

NITAJ

Welcome to the International Design Residency:
Bridging Cultures Through Creativity

[OPEN CALL BRIEF](#)

FIRST EDITION

CALL FOR DESIGNERS

Isola and Sama Design present **Nitaj**

A unique residency

for designers from Saudi Arabia and Italy

to work together across continents.



ABOUT ISOLA

Isola is the first **all-in-one curated digital platform** offering **visibility to emerging designers**, design studios, and independent designers around the world, with a focus on **innovation** and **sustainability**.

Isola also organizes an **in-person event, Isola Design Festival**, that takes place four times a year, during Milan Design Week, our first adventure, to London Design Festival, Dutch Design Week Eindhoven, and Dubai Design Week, hosting dozens of exhibitions, hundreds of exhibitors, and **thousands of visitors**.



ABOUT SAMA DESIGN

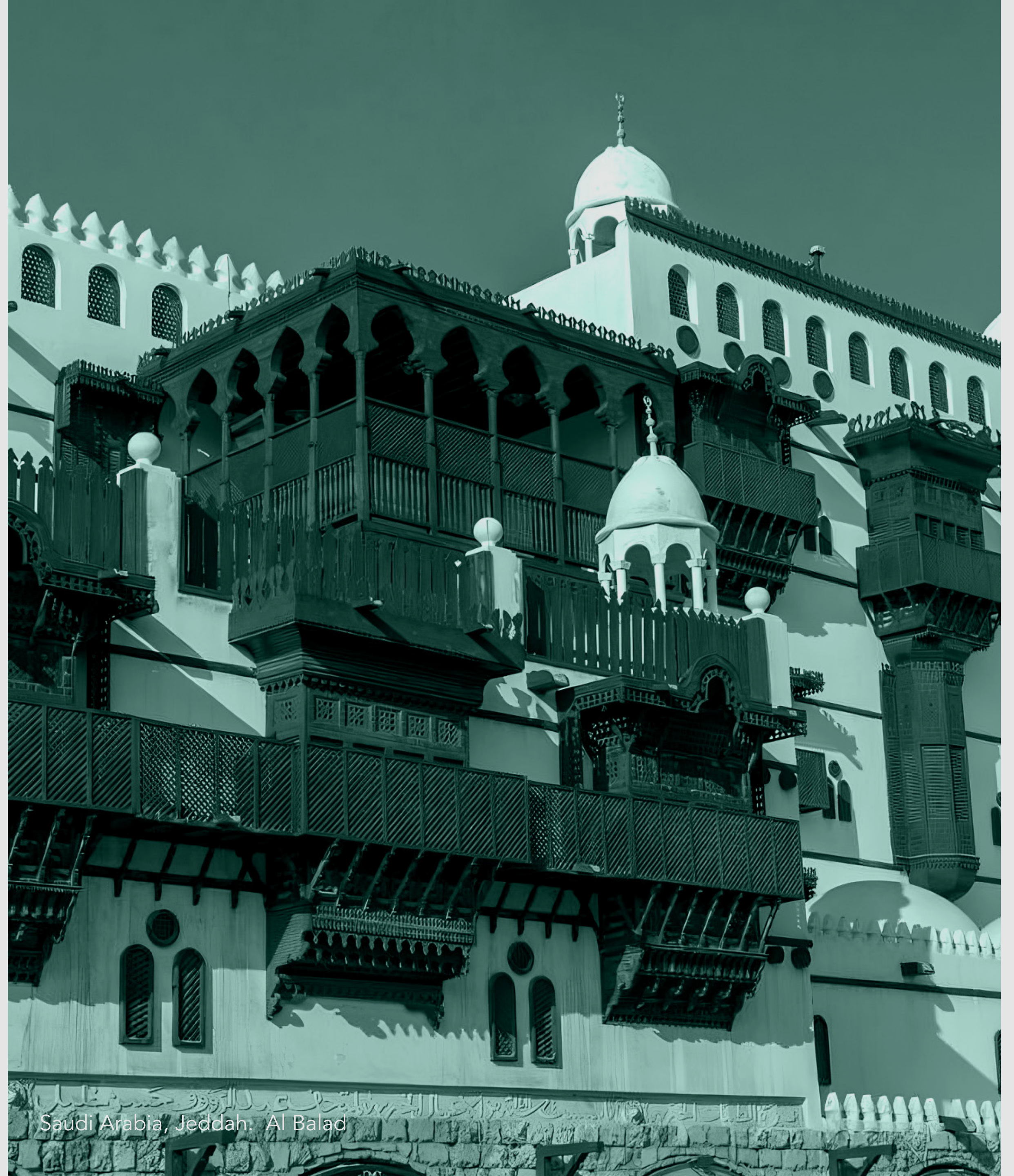
Sama is a venture at the forefront of the Saudi art and design sector. Since its inception in 1993 by **Hamza Serafi**, Sama has epitomized creativity across diverse disciplines, from bespoke art and design products and projects to immersive workshops and curated exhibitions in collaboration with private clients and public institutions alike.

What began as a personal artistic outlet has blossomed into a **dynamic enterprise**, continually evolving within the realms of art, design, and craftsmanship as a whole.

Now, with an eye on the future of the local design scene, Sama has leveraged its deep-rooted understanding of art, local heritage, and the collective expertise of its team by launching exclusive lines of **interior design products** and offering **specialized consultancy services** tailored to the cultural landscape.



Italy, Milan. Galleria Vittorio Emanuele II



Saudi Arabia, Jeddah. Al Balad

ABOUT



NITAJ

Isola and **Sama Design**, in collaboration with **Nitaj**, offer an **intensive residency** dedicated to **lighting design projects** still in the conception phase.

We select **3 designers from Saudi Arabia** and **3 from Italy** to partake in this unique opportunity.

KEY FEATURES

INTERDISCIPLINARY COLLABORATION

Engage with designers from diverse backgrounds, fostering innovative and cross-disciplinary projects.

CULTURAL IMMERSION

Immerse yourself in the rich heritage and contemporary influences of Saudi Arabia and Italy.

PROFESSIONAL DEVELOPMENT

Receive mentorship and guidance from industry experts to refine your skills and expand your creative horizons.

NETWORKING OPPORTUNITIES

Build lasting connections with fellow designers and establish international professional networks.

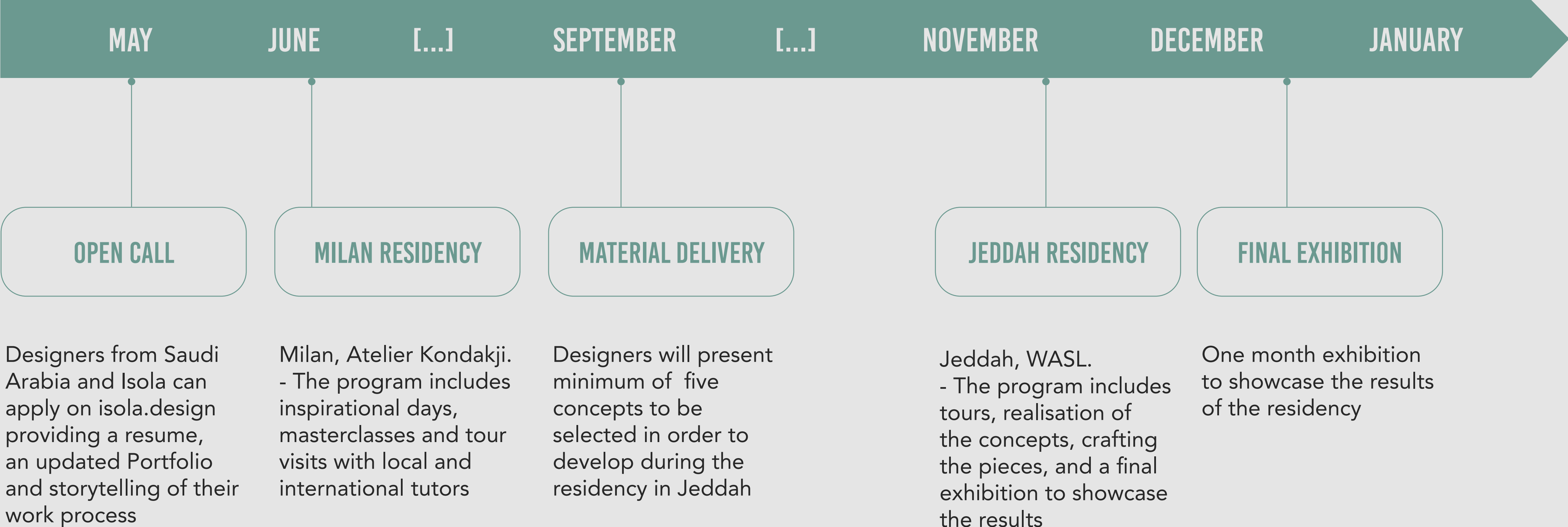
DETAILS

- The residency encourages **sharing of individual paths** between participants, exchanging feedback, comments, and suggestions, for innovative ideas and outputs.
- Nitaj involves the participation of **3 exceptional tutors** who will accompany the process of designing and developing project ideas.
- **Local and international design experts** will be invited to follow the participants in residence with the task of stimulating the creative process and encouraging exchange and dialogue between the various participants.
- **Talks and discussions** with **professionals and material suppliers** in Italy will be a special opportunity for design inspiration.

RESIDENCY PROGRAM



RESIDENCY PROGRAM



SELECTION PROCESS

Application ——— DEADLINE
26th May ——— Online
Interview ——— Selection ——— Confirmation



SELECTION CRITERIA

Applicants should have a background in product design, preferably lighting, who are adept at storytelling through their creations and are physically involved in the production process of their designs.

Candidates must submit the application only via the online form on the website.

It is required to include:

- Resume
- Portfolio
- Showcase of the creative process (images, videos...)

MILAN RESIDENCY

Come to Milan!

Nitaj ensures a rich and supportive environment with the involvement of **3 exceptional tutors** who will accompany the process of designing and developing lighting project ideas.

Alongside studio time, sight visits to **landmarks and museums** are incorporated, offering cultural immersion. Collective **networking dinners** provide opportunities for informal exchange.

Local and international design experts will be invited to follow the participants, enrich the experience, providing insights into the industry and access to **resources for project development**.

WHAT'S INCLUDED

DATE

from 16th to 25th June 2024

LOCATION

Milan, Atelier Kondakji

— Flights of Saudi Arabian designers to Milan and accommodation

— Tours, sight visits and networking dinners

*Designers from **Saudi Arabia** will be hosted by Sama Design free of charge in Milan, Atelier Kondakji.

*Designers from **Italy** will be able to participate in the residency program free of charge; however, accommodation costs are the responsibility of the participant.

MATERIAL DELIVERY

Designers will be requested to submit a proposal outlining your intended focus and creative direction for the residency. Specifically, we ask that you provide:

1. Concept Overview:
 - A **brief description** of the topic or theme you plan to concentrate on during the Jeddah residency.
 - **Details on the materials and crafting techniques** you are interested in exploring.
2. Minimum of 5 Different Concepts and each concept should be accompanied by:
 - An **inspiration moodboard** reflecting the aesthetic and thematic elements of your concept.
 - A **material moodboard** showcasing the types of materials you intend to utilize and explore.

REQUIREMENTS

- Min. 5 concepts
- inspiration moodboard
- Material moodboard

DEADLINE

15th September 2024

LOCATION

Online

This initial proposal will not only help us understand your artistic vision but also enable us to tailor our preparations to support your creative process effectively.

By sharing your concepts, you will assist us in organizing specific sight visits and ensuring the availability of tools and materials essential to your work upon your arrival in Jeddah.

JEDDAH RESIDENCY

Come to Jeddah!

Local design experts will be invited to follow the participants in residence, stimulating the creative process and encouraging exchange and dialogue.

Alongside studio time, **sight visits to landmarks** are incorporated, offering cultural immersion. **Collective networking dinners** provide opportunities for informal exchange.

The last 20 days of the residency will be allocated for the **production of the masterpieces** of the lighting objects inspired by the two countries.

At the end of the residency, there will be a **vernissage on the 15th of December in Jeddah.**

WHAT'S INCLUDED

DATE

from 10th November to 13th December 2024

LOCATION

Jeddah, WASL

— Flights of Saudi Arabian designers to Milan and accommodation

— Workspaces, materials and the basic technical equipment necessary according to the needs for the creation of the projects that will be created during the residency.

*Designers from **Italy** will be hosted by Sama Design free of charge in Jeddah, WASL.

*Designers from **Saudi Arabia** will be able to participate in the residency program free of charge; however, accommodation costs are the responsibility of the participant.

IMPORTANT DATES



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	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
OPEN CALL									
SELECTION ANNOUNCEMENT									
MILAN RESIDENCY									
MATERIAL DELIVERY									
JEDDAH RESIDENCY									
EXHIBITION									

26TH MAY
Application Deadline

16TH - 25TH JUN
Milan residency

15TH SEP
Material delivery

10TH NOV - 13TH DEC
Jeddah residency

15TH DEC
Vernissage event



EXPECTED OUTPUTS



LIGHTING DESIGN OBJECTS

Inspired during the visit in Saudi Arabian and Italian heritage, we're seeking lighting design objects that capture the **essence of both cultures**.

SCULPTURAL CONTEMPORARY PIECES OF ART

Craft a masterpiece that intertwines contemporary aesthetics with elements of Saudi Arabian heritage and hallmark excellence of Italian craftsmanship. These pieces should not only be visually stunning but also adaptable to market-ready, utilizing **top-notch materials**.

EXHIBITION AND RECOGNITION:

Designers are invited to create a minimum of **three collectible lighting objects**, each deserving of a place in SAMA's esteemed collection with plans for eventual exhibition to showcase the creativity and talent of the participating designers. While some pieces may be selected for production, all designs will be acknowledged, with designers credited for their contributions.

Note: Selected designs to be reproduced may undergo refinement, including improvements to design, material suggestions, and guidance to ensure market readiness. SAMA will have full ownership of the selected designs, with designers credited for their contributions.



WHAT DO THE PARTICIPANTS GAIN FROM THIS ?

- **HANDS-ON DESIGN EXPERIENCE:** Designers will have the opportunity to take their design concepts from ideation to production, gaining invaluable experience in the practical aspects of the design process.
- **CULTURAL EXCHANGE:** Immersion in a new cultural environment such as Jeddah offers designers the chance to explore diverse perspectives and approaches to design, fostering creativity and expanding their worldview.
- **EXPLORATION OF NEW MATERIALS:** Through access to local resources and facilities, designers can experiment with novel materials indigenous to the region, broadening their material palette and enhancing their design repertoire.

WHAT DO THE PARTICIPANTS GAIN FROM THIS ?

- **COLLABORATIVE ENVIRONMENT:** Interaction with fellow designers in a collaborative and supportive atmosphere encourages the exchange of ideas, feedback, and inspiration, fostering personal and professional growth.
- **POTENTIAL COMMERCIAL OPPORTUNITIES:** The residency serves as a platform for networking and exposure, potentially leading to future commercial collaborations, commissions, or partnerships both locally and internationally.
- **EXPOSURE IN PUBLICATIONS:** Successful projects from the residency may be featured in publications, providing designers with valuable exposure and recognition within the design community and beyond.

Overall, participation in the residency promises to be a transformative experience, offering designers the chance to grow creatively, professionally, and culturally.



PROCESSING OF PERSONAL DATA & COPYRIGHT.

The data of participants in the competition will be processed by Isola Design Group srl and Sama Design, in compliance with Legislative Decree no. 196/2003 (the so-called Privacy Code), in accordance with the terms of the information provided to interested parties pursuant to art. 13 of the above-mentioned Privacy Code when filling out the application form.

