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the award:



ED#2 2024

DESIGN AWARD

STUDENT
& SUSTAINABILITY
COMPETITION

SUSTAINABILITY
CREATIVITY
INNOVATION

Land

MANTEIGAS
wool innovation week



Participation guidelines at
www.land-week.com

DESIGN AWARD

2024

STUDENT & SUSTAINABILITY COMPETITION



MANTEIGAS
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PARTICIPATION GUIDELINES

Lãnd Design Award 2024, sponsored by Crédito Agrícola, aims to reward design projects that use wool as the main raw material and incorporate principles of environmental, social, and economic sustainability in their proposals.

This competition is part of the program for Lãnd - Wool Innovation Week 2024, in Manteigas, Serra da Estrela.

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Lãnd is an initiative of the Municipality of Manteigas in partnership with ADIRAM - Association for the Integrated Development of the Aldeias de Montanha Network.

Lãnd Design Award 2024 is framed by the following Sustainable Development Goals (SDGs):

SDG 11 - Sustainable Cities and Communities;
SDG 12 - Sustainable Production and Consumption;
SDG 13 - Climate Action and SDG 15 - Protect Life on Earth.



WHY WOOL?

Lând is the land of wool, shepherds, sheep and cheese; a unique territory, in Manteigas, at the heart of Serra da Estrela, in the center of Portugal.

Wool from the sheep breeds Serra da Estrela and Churra Mondegueira is renowned for its quality, thermal behavior, sustainable production and aesthetic attributes.

Traditionally, this wool was used to make a wide variety of cloths, such as burel, saragoça or briche, which in turn were used to make different garments and blankets.

The presence of shepherds in Serra da Estrela dates back to prehistoric times, shaping the way of life of local communities. By using the wool produced by the herds of Serra da Estrela pastures, an ancestral agro-silvopastoral ecosystem is preserved, with clear benefits for landscape management and biodiversity, while also impacting the tourism sector.

Wool thus constitutes a central resource for promoting the socio-economic development of Manteigas region and of a vast mountain area classified as the Serra da Estrela Natural Park, one of the largest protected areas in the country.

Although the wool industry has a long history in the village of Manteigas, it was in recent years that it reinvented itself by creating new products using burel and by adding value through design. Manteigas is now home to nationally and internationally

recognized brands creating outstanding design products known for their quality.

Lând seeks to continue valuing and reinventing wool as a sustainable endogenous resource produced according to circular economy principles. Lând Design Award aims to boost the innovation and creativity already present in the territory, particularly associated with Ecolã and Burel Factory brands, by rewarding students, designers and other creatives who use wool as starting point for creating design projects.

Lând - Wool Innovation Week is an annual event that places wool in the center of various activities and initiatives. By fostering innovation, design and scientific research, Lând will add value to Serra da Estrela region and its local communities.



CATEGORIES

The Lând Design Award 2024 will grant **TWO CRÉDITO AGRÍCOLA AWARDS**, rewarding two categories of contestants:

1 - DESIGN STUDENT

2 - SUSTAINABILITY (designers or other creatives)

Both categories can submit applications in any area of design, such as Product Design, Interior Design, Fashion Design, Communication Design, Interaction Design, Service Design, or intersections between these and other areas of design.

Each contestant, upon submitting their application, must specify in their description which areas of design their project fits into.

The **CRÉDITO AGRÍCOLA SUSTAINABILITY AWARD** should stand out in how it uses wool according to the principles of the circular economy and best practices of environmental, social, and economic sustainability.

COMPETITION GOALS

Lând Design Award 2024 goal is to obtain applications for design projects / design artefacts that use wool as the main material for creation.

Proposals must consider circular economy principles and the various aspects of sustainability, especially environmental and social ones.

WHO CAN APPLY

In Category 1 - Design Student, all university design students are eligible, at any academic level (bachelor's, postgraduate, master's, or doctoral), in any field of design, and at any educational institution (including polytechnic), whether national or international, full-time or part-time. Candidates must submit proof of enrollment from their educational institution. Applicants must be 18 years of age or older. Applications must be submitted individually.

In Category 2 - Sustainability, all design professionals or professionals from any other creative field are eligible. Applications must be submitted individually. Applicants must be 18 years of age or older and may reside in Portugal or any other country.



CRÉDITO AGRÍCOLA PRIZES

There will be one prize per category: **CRÉDITO AGRÍCOLA DESIGN STUDENT AWARD** and **CRÉDITO AGRÍCOLA SUSTAINABILITY AWARD**.

Honorable Mentions (in an undefined number) may also be granted in both categories, if the jury decides so. Honorable Mentions do not include any monetary prize (but will receive a certificate).

The jury reserves the right to decide not to award a prize in each of the categories, or even to not award any prize, if the applications do not meet the expected quality.

A single application cannot accumulate multiple prizes.

The winners must either open or have an active record with the tax authorities, or issue an isolated act, in order to receive the corresponding prize remuneration.

The prize remuneration is gross, and it will be subject to income tax (IRS) withholding, as well as IVA (VAT), if applicable.

Prizes are the following:

CRÉDITO AGRÍCOLA DESIGN STUDENT AWARD

- 1500 euros
- Prize certificate

Mandatory condition for receiving the prize: the prize must be credited to a Crédito Agrícola account.

CRÉDITO AGRÍCOLA SUSTAINABILITY AWARD (designers and other creatives)

- 5000 euros
- Prize certificate

Mandatory condition for receiving the prize: the prize must be credited to a Crédito Agrícola account.



SUBMISSIONS

The applications must be original work authored by the competitors.

Applications must be submitted through the link **www.land-week.com** and will only be accepted if the following elements are correctly received:

Visual records (minimum of 5) **without reference to the competitor's name**, presenting the idea, such as drawings, sketches, photos of models or prototypes, 3D renders, or any other elements that allow the jury to understand and appreciate all relevant features of the piece(s). Short videos or 3D animations presenting the project may also be submitted.

The submitted images must be in JPEG or PNG format (each image should not exceed 5MB, should preferably be 1200 px wide, and submitted at 300 dpi and RGB).

A descriptive summary not exceeding 350 words, where it is suggested that the candidate elaborates on the concept, the goals to be achieved, functional characteristics, aesthetic qualities, sustainability dimensions of the project, as well as any other topic worthy of note. It is also suggested to elaborate on the creativity and originality of the idea, providing all elements that allow the jury to better appreciate, understand, and value the application. Descriptive

summaries may be submitted in English or Portuguese and must be delivered in PDF format.

A **form** with personal and contact details correctly filled out (with proof of enrollment upload, in the case of Category 1 - Student).

A correctly filled out **form** with the applicant's acceptance of the rules in these Participation Guidelines, authorization for the processing of personal data, and use of images submitted in the application.

After online submission, the application will be validated through an email sent by hello@land-week.com.

Physical material (models or prototypes) will not be accepted for jury review, so applicants must send only the visual records (photos, renders, etc.) of the projects.

The material and documentation of the submitted projects may be used in communication and promotional activities for the Lând Design Award, either in the current edition or in future editions.



JURY

The jury evaluation process is blind. All information about the applicant will not be accessible to the jury during the evaluation process, thus avoiding any kind of involuntary bias or conflict of interest.

The jury is comprised of representatives of the promoting entities, wool specialists and professionals with a recognized career in the field of design, such as senior designers with experience working in design studios and/or teaching design, and entrepreneurs in the design field. The jury is selected based on experience, knowledge of the territory, knowledge of wool and derived products, credibility and availability.

The jury will be chaired by the Mayor of Manteigas.

MEMBERS OF THE JURY

- ADIRAM representative, to be appointed
- Burel Factory representative, to be appointed
- Ecolã representative, to be appointed
- designer, to be appointed
- designer, to be appointed

RATING CRITERIA

- Creativity / Originality
- Conceptual quality / Idea
- Exploring of the unique characteristics of wool
- Functional quality
- Aesthetic / Emotional quality
- Sustainability / Application of circular economy principles

- Social impact / Territorial relevance
- Innovation / Technology
- Technical feasibility given its possible production

The jury may request clarifications from candidates about any aspect of the project that raises questions or requires more information. In such cases, the candidate will be contacted by email or phone, through a process that will ensure the continuation of the blind evaluation.

VOTING

The jury's decision will be made during a jury meeting where the projects will be evaluated and discussed. The winner of each category will be the application that receives the majority of votes for its respective category.

The president of the jury will not have a vote, except in the event of a tie.

The jury's decision is final and sovereign, and cannot be subject to complaints, discussion, or appeal by the candidates or any other person or institution.



CALENDAR

Applications are open through submission on the website www.land-week.com, until 11:59 PM on April 30, 2025.

The announcement of the winners will be made by May 15, 2025, in an official communication from the Municipality of Manteigas. The winners will be contacted directly by email and/or phone.

COPYRIGHT

The copyright of the projects and all materials submitted in the applications belong solely and exclusively to the competitors. After the communication and acceptance of the prize, both parties, Lând and the winner, will sign a document establishing this.

The Lând Design Award 2024 reserves the right for the award to be referenced in all references made to the project, as well as in the eventual production and commercialization of the same (example: "Project X, by Y, winner of the Lând Design Award 2024, category Z").

The Lând Design Award 2024 also reserves the right to disclose, on social networks and other official communication of Lând - Wool Innovation Week, the name of the winners and images of the projects.

IMAGE RIGHTS

Contestants must authorize, in the registration form, the public or private identified exhibition of the projects submitted to the competition, by Lând - Wool Innovation Week, Municipality of Manteigas, ADIRAM and Crédito Agrícola. This display will not entitle the competitors to receive any copyright fees.

ANNOUNCEMENT OF THE WINNERS

The winners will be invited to attend an award ceremony, which will take place at a date and location to be announced after the winners are revealed.

MORE INFORMATION

E-mail:

hello@land-week.com

Website: **www.land-week.com**



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