



## Mikser Competitions

# Ghost project 2012: GET REAL!

## International Talent Competition

Ghost Project and Young Balkan Designers initiatives are going into production!

Competition is open from 15 February until 31 March, 2012

Following six years of continuous efforts in discovering and nurturing design talents in Serbia, in the Balkans and most recently on the international scene, Mikser organisation is making a big leap forward in supporting innovative design ideas by launching its own product label *Mikser Design* with two product lines: *Ghost* and *Young Balkan Designers*.

### ABOUT COMPETITION

*Ghost Project's* slogan for 2012 is "GET REAL!".

Instead of pleading to manufacturers to start appreciating local design talents, the organisation Mikser is intensifying its proactive role in bringing young designer's projects to a real market by starting its own production, in the midst of the economic crisis. "GET REAL!" is a call to designers to do their share of making the world a more pleasurable place to live and to take social and economic challenges as an inspiration for solutions that open up new possibilities for our tumultuous times.

Products, furniture, lighting, interior elements, everyday objects, home accessories, stationary, aid products and recycled materials that offer innovative yet rational solutions to everyday problems, will be evaluated according to the following criteria:

- innovative features that enhance the quality of contemporary life,
- ergonomics,
- rational production costs
- an environmentally friendly production process.



## AWARD – STEP 1: EXHIBITION *GHOST PROJECT*

The winning projects in Step 1 of the Competition will become part of the central talent exhibition, *Ghost Project*, at the Mikser Festival, Southeast Europe's largest regional festival of creativity and innovation, taking place in Belgrade's creative quarter, Savamala, from 25 May to 2 June, 2012.

## AWARD – STEP 2: PRODUCTION

During the nine festival days, Mikser's jury, presided over by the renowned industrial designer **Konstantin Grcic**, will select projects to be developed into products by the new independent label, **Mikser Design**, for two product collections: the regional collection, *Young Balkan Designers*, and the international collection *Ghost Project*.

## GENERAL TERMS

The competition is open to all persons aged 35 years and younger, from all over the world. Applicants may be individuals or groups of creators. Each applicant may submit more than one entry.

Designers from Albania, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Hungary, Macedonia, Montenegro, Romania, Slovenia and Serbia are eligible to enter the regional collection *Young Balkan Designers*, while winners from all other countries qualify for the international collection *Ghost Project*.

For the rest of the year 2012, exhibitions made of selections of prototypes for the *Young Balkan Designers* collection will be on tour in the major regional design events and fairs, such as Vienna Design Week, Budapest Design Week, D Day in Zagreb, Sofia Design Week, Skopje Design Week, etc.

## JURY

**Konstantin Grcic**, Industrial Designer, KGID

**Jelena Matić**, Furniture Designer, Professor at the University of Belgrade; Mikser organisator; „Ghost Project“ Curator

**Maja Lalić**, Architect; Creative Director and Founder, Mikser organisator

**Borut Vild**, Graphic Designer

**Mihajlo Jurić**, Industrial Designer

The decisions of the jury are final. Any claims arising in relation to the authorship of the design or of possible plagiarism thereof, will be the responsibility of the designer. In the event of non-fulfillment of any of the rules herein, the design submitted will be excluded from the Competition.

## DEADLINES

The competition is open from **15 February – 31 March 2012**.

The jury will announce the results of the Step 1: The Exhibition, *Ghost Project*, by **15 April 2012**.

The winners of the Step 2: Production, will be announced during the Mikser festival 2012.

## REGISTRATION AND PROJECT SUBMISSION

Applicants will be able to register and submit their projects by filling in a *Ghost Project* form online at [www.mikser.rs](http://www.mikser.rs) from **15 February until 31 March 2012**.

**Inquiries: [ghostproject@mikser.rs](mailto:ghostproject@mikser.rs)**

### NOTE

Designers selected to exhibit at the *Ghost Project 2012* exhibition (Step 1) must produce prototypes at their own expense and must take care of the shipping / transportation\* of prototypes to the festival venue in Belgrade, by 23 May 2012, and from the festival venue from 3 June 2012. MIKSER will exhibit the winning entries during the Mikser Festival, from 25 May - 2 June 2012.

Selected projects from the *Ghost Project 2012* exhibition (Step 2) will be manufactured\*\* in limited series for two product lines: the international collection *Ghost Project* and the regional *Young Balkan Designers*, both part of the new label Mikser Design.

\* Step 1 winners (Exhibition) will be personally contacted by the Organiser in the beginning of April to discuss transportation / shipping options and accompanying paperwork.

\*\* Step 2 winners (Production) will be personally contacted by the Organiser at the end of the Mikser Festival 2012, upon the announcement of the Jury results to receive a cooperation agreement between the organiser and the selected designer. Designers selected in Step 2 leave prototypes with the Mikser organisation for a duration of one year for the purpose of product development and the for the touring exhibition, *Young Balkan Designers*, which travels around the region.

**mikser.rs**