

# graft

IN Residence X say hi to\_

IN Residence *and* say hi to\_ *are proud to announce their first creative collaboration.*

*Developed exclusively on Instagram, Graft is organized through an international Open Call that asks participants - professional designers or design enthusiast - to make "grafts" between two or more objects, in order to respond to the urgencies and needs of a new contemporary life. Graft calls for the exercise of an important action: looking at familiar objects with new eyes.*

*IN Residence and say hi to\_ invite well-known international design talents to post their works, also with the aim of giving an example to the participants in the Open Call. Among the designers involved: Wendy Andreu, Martino Gamper, Kwangho Lee, Jorge Penades, Sophie Rowley, Roberto Sironi and Zaven.*

## OPEN CALL

### Graft

In this era of profound changes, it is necessary to observe the world around us in a different way, exploring alternative possibilities of viewing the natural or artificial environment that we experience every day; in this context, even our relationship with objects can be rethought, training our senses for a new type of interaction.

*Graft* intends to obtain from the objects - from those we use with a specific function as well as from those with whom we have a purely affective or contemplative relationship - an updated performance to fit the times we are experiencing.

Can we give objects a different meaning from what we commonly assign them? Can we associate them with a different utility or a new symbolic power in response to a changed framework of needs?

**Get involved in this practical activity training your imagination!**

## **What we ask you to design**

*Graft* is an exercise of transformation, or of hybridization; a new combination of two or more existing objects, with the aim of generating another one, derived from a "graft" operation.

*Graft* is a project through which to assemble existing objects, characterized by a specific function or not, with the aim of creating useful artifacts to produce new awareness and knowledge.

We ask you to design a device of invention; we ask you to imagine an object resulting from the combination of others, which derives its identity from a reassignment of the specific characters of value, form, function, meaning of the original objects; we ask you to devise a new cultural device.

What kind of objects will we really need, tomorrow and in the near future?

## **What we ask you to post**

Your project is posted through a single Instagram post, which includes:

- a title;
- a short text illustrating the intentions of the project (in English, maximum 300 characters including spaces);
- two images of the resulting object on a white background;
- any other images you wish to add (with drawings, collages, ...).

## **How to post**

Your "graft" project will be posted on Instagram:

- with tags: **@inresidence** and **@sayhito\_**
- and with the hashtag: **#GraftDesign**

## **Deadline**

We ask you to post your project not later than June 10<sup>th</sup>, 2020.

## **Recognition**

The best ideas, the most intriguing objects resulting from the "grafting" operations, the best projects among those posted will be published on the IN Residence and say hi to\_ Instagram profiles.

*We are looking forward to seeing the post of your project.*

*We await your "graft"!*

*Barbara Brondi & Marco Rainò & Kristen de la Vallière*

## **IN Residence**

*IN Residence is a project dedicated to contemporary design, which carries out didactic-training activities, supports and promotes creative talent, using Design Thinking as a tool for concrete cultural innovation and, therefore, for social innovation.*

*The action of IN Residence produces a series of thematic workshops, a program of residences for designers, a sequence of exhibitions and a collection of books.*

*IN Residence is a project conceived and curated by Barbara Brondi & Marco Rainò and produced by Associazione Culturale IN Residence Design.*

web: <https://inresidence-design.com/>

instagram: <https://www.instagram.com/inresidence/>

## **say hi to\_**

*say hi to\_ is first and foremost a community of likeminded creatives internationally. We celebrate and look to showcase the best rising talent in the realms of furniture and interior design, the visual arts and creative entrepreneurship. Using our media outlet we look to learn from the masters, shed light on the stars of tomorrow and facilitate creative collaboration within our community.*

*say hi to\_ is founded and directed by Kristen de la Vallière, Art Director, Fine Art Curator and Design Consultant from New York who lives and works in Paris.*

web: <http://sayhito-mag.com/>

instagram: [https://www.instagram.com/sayhito\\_/](https://www.instagram.com/sayhito_/)