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**EXPONENTI** 2015  
LABORATORI PER IL



**BOSCH**  
Tecnologia per la vita

## “The hand’s thought”

EXPO 2015 S.p.A. has already supported the first EXPOntenti Laboratory, an international competition called “The hand’s thought”, sponsored by Bosch, a forward-looking technology company highly geared towards the culture of innovation, doing business in several industries (automobile technology, industrial technology, consumer goods, building technology). Among the products that Bosch has developed and brought to the market there are garden machinery, do-it-yourself electronic and professional tools. These in particular stand out for increasing the strength of the human hand and being a concrete example of how technology allows humans to express themselves more quickly and with greater precision.

“*The hand’s thought*” theme emphasizes how the hand is the **perfect tool for giving actual existence and shape to the mind’s thought** and how all that surrounds us comes from this extraordinary cooperation. The laboratory/competition is designed to renew this cooperation between hand and thought to design what will surround us going forward.

The international competition “*The hand’s thought*” calls for the design of products that are **functional or complementary to, or independent of, more complex systems, that multiply the hand’s capabilities and that are consistent with the EXPO 2015 theme “Feeding the Planet. Energy for Life.”**

The designs must be **unpublished, developed expressly for this Laboratory/competition, and increase the value and potential of the use of the hand, in a framework consistent with contemporary technological development and the proper use of material and energy resources** in both the production and use of the products designed.

The **Panel** for the **competition “The hand’s thought”** consists of:

Robert Bosch S.p.A. General Manager  
Bosch Sales Manager Powertools Division  
Industrial Design Association (ADI) Representative  
EXPOntenti Committee representative  
Chairman Triennale di Milano

Participation is open to students in any field of study, specialization and school, as well as Italian and foreign designers, provided that they are under the age of 30.

Participation in the Laboratory competition “The hand's thought” is only by a team of two people with totally different educational paths.

EXPOntenti began the procedure to announce the competition on the 16th February 2010. **The deadline of the competition is the end of November 2010.**

The presentation date and place for the winning projects will be announced at a later date.

For more information and Announcement go directly to:

[www.exponenti.it](http://www.exponenti.it)

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