



## COMPETITION RULES

### Article 1. Organiser

Elite, founded in 1895 with its company headquarters in Aubonne (Switzerland), launches its international «Elite Design Award» which will reward the best creations on the theme «Upcycle Bed» as of 2020 September 1<sup>st</sup>.

Elite wishes to support creation and to innovate through design by offering creative people the opportunity to reflect on the function of the bed as the centrepiece of everyday life. Aesthetics and design must be combined with comfort.

### Article 2. Participation conditions

The Elite Design Award is open to any natural person belonging to one of the following categories:

- » Graduates from schools of design, architecture, interior design or engineering
- » Practitioners without qualifications, who can provide evidence of having worked in the areas of design, architecture or interior design
- » Graduates of schools of design, architecture, interior design or engineering
- » Any person wishing to innovate in bedding

Participants may compete individually or in teams (maximum number: 2 people). Teams may be interdisciplinary and comprise complementary profiles: product designer, architect, interior designer, engineer, graphic artist, etc. Participants must declare that they are the authors of their project and that it has been presented as part of the Elite Design Award for the first time. Projects must be original and must not, to the knowledge of participants, have already appeared on the market or in the history of design.





#### **Disqualification:**

- If the evaluation criteria, technical characteristics and constraints are not met.
- If more than one project is sent by team or individually.
- If the project contains more than 3 pages or less than 3 pages.
- If the team contains more than 2 persons.
- If multiple registrations.

### **Article 3. Registration procedure and submission of proposals**

#### **REGISTRATION FOR THE COMPETITION:**

Registration for the Elite Design Award is open from September 1<sup>st</sup> to November 1<sup>st</sup> 2020 at midnight (Geneva time) exclusively on our website [www.elitedesignaward.ch](http://www.elitedesignaward.ch).

In order to receive a registration number, candidates (either individual candidates or team representatives) must submit the following documents by e-mail to [eda@elitedesignaward.ch](mailto:eda@elitedesignaward.ch):

- » 1 photocopy of an identity card or passport of the participant or participant(s) (residence permit and driving licence are not allowed and wont be eligible)
- » 1 photocopy of a student card in the case of student candidates
- » 1 picture
- » 1 biography of app. 300 words in English (refer to the biographies of the 2019 and 2020 winners)

#### **SUBMISSION GUIDELINES**

**3 A4 pages in landscape in PDF format (maximum 4 Mb) for the project presentation:**

- » the first page should describe the overall concept through visuals and text outlining the uses, environment and experience offered (300 words maximum)





- » the second page should contain descriptive elements with 1 plan and 1 elevation, both dimensioned, the key detail or details, materials and colours used
- » the third page should show the project design world via a mood board

All text contained in the file must be written in English. All pages must be anonymous, with only the registration number appearing in all documents in the bottom right.

#### **Article 4. Examination of submissions and selection by the jury**

When the projects have been submitted, the jury will meet in January 2021 to select the prize winners. Jury deliberations will take place in Aubonne, Elite's company headquarters.

#### **Article 5. Prize-giving ceremony**

The prizes will be awarded to the three winners in Milan, at a ceremony organised at the Elite Gallery Milan during the Design Week 2021. Elite will cover the travel costs of the award winners, up to a total cost of CHF 350 per winner.

#### **Article 6. Schedule**

- » **September 1<sup>st</sup> 2020**: competition launch
- » **November 1<sup>st</sup> 2020**: deadline for registrations and the issue of registration numbers
- » **December 13<sup>th</sup> 2020**: project submission (as recorded by the date and time that the email is sent)





- » **January 2021:** selection of the projects by the jury
- » **February 2021:** announcement of the winners\*
- » **13-18<sup>th</sup> April 2021:** presentation of the projects and awards ceremony at the Elite Gallery Milan during the Milan Design Week 2021.

*\* The winners will be informed by email. The non-winners participants will be informed via social media only.*

#### **Article 7. The jury**

The jury's decision is final. The jury is not required to justify its decisions and may decide not to award all prizes. Its decisions cannot be appealed.

#### **Article 8. Selection criterias**

Applications which do not comply with these regulations will not be considered. The jury will examine the submissions and assess the projects according to the following criterias:

- » Consistency with the positioning of the company (craftsmanship, luxury, well-being)
- » Quality of the presentation and narration (clarity)
- » Aesthetic merits of the project
- » Functional merits of the project (use and experience)
- » Technical and functional feasibility
- » Creativity and originality of the response to the competition theme and specifications
- » Only one project presented per group





### **Article 9. Prize**

Winners will receive total awards of:

- » 1<sup>st</sup> prize **5'000 CHF**
- » 2<sup>nd</sup> prize **3'000 CHF**
- » 3<sup>rd</sup> prize **2'000 CHF**

In the case of a project submitted by a team, the prize will be given to the person designated by the candidates as candidate No 1 on the registration form. This candidate will be responsible for sharing the award with his or her partner or pooling it with him or her.

### **Article 10. Anonymity**

All proposals presented to the jury must be anonymous. All computer files will be handled by people other than members of the jury who will be responsible for checking the validity of the applications. Any mention of names or distinguishing features which appear when the project is presented to the jury may result in the disqualification of that application.

### **Article 11. Liability**

Elite cannot be held liable for any delays, modification or cancellation of the Elite Design Award that occur for reasons beyond its control. It cannot be held liable for any event or case of force majeure which might prevent or impede access to the website. Insofar as participation in the Elite Design Award is dependent on connection to the Internet, Elite cannot be held liable in the event of an Internet malfunction, bug, virus, or the intervention of an unauthorised third party which prevents the smooth running of the Elite Design Award.





## Article 12. Intellectual property right

Each participant retains ownership of their project and consequently of all related rights. It is their responsibility to best protect their designs, particularly by means of evidence of their date of creation and, where necessary, by applying for an industrial property right such as a patent or utility model. In this respect, Elite accepts no liability for any injury caused to the participant due to insufficient, irregular or invalid protection.

By registering, participants acknowledge:

- » That they themselves have created project that they have submitted.
- » That no rights of third parties (particularly personality rights and copyright) will be violated by their publication by Elite SA, and that they release Elite SA from any liability in the event of third-party claims in this respect. Participants undertake to respond immediately to any third-party claims arising from any infringement of rights (particularly personality rights and copyright) and to bear all costs, including any compensation for damages, that might arise for Elite SA.

All participants whose application is selected for the awards acknowledge:

- » That Elite SA and its media partners are entitled to publish their project, name and image, on whatever medium, this competition, without this giving them any right to remuneration or benefit other than the prize which they may ultimately be awarded. In particular, they agree to their project being published on Elite SA's official website and on social networks (such as Facebook, Instagram, etc.). They authorise Elite SA and its media partners to use their names and images for this purpose.

All participants who are authored of the Award-winning projects:

- » that, in the event of nomination, they fully and exclusively assign their properties rights to Elite SA with a view to potential commercialisation in return for the remuneration governed by this regulation.





### **Article 13. Royalties**

In the event of the nomination or commercialisation of a project, its participant author shall receive royalties equivalent to 4% of the sales price (excluding taxes) set by Elite SA, for each sale representing the project, in return for the full and exclusive transfer of their rights thereto. Elite SA retains the right not to commercialise the winning project.

### **Article 14. Promotion and publication of the results**

The winners will, minimally, have their work exhibited at the Elite Gallery Milan during Milan Design Week 2021.

### **Article 15. Applicable law and place of jurisdiction**

These rules and any participation in the contest are subject to Swiss law exclusively. In case of dispute, the place of jurisdiction is in Lausanne, Switzerland.

