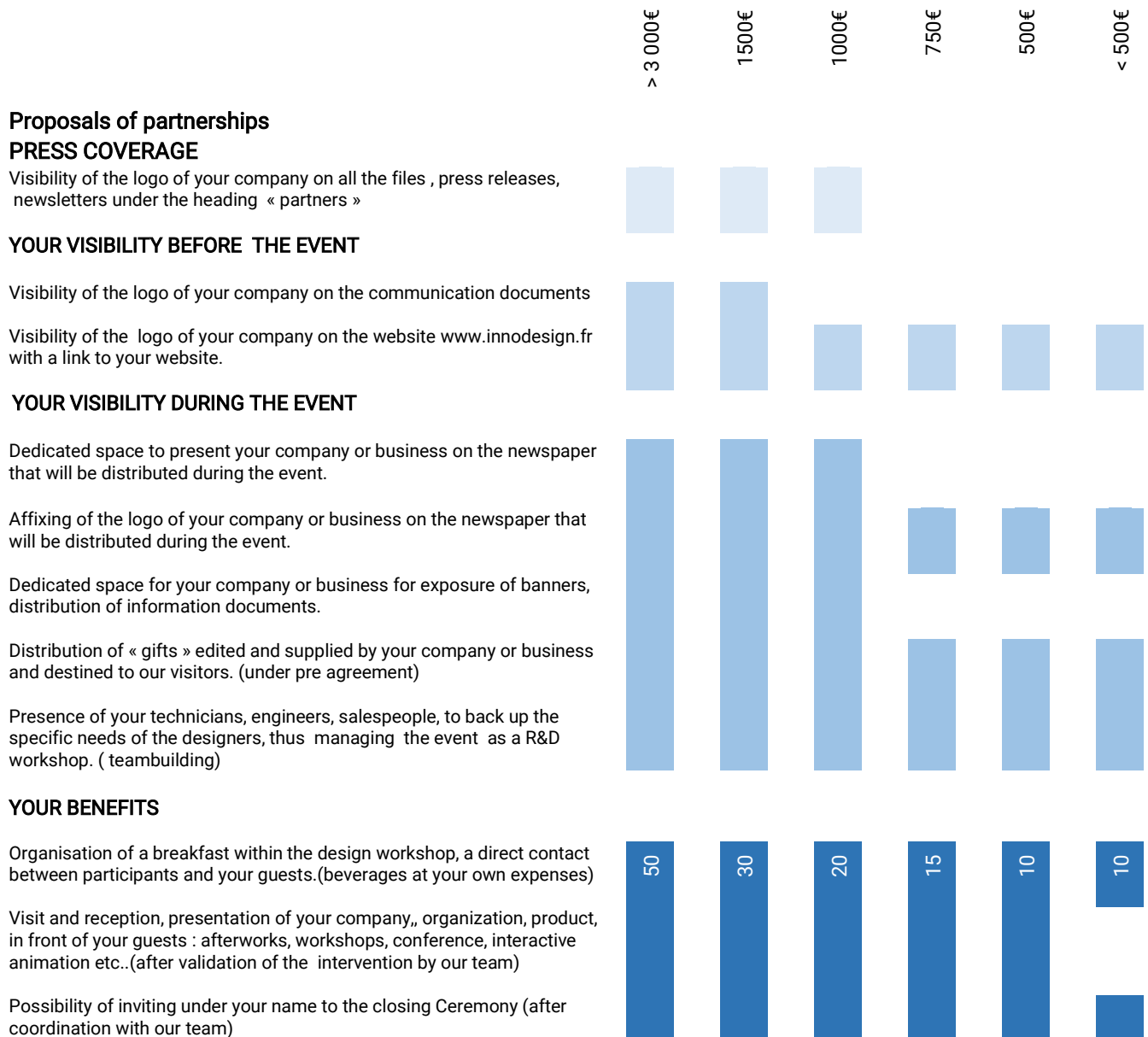
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How to support this Creathon:

- **By becoming a member of the Innodesign Association**, supporting the actions of the Institute : President François Behr
Membership fees : 50€ / 80€
- **By funding** the association for their action
- **By participating** in the implementation of this creathon of November 2021 through a technical, logistical or financial support.