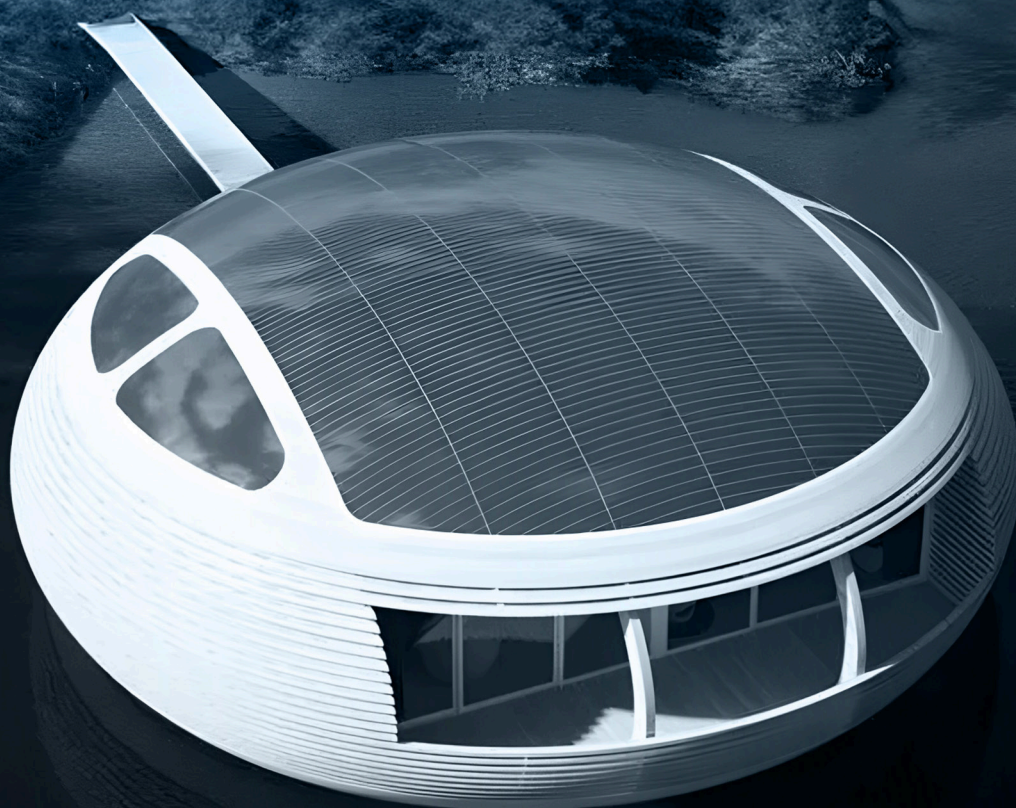


MDD

Mallorca  
Design  
Day



5° EDITION

MARCH 2025  
MALLORCA



INTERIOR DESIGN

## **I. OBJETIVE**

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In each edition of **Mallorca Design Day** we define a theme and acquire an environmental commitment, and for this reason we are aligned with the 2030 agenda and the Sustainable Development Goals. We try to raise awareness among all those who are starting out in the world of interior design, so that they incorporate important points into their projects, such as: trying to save energy and resources, using products with “Green Seal” or environmental certifications, using renewable materials or incorporating recycling into the design.

The main objective of the **Mallorca Design Day** interior design contest is to promote the sustainable and creative activity of emerging and future designers and new professionals. In addition to promoting and giving visibility to their work and innovating in terms of interior design with new projects.

## **II. BENEFICIARIES**

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The competition is aimed at people of any nationality residing in Spain, interior design and architecture students from all design schools, architecture colleges and universities, who are currently studying interior design or have completed their studies. It is also aimed at new professionals in interior design and architecture, linked to the world of design and whose companies have not been active for more than 5 years.

## **III. COMPETITION CATEGORIES**

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### **National Category**

The competition is open to all residents of Spain, including residents of the autonomous community of the Balearic and Canary Islands.

Interior design students can apply individually or in groups with a maximum of 3 people per team.

New professionals or emerging studios can present themselves individually or in groups with a maximum of 2 people.



## IV. PROPOSAL REQUIREMENTS AND TECHNICAL CONDITIONS

All proposals submitted to the fifth Mallorca Design Day competition must meet the following requirements

- Each participant will present their proposal in a digital panel of DINA1 or DINA3 size, exported in PDF or JPG format, and a video presenting said proposal, with a maximum duration of three minutes.
- The theme of inspiration will be “**Craft Intelligence**”. Craftsmanship intelligence implies **mastery of traditional techniques**, attention to detail, and a deep respect for materials. But it also invites us to go further: to explore how these skills can evolve and adapt to contemporary needs and tastes. Projects should reflect this **connection between past and future**, showing an understanding of manual techniques and an interest in innovating, adapting or reinterpreting them.

We are looking for projects that integrate and reinterpret craft intelligence. By this we mean the ability to merge technical knowledge and new AI tools and intuitive creativity to create unique projects, respecting tradition while applying innovative approaches.

This competition seeks projects that understand that **craft intelligence** is not only an act of creation, but a way to preserve and evolve our culture, bringing together the best of tradition and modernity.

- The projects submitted must not have been awarded in any other contest. Likewise, the proposals submitted may not have been published in specialized publishing houses.

The technical conditions that each project must provide are as follows:

- The digital panel will show the plan, elevation and the three perspectives of the project
- The digital panel will show the plan, the elevation and the three perspectives of the project. It will include a report whose text does not exceed 300 words, detailing the location, the use, the technical resolution and a generic justification of the cost, the intention of the project, the approach of the problem to be solved and the solution.

- Diagrams, plans, renderings, 3D images and photographs (in the case of projects already completed).
- Mandatory video showing the project in 3D or if it has already been executed or completed, a video showing the project in its real location

## **V.PARTICIPATION AND DOCUMENTATION METHODOLOGY**

From **November 28, 2024 to January 12, 2025** is the registration period for the competition. The presentation of the documentation will be done digitally.

The necessary documentation for participation in the fifth edition of **Mallorca Design Day** can be submitted via email [concurso@mallorcadesignday.es](mailto:concurso@mallorcadesignday.es) Only proposals received at this email address **before 23:59 h on January 12, 2025, will be accepted.**

The project will be presented in digital support in a general file whose name will be the chosen **pseudonym**. The general folder must be submitted in compressed .ZIP format within the established deadline. The folder to be submitted must have a maximum weight of 20 Mb or must be sent through the **WETRANSFER** service.

This general folder will be divided into three other folders. Chapters 1 and 2 must be completely **anonymous** and everything must be signed under a **pseudonym**. The following structure will be followed:

### **Folder nº1: PANELS AND MEMORIES**

This folder shall include the **panel** with the maximum possible perspectives of the project in DINA1 or DINA3 format, exported as PDF or JPG.

In addition, a small descriptive **memory** of no more than 300 words should be included, defining the reason and objective of the project: describing the location, the use, the technical resolution and a generic justification of the cost. Also include a definition of the materials in terms of quality, sustainability and suitability for the proposed use; think of the materials as defining both form and function: texture, color, weight, durability or price.

## **Folder nº2: GRAPHIC INFORMATION/AUDIOVISUAL**

This folder will include the **graphic information** that the author considers appropriate for a better understanding of the project, such

as 3D images, renderings, diagrams, plans, real images of the finished work (if applicable) and a video of maximum 3 minutes of maximum resolution for subsequent projection on a LED screen.

## **Folder nº3: DOCUMENTATION AND ANNEXES**

This last folder will include the documentation of the author or authors. Participants competing individually should indicate their personal data. In the case of a group project, the written document must include the data of the spokesperson of the group.

- National Identity Card or equivalent accrediting document, passport or NIE.
- Curriculum Vitae.
- Sworn statement that the designs submitted are unpublished. **Annex nº1.**
- Completed **Mallorca Design Day** form. Specifying the name of the project presented, the pseudonym used, telephone number and a contact email. **Annex nº2.**

## **VI. VALUATION CRITERIA**

The **Mallorca Design Day** competition promotes the visibility of new designers and new national interior design studios. To do so, the jury will evaluate the proposals according to the following criteria:

- The presentation of the project, its intentionality and development; and the audiovisual presentation.
- The capacity for innovation and critical positioning with respect to the project's arguments.

- The minimum environmental impact where sustainability criteria and the integration of some of the SDG objectives in the project will be assessed.
- The concept and structure of the project.
- The safety of users and the promotion of social interaction.
- The coherence between the research conducted (if applicable) and the proposal.
- The functionality, accessibility, technical and economic feasibility of the construction.

## **VII. JURY**

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The list of the jury of the fifth edition of **Mallorca Design Day** in the category of interior design, will be published before the end of the registration period on **January 12, 2025** on the website [www.mallorcadesingday.es](http://www.mallorcadesingday.es).

## **VIII. PROJECT DELIVERY**

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The projects will be submitted online through the e-mail address of **Mallorca Design Day**.

From **November 28th 2024 to January 12th 2025** is the registration period for the competition. The deadline for submission is January 12 at 23:59 hours.

After the deadline, the jury will have several sessions to select the 3 best finalist projects. The winner of the national award will be announced during the festival.

## **IX. AWARDS**

In the fifth edition Mallorca Design Day the winner in the category of interior design will receive:

A diploma as “Winner Mallorca Design Day Interior Design 2025”.

An economic contribution of **2.000€**. A weekend stay for two people on the island of Mallorca, coinciding with the festival.

## **X. ACEPTATION Y LEGAL ASPECTS**

Participation in the contest implies full acceptance of these rules. Those projects that contain information about their authors or do not comply with the requirements indicated above will be rejected.

The projects submitted are the exclusive property of the authors. Mallorca Design Day may reproduce them in social networks, website, dossiers, send them to the media, general and specialized press publications or use them in possible exhibitions or other promotional activities related to the contest during the current year.

## **+INFORMATION**



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**Página web:** [www.mallorcadesignday.es](http://www.mallorcadesignday.es)





