

DESIGN FOR PEACE

An initiative to support Ukraine through creativity, aimed at architecture, interior design and design professionals.

Submission of projects until 15 July 2022.

THE ORIGIN OF THIS INITIATIVE

At DUNE, as a ceramics company with national and international projection, we are committed to society and equal opportunities. We firmly believe that design is a form of self-expression, capable of moving the masses, which is above nationalities, cultures or ideologies.

Therefore, after receiving [this video](#) of the Ukrainian studio [WE ART](#), in which they explain their difficult situation due to the paralysis of their activity because of the current situation and in which they launch a call offering their services to everyone, we decided to offer them our help. We immediately commissioned a package of photorealistic 3D environments from them, with interior design proposals made with DUNE products, to give them visibility through our broadcasting channels and give them access to new potential clients.

At the same time, we spread their message and several members of the international interior design community, knowing the situation of their Ukrainian colleagues, contacted us offering their collaboration in an altruistic way.

Thus, the **DESIGN FOR PEACE** project was born, an initiative that vindicates design as a universal language, which does not understand conflicts and which is open to all architecture, interior design and design professionals who want to support this Ukrainian studio. To do so, participants will have to create a photorealistic 3D environment, using our products and encouraging the crossover of collections.

As a result, a physical and digital style book will be published, giving international exposure not only to the Ukrainian WE ART design studio, but also to all the selected works and their creators. In addition, a professional and qualified jury will choose the 2 best projects (a residential project and a contract project), which will each receive an award of €1.000:

- Best residential project: 1.000 €
- Best contract project: 1.000 €

PROJECT CHARACTERISTICS

Description:

To publish a book of inspiration with the works that meet the design and style conditions in accordance with our brand and that have the necessary resolution to be disseminated in printed media.

The works will consist of the creation of an HD environment using products from the series detailed below and belonging to **at least two of the five different** DUNE product lines (each line has established which series can be used). Projects can be complemented with any of the accessory products:

Product lines to be used:

- **L1 Piccola**

BERLIN	AGADIR
TABARCA	SAUDADE
CHICAGO	MICRO
FLAT&IRIS / RAINBOW	DORIA
VALENCIA	GAUDI

- **L2 Cements&Stone**

MAGNET	OXYDE
DIURNE	KARAKTER

- **L3 Marbles**

SELENE	PERLANOVA
BAIKAL	CALACATTA LUX
THEIA	CARONTE

- **L4 Shapes:** SHAPES #1, MAJESTIC, EXA.
- **L5 Click&Floor**

Accessory products:

- **A1 Glass**
- **A2 Mosaics**
- **A3 Washbasins**

These lines can be consulted on our website at <https://duneceramics.com/>. DUNE will provide the participants (once they send their registration form) with the necessary graphic material to represent our articles in the 3D environments.

Instructions:

- The projects **must be unpublished**.
- The competition is for **3D rendered environments**. Illustrations, photomontages and other visual techniques will not be accepted. Works signed by other authors will not be accepted.
- Each participant may submit a **maximum of 3 projects**.
- The 3D rendered environments will represent functional projects, with a clear **focus on interior design**, both in bathrooms, kitchens, living rooms and other residential and commercial areas.
- **The main focus of the environment will be on DUNE products**, with the furniture and decoration pieces being elements that accompany and enhance them.
- At least **3 images** will be sent with different points of view of the environment.
- To contextualise each project, a **moodboard** will be sent showing the Dune pieces used and the elements of inspiration. In addition, a brief description explaining the professional's motivation to participate and join the DESIGN FOR PEACE project should be attached.

Aspects to be assessed:

- **Creativity and originality in the crossing of DUNE products:** The jury will value positively the crossing of our product lines, used in an imaginative way and always in accordance with DUNE's good taste and styling. The number of lines used will be valued, especially when they coexist on the same plane.
- **Globality of the design:** DUNE is an internationally recognised brand, so proposals that appeal to the vast majority of audiences and markets will be judged.
- **Presentation** of the project and **functionality** of the designed room.
- **Realism and quality of the images:** the environments must be credible.

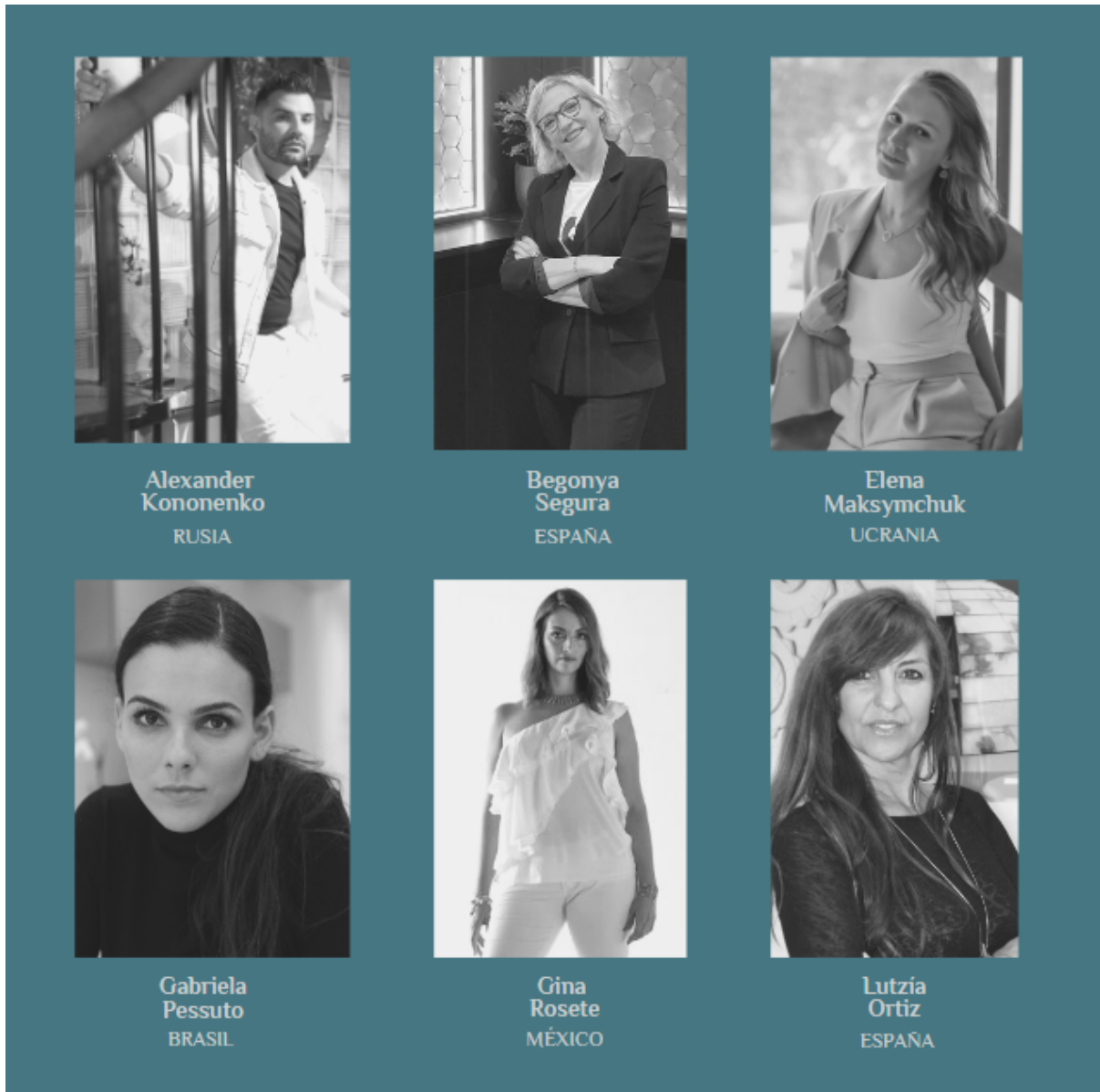
PROJECT PRESENTATION:

- To participate, please fill in [this form](#). Once we receive your application form, we will send you an email with your reference number.
- Projects will be delivered via WeTransfer:
 - JPG or TIFF format.
 - RGB or CMYK.
 - Minimum resolution: 300 dpi.
 - Minimum size: 21 × 15 cm (horizontal).

- **The project must be submitted by 15 July.** The files must be named as follows: assigned reference number_1, assigned reference number_2, assigned reference number_3, assigned reference number_moodboard.
- Projects that do not comply with any of the above will not be accepted.

DESIGN FOR PEACE JURY

The jury is made up of 6 qualified professionals from different countries:



- [Alexander Kononenko](#), interior designer:

"If you stumble along the way, you can always get up and dust yourself off, but in design there is no room for error because it would lead to the death of both the creator and the people for whom the design was created. Don't forget that courage is key to not limiting opportunities and talent is an innate sense of taste".

The designer Alexander Kononenko conceives the art of interior design on the basis of minimalism in details and pronounced functionality of the interior. With these clear lines he makes the difference between constructivism in interiors and architecture.

In the style of constructivism, first of all, it is about bare functionality without decorations and additional details that do not have a functional charge. Extreme asceticism, walls plastered and painted in the same colour, whitewashed ceilings and painted planks carved into the floor: that is constructivist design.

It is therefore essential to know what we want to convey in order to create the desired effect. His designs stand out for using special pieces and combining them in a risky way, giving rise to unique rooms. In his projects, he focuses on enhancing the functionality of the room, without placing elements that prevent the normal development of daily activities.

- [Begonya Segura](#), Product Manager y Directora de Marketing de DUNE:

"Conflict always grieves us, but when you see the faces of people who are suffering and who, until very recently, had a life like yours, the feeling of sadness and empathy is enormous. So there is nothing we can do but help Elena and her studio in any way we can".

Head of Product Development and Marketing Director at Dune, Begonya Segura has developed her academic training at the EOT in Madrid and at the Université Savoie Mont Blanc. Thanks to this, she has a multidisciplinary professional profile and a 360° approach to the ceramic market.

Since 2015, he has been coordinating multidisciplinary teams to promote an exhaustive research and product development process. She leads processes of transformation of ceramic materials into unique design pieces that set trends in building decoration. She is an ambassador for DUNE around the world and gives training conferences for professionals in which she explains the importance of ceramics in creating unique spaces.

- [Elena Maksymchuk](#), interior designer:

"One day we woke up to the sound of sirens. War broke out. Explosions, a bomb shelter, and in the meantime, trying to work. We still believe that beauty is essential. Design leads to beauty and beauty will save the world. Thanks to Dune for their support".

Elena Maksimchuk was born in a small village in western Ukraine and has always been drawing and decorating since she was a child. She studied fashion design, but her devotion had always been interior design and so in 2005 she founded her own design studio: We Art. 17 years have passed and behind her, more than 500 projects in different countries and a large number of satisfied clients.

His work is a great source of inspiration, thanks to the fact that he always follows the latest design trends. In addition, to make the projects special, he reflects the tastes of each client.

To develop interior projects, she bases her work on the organic forms of nature, as she believes that the natural environment is the most talented artist there is. Therefore,

the interior designer uses colours found in nature, such as blue, green, grey or ochre. In this way, she manages to create pleasant spaces that reproduce the natural essence of the planet and become pure inspiration.

In addition, his way of working is also characterised by a careful selection of the materials and products he uses. The choice focuses on combining quality and respect for the environment.

- [Gabriela Pessuto](#), arquitecta y diseñadora de interiores:

"In an age where misunderstanding seems to reign, it is imperative to remember the power of design as a tool that we, architects and interior designers, share, and to sublimate it in favour of global union and collaboration".

A graduate of Brazil and Spain, Gabriela leads the team at Studio Pessuto, an architecture and design studio based in Barcelona and active in Europe, South America and Africa.

Focusing on residential and retail, her method is to approach architecture and design with her feet on the ground and her head in the clouds. Between formal simplicity and visual drama, their approach is guided by a constant set of concerns for volume, composition, light and ritual.

The studio's references are all and none, presenting a conjunction between tradition, the ingenuity of invention and the necessary reality of contemporaneity.

- [Gina Rosete](#), architect and interior designer:

"When Dune invited me to participate as a juror in this project, I felt honoured and very committed to be part of this great initiative. We live in a world that can sometimes be hostile, but it is also a wonderful world full of love, creativity and passion for design. I believe that together we can all have a voice, through this project, to support our colleagues in Ukraine. Today for you, tomorrow for me".

Architect trained at the National Autonomous University of Mexico and the Anahuac University. She leads the renowned architecture studio Tropiqa Design Studio. With more than 20 years of experience, the architect has developed large hotel projects in Mexico, Dominican Republic, Jamaica, United States and Cuba.

Her creative style is based on creating memorable, fascinating and vibrant spaces, thanks to the design of spectacular environments that transform the user experience and make it amazing. Tropiqa, the leading interior design and architecture firm, has a talented team that works, day by day, to be the most recognised and influential company in the sector in Mexico, USA and the Caribbean.

Thus, their experience backs them up: more than 15 years dedicated to commercial and hotel interior design, making them a collaborative design studio. Their expertise in hospitality design is more than evident: they have designed around 15,000 hotel rooms for different hotel chains in 5 different countries.

- [Lutzía Ortiz](#), head of ITC's Observatory of Habitat Trends:

"Design is the soul of everything created by people, the soul does not understand conflicts, let's design to avoid them!"

A lover of ceramics and a lover of design and trends, Lutzia Ortiz, a designer with degrees from Spain and Italy, is in charge of the product design unit and the Observatory of habitat trends at the ITC. Her long professional career has allowed her to give conferences for architects and interior designers and to participate in congresses on different topics related to the knowledge and good use of ceramic products in different countries (Emirates, Brazil, Colombia, China, Iran, Italy, among others).

She has been a member of the jury of different design awards, XV Biennial Internacional de Ceràmica de Manises 22, iF design Awards 2021, Idea Dune 2013 and Cevisama Indi 2010 and 2011. Co-inventor in 4 patents related to innovative design of ceramic products, as well as the participation and creation of the only Made in Spain ceramic search engine based on innovative products and trends MindTile.com.

RESOLUTION OF THE JURY

Once the deadline for submitting projects has closed, the jury will score the projects on the basis of the aspects to be evaluated. The project with the highest score will be the winner. The jury's decision is final.

In the event of a tie, Elena Maksymchuk, from WE ART studio, will have the casting vote, as she is the originator of this initiative.

The jury's decision will be communicated on 25 July via email to the person chosen, as well as on the website and the various Dune social media channels. The work chosen by the jury will receive a bonus of €1.000 (subject to the withholding tax established by current tax regulations).

CONFIDENTIALITY CLAUSE

- The graphic material provided by DUNE, corresponding to its own collections, is made available solely and exclusively to the participants in the initiative to enable the creation of HD environments within the framework of the "Design for Peace" competition.
- Participants in this initiative undertake not to use or disseminate the designs and graphics provided except for the exclusive use of "Design for Peace", it being understood that failure to comply with this clause could result in legal action being taken by DUNE.
- Participation in the competition implies conformity and acceptance of this clause.

LEGAL ASPECTS

- DUNE reserves the rights and the intellectual and industrial property of the projects participating in the initiative. The resolution of the competition will not imply the completion of the project, but if deemed appropriate, DUNE will have the right to reproduce all or part of the proposal and may modify the aspects it deems necessary.
- All the material submitted to participate in the initiative may be used as DUNE content in exhibitions, fairs, shows, RRSS, website or media.
- Participation in this competition implies conformity and acceptance of the rules, the confidentiality clause and the legal aspects.
- The jury's decision will be final and its verdict will be published as indicated above.