



## Competition

# Preppers. Eco-survival Design

# Design competition by Friends of mudac Preppers. Eco-survival Design

A neo-survivalist movement, the Prepper movement emerged in the 2000s promoting self-reliance and connection with nature. Prepping is more than just individual preparation for crises, as so-called survivalists do ; it also reflects a deeper social and environmental awareness.

Survivalism, which originated in the Cold War era, is a practice adopted by certain individuals or groups, preparing for various tragic scenarios such as economic or health crises, natural disasters or even extreme events such as ecological collapse or nuclear war. Survivalists prepare by acquiring basic survival and medical skills, stockpiling food and weapons, and even building fallout shelters. Today, the survivalist movement, once marginalised, has become a global phenomenon encompassing a wide range of approaches to preparing for a possible end of the world as we know it.

In response to mudac's current exhibition, *We Will Survive. The prepper movement*, Friends of mudac are launching their first design competition. The competition aims to highlight the design of practical, innovative objects that facilitate adaptability and survival in hostile environments; and objects that strengthen personal resilience, community cohesion, or encourage responsible use of the resources that surround us. Objects need to be compact, sustainable and respond to specific needs, such as the provision of food, water, protection, communication or medical care - equipment deemed essential in an emergency. In the best-case scenario, these objects guarantee survival when the end of the world comes.

The winning object will be edited by Friends of mudac and sold by the mudac Photo Elysée shop.

## Agenda :

- September, 17th: launch of the competition
- October, 25th: submission of project files
- November, 5-10th: online voting by Friends of mudac
- January, 13th: exhibition of the selected projects and start of sales in the mudac Photo Elysée shop
- February, 9th: end of the exhibition (extension possible)

Competition prizes :

Three jury prizes and a Friends of mudac prize will be awarded, with the winners receiving a free membership of Friends of mudac association for the year 2025. Their projects will be exhibited from 13 January to 9 February (at least) in the mudac Photo Elysée shop. Their projects will also be visible on the mudac website.

- 1st prize: editing of the winning object by mudac with production funding of up to CHF 2,000 (incl. VAT) + sale in the mudac Photo Elysée shop + free membership of the association of Friends of mudac for the year 2025
- 2nd prize, 3rd prize and Friends of mudac prize: display in the mudac Photo Elysée shop + free membership of the association of friends of mudac for the year 2025.

Entry criteria:

- This competition is open to graduates of design, architecture and creative collectives resident in Switzerland, who may enter individually or collectively, regardless of age.
- by receiving a prize, the candidate(s) undertake to produce the object within the budget and deadline provided, see regulations.
- The object must be exclusive to Friends of mudac competition and must not previously have been presented at a trade fair or other competition. Selection criteria: The jury will pay particular attention to the following points: compliance with the entry criteria completeness of the documents submitted.

Selection criteria:

The jury will pay particular attention to the following points:

- compliance with the entry criteria
- completion of all the documents requested
- relevance of the project to the theme of the competition
- economy of resources and production that is as local and rational as possible
- feasibility of the project and its relevance to the market

Jury members :

Nicole Chebeir Ragy (Founder of NOV Gallery)

Laure Gremion (Industrial designer)

Jolanthe Kugler (Curator of the mudac)

Bertille Laguet (Industrial designer & blacksmith)

Marie-Laure Offredi (Head of the mudac Photo Elysée shop)

The application must present, at the project stage (images, renderings, sketches, etc.), one or more physical objects including their packaging. The project must be compact and fit in the hand or pocket. It cannot be suspended or hung on the wall due to the configuration of the mudac Photo Elysée shop.

#### Content of the application

1. 1 PDF file entitled: 'Name\_Firstname\_Projecttitle.pdf' max. 6 pages / max. size. 20 Mb including:
  - images (renderings, sketches, photos, models, etc.) of the project
  - information on implementation: deadline, materials, etc.technical
  - plans with dimensions: the object created must be able to fit in the hand (or pocket)
  - budget for production of the project (according to the table to be downloaded from the competition page : <https://mudac.ch/article/amies-concours/>): as part of a production of at least 20 pieces that fall within the budget of CHF 2,000. - including tax and packaging
  - proposal of a selling price based on the market, production and the boutique's margin. Please note that the production price must not exceed 40% of the boutique's selling price (see table to be downloaded from the competition page : <https://mudac.ch/article/amies-concours/>).
  
2. 1 image of the project (JPEG, 20 MB max.)

For your entry to be valid, we ask you to return your complete application before midnight on 25 October 2024 (as per postage time) on the website platform : <https://mudac.ch/article/amies-concours/>