

## DESIGN COMPETITION **CREATE YOUR TILE**

### OFFICIAL RULES

#### 1. PROMOTER:

##### **Ceramiche Refin S.p.A for the DesignTaleStudio brand**

**DesignTaleStudio** is the creative laboratory of Ceramiche Refin S.p.A. It was founded in 2005, the fruit of a research team whose goal is to identify **new creative and technical purposes for porcelain stoneware**. DesignTaleStudio proposes new ways of using porcelain stoneware, enhancing its creative design characteristics and creating elegant and original design solutions.

**Ceramiche Refin** has been a presence on the international market since 1962 and is part of the Gruppo Concorde, the largest ceramic group in Europe.

The commitment to aesthetic research and technological innovation has enabled the company to attain a high level of excellence for its products and production processes, thus becoming more and more competitive on the international market.

Currently Refin offers a broad range of porcelain stoneware solutions for residential homes and architectural designers and constantly invests to maintain its state of the art manufacturing and corporate facilities.

The success of Refin depends on its ability to meet the customers' needs while ensuring the quality and safety of its products and everything that revolves around them. That's why, the company designs and manufactures high quality porcelain stoneware entirely in Italy, by means of Italian design and running a company that listens to the needs of individuals, society and the environment.

#### 2. PURPOSE OF THE COMPETITION

For some years now, the product research conducted by Ceramiche Refin and DesignTaleStudio has drawn its inspiration from the various fields of architecture, design and art, working on important projects alongside leading international names.

The **“Create your Tile”** competition aims at rewarding innovative graphic designs that will lead to the production of a new ceramic collection for floors that is consistent with the values of the brand DesignTaleStudio by Refin.

The winning projects will be those best able to interpret contemporary interior design trends though innovative, original ideas designed to make the most of the opportunities offered by new ceramic manufacturing technologies and to express cutting-edge product research.

### 3. ELIGIBILITY

The competition is **international** and free. It is open to professional architects and designers who had never developed products for DesignTaleStudio or Ceramiche Refin S.p.A.

Promoter's employees and any persons domiciled with any of them, clients, contractors and consultants, as well as individuals or groups affiliated in any way with members of the jury, **are not eligible to enter the competition.**

Participant can enter as individuals or as project teams; but, if a project team is entered, a project leader must be appointed who will act as sole spokesperson for the group and will report directly to the company.

### 4. THE PRIZE

**The winning project will be launched on the market by Ceramiche Refin with the DesignTaleStudio trademark, starting from Cersaie 2014**, the most important international exhibition of ceramic products in the world, which will be held in Bologna from the 22<sup>nd</sup> to the 26<sup>th</sup> of September.

Ceramiche Refin will be responsible for and will bear the costs of the following activities:

- **Prototyping and subsequent production of the designed collection.**
- **Advertising and promotional activities** that Refin will consider suitable for launching the collection on the market, such as: advertorials to the international press, newsletters and web banners, press office and P.R. activities, product catalogues, and POS (Point of Sale) display materials.

The company will pay to the winner **a commission equal to 2% of the collection's sale revenues** until sales will reach 1 million Euros, and 1% of the revenues generated after the first million.

The royalties will be calculated on the product's sale revenues at dealer's net price (gross list price less discounts) excluding VAT, and will continue to be paid as long as the product is sold.

Details regarding the manner and timing of payment of royalties will be defined in the **contract that Ceramiche Refin S.p.A. will sign with the person responsible for the winning project.**

The **2nd and 3rd place** winners will receive a plaque as recognition for their placement and will participate in Ceramiche Refin S.p.A.'s communication and promotional activities as deemed appropriate by the company.

**The winning project will be awarded** during the event that will take place at the company's exhibition booth at Cersaie 2014. On that occasion the winner will also have the opportunity to present the collection and publicize his/her/their professional profile to an audience that will include the press and international customers.

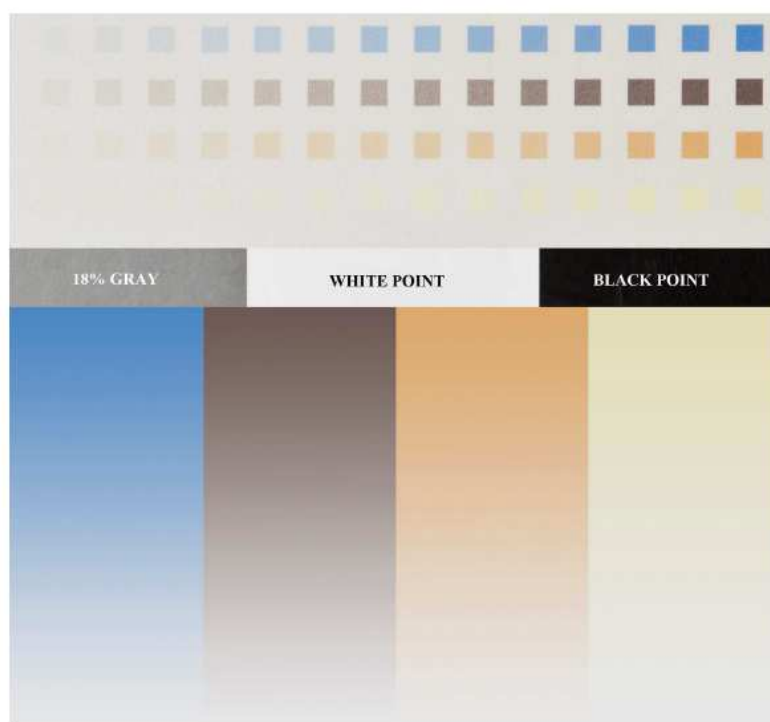
To allow the winner to attend the presentation of the project at the exhibition in Bologna, Refin will pay for the winner's travel, accommodation, and meals expenses (carriers and hotels chosen by the company).

## 5. PROJECT BRIEF

The project consists of creating graphic artwork specifically designed for a porcelain stoneware ceramic collection that will be manufactured by Ceramiche Refin S.p.A. The product's primary intended use will be residential and/or commercial flooring.

The graphic artwork should take into account the following design constraints:

- a. The ceramic tiles of the designed collection must be square, size 60x60cm or 75x75cm depending on the candidate's choice
- b. The concept can be developed in single or multiple graphic designs (indicatively the number of graphic designs should not exceed 20)
- c. It is important to use only the colours shown in the table below, or colours and shades obtained by combining those same colours. The table shows the version of the four primary colours achievable with ceramic colours. All and only the colours in the table, or colours obtainable by mixing different percentages of those same colours, can be replicated on ceramic. The colour range of reference can be downloaded from the company's website page devoted to the competition - <http://www.designtalestudio.com/create-your-tile/>



Reference conditions of light used to shoot the chart

- d. The graphic design for each piece must not have centring constraints; in addition, if the submitted graphic design ends at the sharp edge of the tile, it is essential to consider that there will be no perfect continuation between the graphics of one tile and another.
- e. The graphic designs must be suitable for tiles with smooth surfaces and no structure.

For more information on the project's specifications and/or further details on the production processes, the participants may submit requests by e-mail at [contest@designtalestudio.com](mailto:contest@designtalestudio.com)

## 6. RULES OF PARTICIPATION

### 6.1. SUBMISSION OF APPLICATION

To participate, the candidates must send their application between the **1<sup>st</sup> of February and the 30<sup>th</sup> of April 2014**. They must complete the application form on the competition's web page [www.designtalestudio.com/create-your-tile/](http://www.designtalestudio.com/create-your-tile/) and upload the required documents. Candidates are allowed to submit only one project.

Each applicant must send a pdf file containing the given name and surname of the candidate (name\_surname.pdf) and complying with the following specifications:

- Pdf file, in ISO A3 vertical format, with 150 dpi resolution and page layout as follows [see sample]:
  - On top: indicate given name and surname of candidate;
  - Below: plan view image that simulates the laying of the tiles and uses all the graphic designs that constitute the concept;
  - At the bottom: summary of each graphic design used for the composition with information on the colour references.

A sample of the file that must be submitted can be downloaded from the competition webpage at <http://www.designtalestudio.com/create-your-tile/>

**Note:** From all the applications submitted **no later than 20 March 2014**, Ceramiche Refin shall select, at its sole discretion, a few projects that will be showcased **during the official presentation of the competition to the press**, which will take place at the **Fuorisalone in Milan from the 8th to the 13th of April 2014**. The projects will be showcased for promotional purposes only, without this affecting in any way the company's subsequent selection of the finalists.

Projects that do not meet the technical requirements listed in paragraph 5 will not be taken into consideration and will not become part of the selections. No communication will be sent to inform the participant if the project has been considered unsuitable and/or incomplete.

Projects received after 30 April 2014 will not be admitted.

## 6.2. REQUIREMENTS FOR THE FINALIST PROJECTS

By the 5<sup>th</sup> of May 2014, Refin shall select a maximum of 25 candidates who will advance to the final stage of the competition. To participate in the final phase of the competition, the finalist must send to the company a compressed folder, named after the given name and surname of the candidate (name\_surname.zip), containing:

- A Tiff file with 360 dpi resolution, scale 1:1, for each of the graphic designs that constitute the developed concept [size 60x60cm or 75x75cm depending on the size chosen for the project]. Each file must be named and numbered and all the graphic designs/backgrounds in the file must be on separate levels, also numbered or named;
- A pdf file, in ISO A4 vertical format, with 150 dpi resolution containing the list of *NCS – Natural Color System*<sup>®</sup> or *Pantone*<sup>®</sup> codes as colour reference for each one of the submitted graphic designs.

## 7. THE FINAL

**By the 5<sup>th</sup> of May 2014**, Refin, at its sole discretion, will select a maximum of **25 projects that will have access to the final competition**. Finalists will be notified that they have been admitted to the final stage of the competition via an e-mail sent to the address provided at the time of application.

In addition, the list of the finalists' names will be posted on the competition webpage at the following link [www.designtalestudio.com/create-your-tile/](http://www.designtalestudio.com/create-your-tile/)

To participate in the final, the selected candidates **must submit** the documents required in paragraph 6.2., as per the specifications listed, **no later than the 20<sup>th</sup> of May 2014**. The procedures for submitting the documents for the final shall be notified directly to the selected finalists by e-mail together with the announcement that they have been admitted to the final.

The finalists' projects will be on display from May to October 2014 in the company showroom at the headquarters of Ceramiche Refin S.p.A, where journalists and customers of the company shall have an opportunity to see them.

**By the 5<sup>th</sup> of June 2014**, the jury shall select the top 3 projects and choose the winner.

Only the top 3 finalists will receive a notification by e-mail sent to the address provided at the time of application.

**The names of winners will be publicly announced in September 2014** on the competition webpage at the following link [www.designtalestudio.com/create-your-tile/](http://www.designtalestudio.com/create-your-tile/)

## 8. THE JURY

In the pre-selection phase, entrances will be evaluated by a Ceramiche Refin S.p.A. Internal Commission, which, at its sole discretion, will choose the finalists.

The winners will be chosen by a jury of leading figures in the world of design and architecture, journalists, and representatives of the company, chaired by the **architects Alessandro and Francesco Mendini**.

The full list of jurors will be made public by the end of February 2014.

## 9. SELECTION CRITERIA

The selections will be made according to the following criteria:

- Originality
- Innovation
- Potential for commercial success
- Understanding of the principles and values promoted by the DesignTaleStudio brand
- Feasibility of the project in technical and production terms

The jury's decision is final.

## 10. PROJECTS' OWNERSHIP AND DISTRIBUTION RIGHTS

Without demanding any compensation and without limits of time and territory, participants explicitly authorize Ceramiche Refin S.p.A. to disclose, publish and distribute the submitted projects in any forms the company shall deem adequate and with any medium. Refin will make sure the author is duly acknowledged.

The submitted projects, even if not selected, will exclusively belong to the competition until the 31<sup>st</sup> of September 2014 on penalty of exclusion from any form of communication undertaken by the company to promote the participants.

The winner will retain full and exclusive intellectual property rights to the submitted project. Winner will relinquish to Ceramiche Refin S.p.A. indefinite worldwide exclusive rights until sales cease, and will grant to Ceramiche Refin S.p.A. license to use the project for manufacturing purposes essentially allowing the company to manufacture and sell the collection.

The winner and the company will mutually agree not to reproduce and/or sell to third parties and not to manufacture and/or sell models that could be considered imitations of the submitted project.

## 11. RESPONSIBILITIES

Participation in the competition implies the use of an Internet connection. Ceramiche Refin S.p.A. shall not be deemed responsible for any malfunctioning of Internet service as well as bugs, viruses and/or any other damage incurred during the upload of documents or the unauthorized intervention of third parties that could compromise the correct functioning of the website.

Ceramiche Refin S.p.A. shall not be deemed responsible for any change or cancellation of the competition for causes not imputable to its own failing and/or for reasons of force majeure.

By applying and submitting the required documentation, participants accept the rules and regulations of the competition and confirm, under their sole responsibility, that no materials protected by copyright, either in whole or in part, shall be included in the submitted documentation, thus relieving Ceramiche Refin S.p.A. from any liability that might arise.

All submitted projects are subject to Italian laws governing intellectual and industrial property rights.

## 12. ACCEPTANCE OF COMPETITION REGULATIONS

By entering the competition participants accept all the terms of this contest.

Ceramiche Refin S.p.A., with registered office in Salvaterra (RE), shall process the participants' personal data for the purpose of entering them into the competition. Essential data, such as name, surname or company name, full address, telephone number and email address, are essential for the aforesaid purpose.

Pursuant to the Legislative Decree 196/03, and subsequent amendments and additions, the participants, by entering the competition, authorize Ceramiche Refin S.p.A. to use and process their personal data for the purposes of managing the competition and the subsequent promotional activities.

Pursuant to Art. 7 of Legislative Decree 196/03, participants can exercise their rights, including the ability to access, modify, and delete the data or oppose their use, by writing to Ceramiche Refin S.p.A.

## 13. APPLICABLE LAW AND JURISDICTION

The official rules of this competition shall be governed by and construed in accordance with the laws of the Republic of Italy. All issues and disputes that may arise as to the interpretation and proper execution of these competition rules will be referred to the Court of Reggio Emilia, which has jurisdiction.

## 14. INFORMATION AND CONTACTS

For information and/or explanations please e-mail: [contest@designtalestudio.com](mailto:contest@designtalestudio.com)