

Call for proposals
Elisava - *La* Capell

Product selection

Terms and conditions of the 2024 Call

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1. Precedents

This is the eighth edition of the Elisava - La Capell call, which arises from the collaboration between Elisava and the Cooperativa d'Arquitectes Jordi Capell (hereinafter La Capell).

Among the various agreements established in the collaboration agreement signed by both parties, the following point is considered:

La Capell places at Elisava's students and Alumni Bold disposal a show case-space, so that they can display their products (sample of products) and it promises to sell them if they meet minimum legal, quality, and storage requirements to be put up for sale.

The selected pieces will be exhibited at La Capell and will be identified with three elements: the designer's photograph, the designer's name and with an "Elisava Student" or "Elisava Alumni" tag. This information will be prepared by Elisava, and La Capell will oversee placing it with the corresponding product.

2. Details of the call

2.1. GENERAL INFORMATION AND STAGES

This call will be made once a year with the aim of identifying a maximum of 6/8 pieces, in each call, that have been elaborated by the students and/or Alumni Bold of ELISAVA and that have the suitable characteristics to be able to be sold in La Capell.

The pieces will remain on display in the shop that La Capell has in Plaça Nova in Barcelona for 6 months of 6 months, after this period, it will be La Capell's decision to keep them on display or remove them. These products will be also available in the Online Store of La Capell.

Stages

- + Publication of the call:
24 d'April 2024
- + Self-production information session:
Dijous 9 de May 2024 - Jordi Llopis - 18 a 20:30 h - Aula 215 (Elisava)
- + Presentation of the proposals until: :
5 de June del 2024 at 23:59 h
- + Publication of the short-list (pre-selected proposals) *:
18 de June 2024
- + Jury Meeting and selection of proposals:
24 de June del 2024
- + Announcement of the selected proposals*:
15 de July 2024

* The publication of the short-list and the selected proposals will be done through Elisava Alumni's website (www.elisava.net/alumni/).

2.2. PROFILE OF THE PARTICIPANTS

- + You must be an Elisava student (undergraduate degree, master or postgraduate program).
- + You must have obtained an official Elisava diploma (undergraduate, master or postgraduate program) and be a member of the Elisava Alumni (Alumni Bold) association with the membership fees payments up to date.

The 6-month marketing agreement will remain valid as long as the authors of the pieces are students or Alumni.

2.3. PARTICIPATION REQUIREMENTS

- + You must keep to the established Schedule in these terms and conditions.
- + The submitted proposal must meet the minimum legal, quality and storage requirements to be put up for sale.

The submitted proposals must have the following information:

- + Biography/presentation of the designer or team.
- + Concept of the submitted design.
- + Technical details: short description of the project, dimensions, materials, weight, selling price at the distributor (selling price at La Capell). You must consider that the PVP will be twofold.
- + Photo of the prototype's product (jpg file).

Send it in PDF format (10mb maximum) and with a maximum extension of 5 pages to the email alumni@elisava.net and writing CONVOCATÒRIA ELISAVA – LA CAPELL 2024 on the mail subject and naming the file in this way: PRODUCT'S NAME- NAME AND SUR-NAME OF THE DESIGNER.

3. Evaluation of the proposals

The proposals received in time and form as established in these rules will be evaluated by a jury consisting of:

- + Eva Serrats, Strategy Director at La Capell.
- + Luis Eslava, Elisava Design degree product area's Coordinator.
- + Jordi Llopis, external expert .

The proposals received will be evaluated in relation to the following aspects:

- + It is a unique design according to the opinion of the jury.
- + Project quality (concept, form and function) and thorough manufacturing.
- + Feasibility and commercial appeal of the project (minimum series available, legal requirements to be able to invoice and sell).
- + Coexistence with the philosophies of La Capell and ELISAVA.

The selected projects, in which the jury has proposed an improvement, will have the advice of an expert. The designers of these products are committed to actively participating in this stage of improvement and monitoring.

This call may be declared void if none of the proposals submitted meets the minimum requirements established by ELISAVA and La Capell.

4. Communication and dissemination actions

La Capell, Elisava and Elisava Alumni reserve the right to use the documentation of the selected proposals for communication and dissemination actions as well as to be able to promote future editions of this call or other related ones.

By agreeing to participate in this call, designers implicitly agree to authorize La Capell, Elisava and Elisava Alumni to publish in various formats and various channels the communication material related to the selected proposals.

The selected pieces will be published in various formats produced by La Capell on a regular basis (catalogue, website, among others).

La Capell, Elisava and Elisava Alumni will assess the suitability of organizing a product presentation event once all the selected pieces are on sale in La Capell store. If this event takes place, designers of the selected products must take part.

5. Contact details

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