



DESIGN FOR  
COMPLEX-  
SOCIETIES-  
University of Pordenone  
15-20 JULY 2024  
PORDENONE - ITALY



**Cumulus Student Talent Camp DCS 2024 Call for Participation**

# Call for Participation

## **Host & Venue**

University in Pordenone | ITALY | Pordenone Design Association (Pordenone Design Week)

## **Theme**

(DCS) Design for Complex Societies

## **Date**

15/20 July 2024

**Cumulus Student Talent Camps are special student programs offered by the Cumulus Association to enrich the Cumulusian community and advance the mission and values of the association by offering new possibilities to students.**

**These Camps create inspiring exceptional learning environments that foster engagement, networking, collaboration, and knowledge exchange under the umbrella of art, media, design education and research in an open and friendly atmosphere that celebrates the increasingly diverse and global nature of the Cumulus "family." Each edition of the Camp is hosted and organized by a selected local host from among the Cumulus member institutions worldwide.**

## **Introduction**

In 2024, Pordenone University and Pordenone Design association will host the second edition of Cumulus Student Talent Camp, themed “Design for complex societies” focusing on the wide scenario of urban and domestic sustainability and circular economy. The project entails a week-long immersion in design culture, featuring design workshops led by designers and experts, coupled with visits to exemplary companies. The itinerary will integrate visits to neighboring territories to explore historically significant places that are crucial to our culture and identity expression.

Located in northeastern Italy, between Venice and the Dolomites, Pordenone is a captivating blend of history, culture, and natural landscapes, known as the “painted city” for its frescoes, unveils a rich past in its historic center. However, historical charm seamlessly blends with a city embracing the challenges of the present and future thanks to rich and dynamic design industries. Dynamism and creativity thrive in art, music, and literature, with international events contributing to Pordenone’s vibrant cultural identity.

## **Deep focus into the theme**

The initiative entails a dynamic week of immersive design culture, featuring workshops led by experienced designers and visits to distinguished companies. The organization aims to blend company visits with explorations of neighboring territories to uncover culturally significant historical sites.

The Talent Camp project will center around the theme of Complexity, aligning with the 14th Complexity National Festival (<https://www.festivalcomplessita.it/>), an annual event recognized as a stable and impactful element in the Italian cultural landscape. The “ISIA system” will also support the initiative by promoting the event among their students and through their channels.

The Talent Camp’s focus will be on Complex Societies – their origins, features, and challenges. Students will delve into scenarios involving domestic and urban sustainability, with a specific emphasis on Circular Economy. Additionally, workshops will address nutrition, including the study and mapping of food waste through hypotheses of new behaviours, changes in work and daily life post-Covid-19, and the interplay between Artificial Intelligence and design.

The primary goal is to move beyond a purely technical problem-solving approach, particularly in sustainability. The organizing committee believes that the essence of the challenge lies in extracting contributions from various cultures, offering visions of the future through new sociological behaviors, necessitating fresh imagination, scenarios, and products. For instance, a key focus will be studying the role of design in addressing climate disasters, shifting the perspective from an emergency to a standard situation.

The week aims to draw new physical and theoretical scenarios, with young designers from diverse cultures contributing. The objective is to understand the potential daily life images arising from addressing current and eternal human needs – essentially, envisioning how we will live tomorrow. The diversity of cultural backgrounds among participants will enrich the outcome of the Talent Camp, making it more unexpected and innovative.

In addition to workshops, organized visits to nearby companies will be a highlight, given the territory’s robust industrial history, making this experience particularly captivating for foreign young designers.

## **Organization and Timetable**

Participants are expected to arrive at the Hotel in Pordenone on Sunday evening, 14th July, at 7 p.m. a “welcome evening”.

The workshop schedule is as follows:

- 09.00 – 13.00
- Lunch
- 14.00 – 18.00

Throughout the week, workshop activities will be temporarily halted to allow participants to visit companies and significant historical and archaeological sites in the city and the region.

The Talent Camp will be featured in the summer events calendar organized by the local Culture Department in the city center for the upcoming year. Participants can choose their activities during their free time in the evenings and can enjoy shared experiences.

The organization will gather participants' dietary requirements and create menus tailored to suit students, accommodating special dietary needs such as celiac disease, vegetarianism, and veganism. Participants must inform the organizers of their dietary preferences when registering for the Talent Camp by May, 31st.

The proposed project activities may be adjusted based on the final number of attendees.

### **Workshop**

Aligned with the profound vision and objectives of the Talent Camp, we aim to provide both theoretical and practical experiences. Our workshops draw inspiration from the Renaissance Workshops in Florence, integrating theory, philosophy, and hands-on invention.

Given the complex nature of the topics, our goal is not immediate answers but an approach toward solutions that may seem challenging today. This Talent Camp focuses on studying and developing methodologies for complex societies, navigating the social-economic transition from modernity to digital postmodernity in a multipolar world.

// The groups of workshops will be formed according to participants' interests.

// Workshops, conducted by experienced designers and supported by young designers, will run from Monday to Friday, emphasizing visionary solutions. Friday afternoon will feature a collective presentation of the results.

// The summer camp will be conducted in English.

// Workshops will be hosted at the "University Campus in Pordenone" equipped with classrooms and essential student services, including a library, prototyping and computer labs, cafeteria, and outdoor spaces.

### **Lecturers involved in the workshops**

The Talent Camp will be integrated into the 14th Complexity National Festival and promoted on its website (<https://www.festivalcomplessita.it/>) As an opportunity to envision the future using Complexity sciences methodology, the organization will invite various experts for an interdisciplinary perspective.

### **Objectivities**

The main objectives of the Student Talent Camp are:

// To help students explore their creative potential and develop their design sensitivity, observation and understanding of the challenges of living traditions.

// To evoke a deeper passion towards circular and sustainable design goals and to develop collaborative design initiatives within communities while learning, sharing and working with all stakeholders.

// To help students in the design process to understand the importance of identity & culture - their own and that of others, and to provide them with practical skills and experience that will help them succeed in the creative domain, globally.

### **Activities**

The Student Talent Camp will consist of a range of activities that will help the students to achieve the objectives outlined above. These activities will include:

// **The Design Camp Sessions:** These sessions will cover the social, economic, product, service

and circular design realms. This would help students to be sensitized towards identifying their own design challenges. Students will have the opportunity to learn about different design approaches and methodologies which they can apply to their own cultural ecosphere through evolving possible design initiatives and intervention strategies.

// **Identity:** Students will explore their own approach and identity towards problem solving through a range of activities. This would include self-reflection group discussions, meetings and conversing with other 'creatives' in the field, enabling them to understand the importance of their own identity in the design process and how it can influence the community. Students from different nationalities and cultural backgrounds will come together to nurture and foster camaraderie and exchange ideas to explore design possibilities for the future.

// **Industry Interaction:** Professionals from the creative industries will interact with students about their experiences and share their knowledge with valuable insights into the industry to help them understand what it takes to be effective and successful.

// **Ideation:** The design challenges identified by the students in the realm of social/ service /product/communication design would be investigated & ideated upon, giving them a chance to apply the practical experience, knowledge and skills gained along the way toward prototyping solutions.

// **Documentation & Representation:** Students will design, develop & define the entire process using different media, which will reflect their experiences, learning and insights, all assimilated into a presentable form with representation of thinking patterns and approaches to problem solving for effective collaborative design engagement.

// **Presentation & Sharing:** Students will present and share their achievements in the form of an Exhibition. The Presentation format may include moving media, installations and other communication methods.

### **Expected outcomes**

By the end of the Student Talent Camp, the outcomes will be in the form of:

// **Visual representation:** This will involve creating storyboards, scripting, recording and filming towards a plan or a road map to offer possible solutions or creation of new opportunities and how they can be applied in the creative context of a variety of industries and communities.

or

**Prototypes:** Developed of the product or service, to help showcase its features and benefits. This could be a physical prototype, a demo video or a digital mockup.

or

**Developed plan:** A system or a business plan to outline their goals, processes, target market, marketing strategy and financial projections, if any.

// **Final Presentation and Exhibition:** Group presentations will be made to learn from each other's experiences. Stakeholders will be invited in the final presentations and exhibits that will include prototype / digital mockup / film.

It is expected that students will have:

// a better understanding of the design approach in a broader sense, and how it can be applied in the creative context of a variety of industries;

// discovered a personal Design, Identity and Direction and understood the importance of these in the design process and creative contribution;

// experienced an immersive and empathetic experience of the entrepreneurship challenges of socio-economic factors linked to livelihood;

// gained valuable skills and practical experience that will help them succeed in the creative industries;

// built a portfolio of work that they can use to showcase their skills and experience to potential employers;

## Eligibility

// The course/ camp is open for undergraduate and postgraduate students in **Design, Art, Architecture, media studies and research**.

// Participants must be an enrolled **undergraduate as of September 2022** onwards, only from accredited college/universities that are Cumulus members. Please check the Cumulus Association's website for reference.

// Must be at least **18 years old as of 2023**.

// Hold valid travel documents, mainly **passport valid** for at least 6 months after the course.

// Must be able to attend courses and give **presentations in English**.

// Focused and free to attend all the program activities over 5 days from **15 to 19 July 2024**.

// Number of participants limited to **60 available seats**.

## Application Process

// Registrations will be accepted on a first come, first served basis.

// Group applications are possible; unified payment is acceptable.

// To support the planning process, the Cumulus member institutions are encouraged to send their Expression of Interest for the participation of their students on or **before 30 April 2024**.

The Expression of Interest is not mandatory for the enrollment; for those who wish, it's possible to enroll later within the deadline.

// The home institutions are responsible for selecting their students as per the eligibility criteria shared.

// The online Application accessed with 'Application Open' below is to be filled and the Registration payments made **before 31 May 2024**.

// Program applicants must read the Declarations and Terms & Conditions and check the corresponding box in the online application to guarantee their declarations, and that the terms and conditions of the Program are understood and accepted.

## ECTS recognition

The european credit transfer and accumulation system (ECTS) will be applied to this event. Every student can ask for some ECTS due to the work done inside the event.

Further informations will be given later based on specific cases.

## Details

// **The fee for Registration per person is 360 € (Euro)**.

The fee covers:

1. All cultural activities, meetings, workshops, and conferences;

2. All provided educational materials;

3. Visits to companies and cultural sites;

4. Coffee breaks;

5. Lunches;

6. Three dinner buffets, including the Friday evening gala party, in collaboration with local institutions. Special attention will be paid to accommodating dietary requests. Students have the flexibility to choose their own restaurants. However, the option to dine at a partner restaurant, offering special prices through a University Consortium agreement, will be proposed;

//**The application forms can be filled for individuals as well as for a Group of Individuals.**

// There are TWO MODES of PAYMENT possible:

1. **Via PAYPAL**, through which applicants can make payments for themselves (Individual) or Group Payments (unified payment for multiple individuals together);

Note: Payments must be made in EUR currency.

2. **Via BANK TRANSFER** (360.00 € per person) If an institution prefers this method to make a joint institutional payment for an entire group of its students, it can do so;

Note: Payments must be made in EUR currency.

Name: Consorzio di Pordenone per la formazione superiore, gli studi universitari e la ricerca

Bank: BCC Pordenonese e Monsile – Filiale di Pordenone – Via Beato Odorico, 2

IBAN: ITIIC0835612500000000006408

Swift Code: ICRAITRR9W0

Text on Causal field: please indicate "Name, Surname, Cumulus talent camp"

As additional file only CV curriculum vitae is required to be sent by applicant students in a digital format (preferably PDF), to [talentcamp@unipordenone.it](mailto:talentcamp@unipordenone.it) **by 31 May 2024**.

Please be reminded though, that all payments are to be completed on or **before 31 May 2024** to ensure a place in the Camp.

A copy of the relevant pages of the Passports of registered participants will have to be shared with [talentcamp@unipordenone.it](mailto:talentcamp@unipordenone.it) **by 31 May 2024** to enable INVITATION LETTERS to be sent to them towards their Visa applications.

If in doubt please communicate with [talentcamp@unipordenone.it](mailto:talentcamp@unipordenone.it)

### **Payment of add on Venice experience**

// The attendance of the Venice experience (**on saturday 20th July**) is optional.

The fee for the add on experience per person is 99 € (Euro)

The fee covers:

1. Train ticket Pordenone – Venezia S.Lucia

2. Vaporetto transfer to GIARDINI (Biennale)

3. Biennale GIARDINI - entrance ticket

4. Guided Tour: Venice secrets by walk

5. Happy hour with CICCETTI VENEZIANI in a typical venetian BACARO

6. Train ticket Venezia S.Lucia - Pordenone

// **The application forms can be filled for individuals as well as for a Group of Individuals.**

// There are TWO MODES of PAYMENT possible:

1. **Via PAYPAL**, through which applicants can make payments for themselves (Individual) or Group Payments (unified payment for multiple individuals together).

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IBAN: ITIIC0835612500000000006408

Swift Code: ICRAITRR9W0

Text on Causal field: please indicate "Name, Surname, Cumulus talent camp - Venice Add on experience"

If in doubt please communicate with [talentcamp@unipordenone.it](mailto:talentcamp@unipordenone.it)

## **Cancellation and refund policy**

If a participant withdraws from the Program, the following refund policy and cancellation (point's a-d) will be applied:

- a) 25% refund if cancellations are received up to end of June (4 weeks prior) to the Program start date.
- b) No refund for cancellations beyond the period mentioned above.
- c) Before refunds are processed, any processing fees/ bank charges etc. incurred will be deducted from the balance of refunds.
- d) No refunds will be given for costs covering any pre booked services.

The following cases are deemed as cancellation:

- i) If required documents are not sent by the designated date.
- ii) If required payment is not made by the designated date.
- iii) If the applicant does not respond by a given deadline to requests sent by University consortium of Pordenone.
- iv) If University consortium of Pordenone finds that there is falsehood or grave omission in an applicant's documents.
- v) If University consortium of Pordenone finds that an applicant is unsuitable or has an inappropriate attitude for the Program after his/her arrival in India.
- vi) Under any of the above conditions (iv), the fee shall not be refunded.
- vii) For any force majeure linked cancellation – the risk is among the participants only and there is no guarantee that the course fee will be returned fully or partially.

## **Student Accommodation**

The attendees shall stay at the centrally located 3-star hotel, "Hotel Santin" (<https://www.hotel-santin.it/>). Participants can avail single, double, and triple rooms at attractive rates which include breakfast and free Wi-Fi. To foster team spirit, all participants will be accommodated in this hotel, known for its competitive rates, private parking, and a bike-sharing service.

Participants can avail single and double at the attractive rates of 35.00/40.00 euros.

## **Preventive Health Requirement**

The Talent Camp venue is in close proximity to the Pordenone city hospital, ensuring that any emergencies can be addressed promptly.

Complete Life/ health insurance (individual/ institutional) is a personal choice, we suggest to have one. Program participants are responsible for carrying any and all special medications and/or supplies that are regularly used by them.

Food Allergies are required to be communicated beforehand to the Cumulus Secretariat and the host institution.

## **Travel insurance**

Program participants are responsible for their own travel insurance for the complete program dates. The insurance should include the following coverages: medical expenses, emergency medical evacuation, repatriation coverage, and personal liability coverage.

## **Disclaimers**

I. Declarations

I.I. Program Participant Declaration of Health and Disclaimer

I hereby certify that I am of good health for participating in the Program. I understand the risks



involved in traveling to a foreign country and will take full responsibility for my own personal health and security.

## I.2 Program Participant Declaration and Pledge

As a program participant in the Program, I hereby pledge that:

- a) For the duration of the Program, I will conduct myself with the awareness that I am a program participant, follow the instructions given to me by the University Consortium of Pordenone, staff, and the Program coordinator, and abide by local law.
- b) I understand the outline and aim of the Program and I will attend all of my designated classes and activities as scheduled except in the case of illness or emergency.
- c) I will abide by the rules and regulations of my residential facility. d) I understand that violation of any of the items a-c above is reason enough for dismissal from the Program.

## 2. Terms and Conditions

### 2.1. Changes to or Cancellation of the Program (or Parts Thereof)

University Consortium of Pordenone reserves the right to not offer a refund of program costs if the program is canceled due to circumstances beyond its control. Please also note that in such a case, University Consortium of Pordenone cannot be held responsible for expenses incurred as a result on hotel, travel or any other.

### 2.2 Privacy Policy

University Consortium of Pordenone will not use your personal information for any purposes other than the Program. University Consortium of Pordenone will not share or sell your personal information to other agencies except for the necessary program procedures (e.g. arrangement of accommodation and activities).

### 2.3 Promotional Photography

University Consortium of Pordenone reserves the right to photograph program participants and use these photos for future promotional purposes. Program participants who wish not to be photographed must inform program staff at the beginning of the Program.

For further queries or information, please contact:

Pordenone consortium for higher education, university studies and research.

Via Prasecco 3/A | 33170 Pordenone (PN) | ITALY

E-mail: [telentcamp@unipordenone.it](mailto:telentcamp@unipordenone.it)

Telephone (english only): 0434 523072



MOLTIPLICATORE DI VALORE



IO SONO  
FRIULI  
VENEZIA  
GIULIA



REGIONE AUTONOMA  
FRIULI VENEZIA GIULIA



Comune di Pordenone

**FOR MORE INFORMATIONS:**

**Pordenone consortium for higher education, university studies and research.**

**Via Prasecco 3/A | 33170 Pordenone (PN) | ITALY**

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