

## **[VIRTUAL] DESIGN FEST**

### **Instagram Image Competition**

#### **'BREAKING BOUNDARIES'**

Exploring design approaches in a changing world

#### **INSTAGRAM COMPETITION**

YAŞAR UNIVERSITY

Faculty of Architecture

Yaşar University Faculty of Architecture organizes an Instagram Competition within the [Virtual] Design Fest (VDF), titled *BREAKING BOUNDARIES: Exploring design approaches in a changing world*. The competition aims to encourage the participants to explore the ways of breaking boundaries between individuals, between individuals and nature, between real and virtual to design new solutions for our daily problems as described in the statement of the VDF. We are challenging you to present your visions in the form of photographs, images, collages, or illustrations, which demonstrate how the boundaries can be broken.

#### **VIRTUAL DESIGN FEST STATEMENT**

Since winter 2019, the whole world is living in a time where the keyword is social distancing. In this new world, physical and social boundaries have become more important either implemented by authorities or by people themselves. Countries have closed their borders and started choosing who is allowed to pass through. Region, cities, companies, communities, families are building up boundaries to protect themselves and their loved ones from the risks of a barely visible danger. But also, the world has witnessed that this difficult time can be handled as an opportunity to restructure the lines of demarcation between different parts of the world thanks to

digital technologies. This Virtual Design Fest aims to provide the future designers and their educators with a scholarly environment to start discussing the “world after” and to explore the ways of breaking boundaries between people, between people and nature, between real and virtual to design new solutions for our daily problems. The sub-themes of the *VDF* are as follows:

- ***BLENDING.*** *Breaking boundaries between design fields to create new solutions.*

What if a fashion designer works with an architect to create the envelope of a building? What if a biologist works with a designer to make lightweight furniture out of mycelium? What if a horticulturist works with an interior designer to make pollution absorbent living walls? All these designs can be solutions to implement in the future and can only be done by breaking the boundaries between different fields of design and also other academic fields.

- ***CHANGING.*** *Breaking the boundary around objects and their perceived functions.*

What does it mean to create an environment to work with physical distinction? A restaurant without any contact with others? During the pandemic, online dinners with friends, online conferences, and online education were implemented outside the spaces conventionally dedicated for them. What kind of technologies can bring a new approach to the design of spaces? Is a building a non-moveable object? Is an armchair a long-lasting piece of furniture? Is a phone only made for calls? How can technology transform our daily objects if we think about breaking the boundaries that our perception of the function of an object creates?

- ***INTEGRATING.*** *Breaking personal boundaries to create a world integrating all living things.*

Being here or being there, does it matter anymore? Can borders or distances stop you from contacting?

## **Yasar University [VIRTUAL] DESIGN FEST - Instagram Image Competition Rules**

- 1. Competition Theme:** “Breaking Boundaries”

**2. Aim of the competition:** This competition aims to explore the ways of breaking boundaries between individuals, between individuals and nature, between real and virtual, and/or re-imagine and redesign the environment using different representation techniques.

**3. Rules:**

- Entry to the competition is free of charge.
- The theme of the competition is Breaking Boundaries
- The competition is held on the Instagram platform only.
- Participants must be 18 years of age or older.
- Participants must be university student.
- Participants shall upload a maximum of 3 images. The photos/images uploaded by the participants should be posted for the first time.
- The photos/images of those that fulfill all the conditions of the competition will be presented to the jury after the preselection by Yasar University Faculty of Architecture and the winners will be determined.
- Participants should both post the images on their Instagram accounts with the hashtags of #yasaruniversitesi #vdfbreakingboundaries #yasarunifarch and submit original images to breakingboundaries@yasar.edu.tr with 1200x1200 pixel and 200dpi resolution.
- Participants will be replied to by email for approval of the attempt to the competition.
- Participants can use all kinds of effect, filter, or image processing software programs on the uploaded photos/images without any limitation.
- For the participants, it is necessary to follow the @yasaruniv and @yu.facultyofarch accounts on Instagram and to use #yasaruniversitesi and #vdfbreakingboundaries, #yasarunifarch hashtags for the photos.
- The entrants mustn't change their Instagram username/account name until the competition is officially concluded.

- The photos should not violate the intellectual property rights of a third person, should not violate public order or custom, should not constitute a crime, should not carry any purpose or advertisement of a third person, should not be an incentive for bad and dangerous habits. Entrants retain the ownership of all legal or criminal responsibility regarding these issues.
- The entrants declare, undertake and accept in advance, to agree that their work might be used on all or some social media websites used by Yasar University (social media platforms like Facebook, Instagram, Twitter, etc.). The owner of the photos cannot claim rights for any royalty payment for these uses.
- The entrants declare, undertake and accept that the work sent to the competition belongs to him/her and all the necessary permission has been taken. Reading the Breaking Boundaries Photo Competition Rules hereby and by participating in the competition, the entrants declare, undertake, and without recourse except that no third person can claim any right to their work, they are the direct respondent and responsible for any claim from a third person, if Yasar University Faculty of Architecture becomes responsible for this reason, has to pay any cost or suffers any loss for the use of the work, they compensate for all the loss cost at once, in cash. In case of any disagreement regarding this issue, Yasar University Faculty of Architecture retains no responsibility.
- Before the official declaration of the results, winners will be notified in person by DM on Instagram, and their photo and contact information will be confirmed. If the respective users cannot be communicated with, the backup candidates will be chosen as winners.
- The photos/images sent to the competition should not include any theme with a divisive expression belonging to an ethnic identity, motto, or symbol; theme about sexual subjects; visuals of logo, motto, or graphic of a brand, used for advertisement.
- Participants' accounts should be public during the challenge.
- Yasar University Faculty of Architecture accepts no legal responsibility for the content of the photos.
- The awarded photos will be kept in Yasar University Faculty of Architecture's photo archive and used when necessary, in printed and visual materials with the name of the

photographer for promotion. The owner of the photos/images will not be paid any extra royalty payment for these uses.

- All photos/images must be original work of the entrants and taken/created by them.
- Entrants retain the ownership of all legal responsibility that might come out in case of violation of copyright by using someone else's photo or some part of it.
- This competition has no direct relationship with the Instagram platform. Changes or regulations that are applied by Instagram might change the process of the competition. Organizers cannot be charged because of these reasons.
- As the initiators of the competition, Yasar University Faculty of Architecture has the right to make regulations, changes on the rules and conditions of the competition, or adding/dropping, canceling some from those. Entrants cannot claim any rights on this issue.
- At the end of the competition, the selection of photos/images honored by the jury will be exhibited on Yasar University Selcuk Yasar Campus.
- By participating, entrants confirm that they accept all the conditions of the competition and decisions of the jury.

#### **4. Competition Calendar:**

<b>Submission Date:</b>	March 19 - April 17 (23:59), 2021
<b>Preselection Announcement:</b>	April 20, 2021
<b>Instagram Awards Ceremony:</b>	April 21, 2021

**Note:** Participants will be informed about the pre-selection, competition results and award ceremony.

#### **Jury:**

Daniele Savasta - Yasar University  
Ela Çil - İzmir Institute of Technology  
Emre Yıldız - Yasar University  
Erdem Yıldırım - Dokuz Eylül University  
Gökhan Mura - İzmir University of Economics

#### **Prize:**

- First prize : Drawing tablet - Wacom One CTL-472-N & Certificate
- 3 Honorable Mentions : Certificate

**Contact:**

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