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Fabbro Arredi

in collaboration with

Accademia di Belle Arti di Brera (Milan)

Three-year School of Artistic Design for Business, Modelling Course - 1st, 2nd and 3rd year,
with the co-ordination of Doc. Docente Alfred de Locatelli

Accademia di Belle Arti "G.B. Tiepolo" (Udine)

Three-year school in Artistic Design for Business, Design Course III - 3rd year,
with the co-ordination of Doc. of Design Doc. Lorella Agnoletto

Accademia di Belle Arti of Lecce

Three-year school in Artistic Design for Business, Design Course - 3rd year,
with the co-ordination of Doc. Stefania Galante and Doc. Carla Sello

University of Ljubljana,

Five-year pathway of the Faculty of Architecture - 1st and 5th years
with the co-ordination of Associate prof. mag. Alessio Princic

presents the

University – Enterprise Collaboration Project

WUNDER WOOD 2025

LUDENS MOBILE

Introduction and exploration of the competition theme

by Alfred de Locatelli

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Ludens Mobile

Mobile object in play

This theme or lemma aims to create a mobile-game or a mobile with a game function. that is a game, in all its possible forms. Finding a solution is also a game. And as you will discover, it is one of those vast and surprising territories. "One can, in short, call the game a free action: one that is aware of not being taken "seriously" and that is situated outside the usual life, but that can nevertheless totally possess the player; an action to which no material interest is attached, from which no advantage is derived, that is carried out within a purposely defined time and space, that takes place in an orderly manner according to given rules, and that arouses social relations that easily surround themselves with mystery or accentuate their diversity from the usual world by means of disguise. (Alongside Homo Faber we discover with Huizinga the Homo Ludens, Einaudi, Turin, 2002).

In our eyes, homo ludens lives a life without purpose. Because play is beyond our reach, we have consigned ourselves to a life of aimless labour. Our fate is to toil like Sisyphus. John Gray. To realise our work, we could think of working on an existing game such as chess. Which of the many forms that have been given to a chessboard would be interesting? Which of these would we choose to characterise our artefact? Another way is to work on technique or technology.

The work moves or changes appearance or function. Another building block of a work is the idea that works on communication, that interacts with the viewer. To scare you, it puts you in the wardrobe. Our theme moves by encountering chance, real or presumed. Rules are fascinating, they construct time, or give it a limit. The intense pleasure of the game comes from the closure in the rule. The aim is to have fun, as well as to analyse, to ironise, to create a strategy.

1. Aims of the competition

WunderWood 2025 is a project that aims to create and strengthen dialogue between craftsmanship and young designers, offering students the opportunity to contribute their creativity and freshness to innovation processes. The initiative encourages the integration of inspirations from past models and contemporary design influences, promoting a dynamic and open approach.

The main objective is to create relationships between companies and connect students of different nationalities and educational backgrounds, fostering an exchange that is both educational, cognitive and, above all, creative.

2. Project Objective

The '**Homo Ludens - Mobile-Game**' project aims to create a piece of furniture that is not only functional, but also offers a playful experience, transforming a simple piece of furniture into an interactive and engaging element. Inspired by Huizinga's concept of 'Homo Ludens', the furniture explores play as a free activity, outside the daily routine, capable of involving the user. Not tied to practical purposes, play follows defined rules that foster socialisation and create unique experiences. This furniture thus becomes a catalyst for creativity and fun, enriching everyday life with new possibilities for play and interaction.

3. Design philosophy

In a society increasingly focused on work that is devoid of value and meaning, play becomes a form of escapism, offering a way of life that stimulates creativity and gives deep meaning to existence.

4. Project Guidelines

The object to be designed must

- Presenting production features that highlight the manufacturing capabilities of Fabbro Arredi and any companies involved in the realisation of the winning product
- Actively interact with the user, stimulating curiosity and creativity
- Integrate playful components, both physical and digital (Taking into account the complexity of realisation of its cost and reproducibility in small series of the project)
- Possess the ability to change appearance or function, offering different modes of play
- Tell a story, emotionally involving the user and creating an immersive experience

5. The promoter of the Call

Fabbro Arredi is an artisan carpentry company located in the province of Udine, specialising in the creation of design storage furniture and custom-made, high-end furniture, produced in limited series. Its realisations, intended for both public and private interiors, are distinguished by the refined care in shapes and choice of materials.

With over 60 years of experience in woodworking, the company combines tradition and innovation, combining craftsmanship with state-of-the-art technology. This synergy allows Fabbro Arredi to constantly face new challenges, producing unique and customised objects.

Each project is developed with meticulous attention, starting in the technical office, where professionals analyse the design and produce the executive drawing. This is then transferred to the workshop, where the entire production process takes place, from sectioning to painting and final installation.

The use of a 5-axis cnc allows Fabbro Arredi to work three-dimensionally on wood and to shape its surface, succeeding in satisfying the needs of its customers and the creative requirements of the architects and designers it works with.

6. Subject of the competition

Designing a complementary furnishing storage item for interiors that draws its inspiration from the **Ludens Mobile** theme, which stands out for creativity and originality of form, and that requires the use of a 5-axis CNC machine in order to be produced.

7. What's new in the 2025 edition

The novelty of the 2025 edition consists in the participation, as technical support companies, of a number of manufacturing and artisan companies from Friuli Venezia Giulia. These companies, if selected by the students participating in the project, will support Fabbro Arredi in the creation of the prototype and the subsequent production of the winning project.

8. Characteristics of the product

Materials that may be used in the realisation of the product

- Legno - Wood in all its variants, from solid wood to composite.
- Glass (excluding work in which the use of a mould is necessary)
- Metal (excluding work in which the use of a mould is necessary)
- Fabric
- Ceramic and related materials (excluding work in which the use of a mould is necessary)

Shape

The solutions are dictated by the materials selected and the possibilities offered by the processing technologies, always taking into account the production costs for small series.

Dimensions

The object must fit inside a parallelepiped of max dimensions: 200x100x80 cm (excluding feet, handles and accessories). Min. dimensions: 50x50x50 cm

Modularity

The object may be a module that can be arranged to form a larger object.

Warnings

- Compartments, doors and drawers are permitted.
- Tables and chairs are not permitted.

9. Benefits of the competition

The competition provides for the announcement (by a jury whose judgement will be final) of a winner and five special mentions without determining a ranking.

- The project selected as the best will be realised by Fabbro Arredi, and the winning student(s) will be able to actively collaborate and closely follow each stage of the production process of his or her idea.
- The winner(s) will be offered a training period (duration to be determined), dedicated to an in-depth study of the materials and production techniques used in the realisation of the winning product.
- The winner or winners will be offered the opportunity to enter into a royalty contract with Fabbro Arredi, with guaranteed compensation on any sales of the winning project.
- Fabbro Arredi guarantees that the winning project will be presented in design shows and exhibitions and will be promoted through web channels, editorial articles, exhibitions and other useful initiatives to publicise the activity and encourage the sale of the object.
- The companies that will collaborate in the realisation of the winning project and contribute to the running of the competition and the final proclamation evening will be guaranteed visibility in all communications, traditional and digital, dedicated to the competition. In addition, they will be present in catalogues and in all promotional activities considered useful for the dissemination and sale of the winning product of the 2025 edition.

10. Jury

The jury will be formed by a Technical Commission whose names will be announced on the webpage: <http://wunderwood.it> The winner will be announced by **25 July 2025**.

The venue for the awards ceremony is yet to be decided and will be announced on the website; all those taking part in the project will be personally informed by e-mail.

11. Modalities for delivering materials and deadlines

The works may be sent in starting from **29 November 2024** via Wettransfer to the address info@fabbroarredi.it and must arrive by **12:00 Friday 27 June 2025**. The Company will produce the prototype **within 90 days from the winner being announced**.

12. Materials required

The following material is required to participate:

- Project in PDF format size A1 (594x841 mm).
The files must contain:
 - o Brief description of the work, description of the materials and finishes
 - o Elevation plans and cross-sections of the object in scale 1:10
 - o 1 or more 3D views of the model
 - o Any particulars/details
- File 2D CAD file (in DWG or DXF format) and 3D CAD file (in DWG, SKP, 3DS or 3DM format)
- Form completed with the student's personal details.

Note

The A1 file and the personal data file must be downloaded from the link: www.wunderwood.it/wp-content/uploads/2024/10/WunderWood_files_2025.zip

- Each designer may submit 1 individual project.
- Group projects are permitted.

13. Modalities for sending in the materials

All entrants must send the following files:

- Designersnamesurname_wunderwood_A1.PDF (a chart with the presentation of the project)
- Designersnamesurname_wunderwood_2D.DWG or DXF (2D CAD file of project)
- Designersnamesurname_wunderwood_3D.DWG or SKP, 3DS, 3DM (file with 3D model of project)
- Designersnamesurname_anagrafica.PDF (form completed with personal details)

14. Conditions concerning the material and images sent, their use and intellectual property rights

Fabbro Arredi reserves the right, without any time limits, to use all the works for the organisation of exhibitions, for the production of informative, advertising and promotional material, and for the promotion of its own corporate initiatives.

Fabbro Arredi reserves the exclusive right over the production of the projects submitted and will enter into a contract with the designer where the amount of royalties in case of sale will be agreed upon. Fabbro Arredi reserves the right to make technical changes to the design if necessary for its realisation only in agreement with the designer.

15. Acceptance of the regulations

Participation in the project requires acceptance of all the points set out in the competition herein. Fabbro Arredi reserves the right to make alterations to this competition, should this be deemed necessary. Such alterations shall be notified within good time and in the most suitable ways to all those concerned. Participation in the project also requires full acceptance of the Privacy disclosure statement contained herein below, which gives explicit consent for personal data to be processed.

16. Disclosure in accordance with the Regulation concerning the protection of personal data

In accordance with Regulation 2016/679/EU (the General Data Protection Regulation) – Fabbro Arredi provides here below information about how the personal data you provided along with the digital documents in order to participate in the Wunder Wood 2025 project will be processed.

17. Purposes for which data processing is necessary and its legal basis

The personal data you have provided shall be processed by Fabbro Arredi in compliance with the Privacy regulation in force, for the following purposes connected with the implementation of the Project: - to allow participation and all necessary activities connected with it to be carried out (administration, passing on data to parties eligible to vote during the jury selection phase, communication regarding selection and the awards ceremony, - to inform participants about initiatives and/or news regarding the Project or in anyway connected or associated with it and similar....; - to publish and disseminate the personal data of the winner and/or participants on the website www.fabbroarredi.it, - to manage any requests and/or complaints). As well as for the purposes described above, participants' data may also be processed by Fabbro Arredi to assert or defend its own rights in judicial proceedings, as well as to fulfil obligations provided for by law, EU rules or regulations, as well as provisions of the Supervisory Authorities for the specific field or other eligible institutional bodies. The providing of such data is necessary in order to enable participation in the Project: failure to provide or the provision of partial or inexact data could make it impossible to participate in the Project.

18. Modalities and logic used in processing

19. Data Controller and persons in Fabbro Arredi authorised to process data

The Data Controller for your personal data is Fabbro Arredi, based in Via Pontebbana, 32, Magnano in Riviera (UD). Personal data are processed by Fabbro Arredi employees. These employees have been authorised to process data and have received suitable operating instructions to enable them to do this.

20. Categories of third parties to whom the data may be passed on in their capacity as Data Controllers or who could come to know about them in the capacity as Data Processors

As well as being processed by Fabbro Arredi employees, some data may also be processed by third party subjects, including companies to which Fabbro Arredi commissions a number of activities (or parts of activities) to achieve the purposes as set out above.

Such third parties may also be based abroad in EU or non-EU countries; in the latter case, the transfer of data is afforded by virtue of a decision of the European Commission regarding the adequacy of data protection levels in the non-EU country or on the basis of appropriate and relevant safeguards provided by Arts. 46 or 47 of GDPR (eg. signing “standard data protection clauses” adopted by the European Commission) or further preconditions of legality regarding data transfer provided for by Art. 49 GDPR (eg. conclusion or performance of a contract, consent of client). In this case the same parties shall operate as autonomous Data Controllers or shall be designated as Data Processors or subjects appointed to process data.

21. Right of access to personal data and other rights

The participant has the right to access at any time data concerning him and to exercise the other rights provided (eg. to request the origins of the data, rectify inexact or incomplete data, limit processing, erasure, data portability, as well as object to them being used for legitimate reasons) by sending an e-mail to the following address: info@fabbroarredi.it.

Lastly, the Participant has the right to make a complaint to the Italian Data Protection Officer [*Garante*].

22. Sponsors and patronage

WunderWood 2025 has the patronage of ADI.