

CONTEST REGULATION

| AD.

**CHALL
ENGE**

DESIGN AWARD

21-23

| AD.
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ENGE**
DESIGN AWARD
2023

Organização:



MADE IN PORTUGAL
naturally

Promotor:



Cofinanciado por:



1. PROMOTER

1.1. The present **AD Challenge'21-23** Contest is promoted and organized by the Portuguese Association of Wood and Furniture Industries (AIMMP), headquartered at Rua Álvares Cabral 281, 4050-041 Porto, under the corporate number 500 940 495, hereinafter referred to as the “Promoter”.

1.2. The organization of this Contest includes:

- (a) The Secretariat, which has the functions indicated in point 7;
- (b) The Jury, which has the functions indicated in point 9.

2. CONTEXT AND OBJECTIVE

The **AD Challenge** arises within the scope of the **Associative Design** project for design professionals with the purpose of promoting the creation and development of new products for the home space.

Objective

The creation of the award aims to challenge professionals to contribute to the development of new furniture pieces by encouraging them to create a new trend for the sector. Projects that present innovative concepts with different applications of raw materials, taking into account the predicted scarcity in the future, will be valued.

The sustainability of the project, both in production and in the final design, and the creativity invested in the proposal based on solutions that aim to solve household problems, whether in the present or the future, are other key aspects of this challenge. Considering that the square meters per dwelling are increasingly limited and there are furniture pieces that continue to be essential for a habitable space.

The **AD Challenge'21-23** is a way to encourage creative professionals in the industry to think “outside the box” and create products for the future, taking into account various socioeconomic factors and consumer trends for the future.

The challenge of AD Challenge'21-23 is to design for tomorrow!

3. APPLICATIONS

3.1. Applications are individual.

3.2. Applications are free of charge.

4. CONTEST PARTICIPANTS

- 4.1. Proposals for this contest can be submitted by Design professionals or companies in the field of Design;
- 4.2. The candidate, as the project's author, can only submit a single proposal, choosing either individual participation or participation through a company;
- 4.3. Applicants must be 18 years of age or older;
- 4.4. Applicants can be of Portuguese nationality or foreigners with tax residence in Portugal;
- 4.5. Members of the jury or their immediate family members are not allowed to participate.

5. PROPOSAL REQUIREMENTS

5.1. The submitted proposals must meet the following minimum requirements:

- The proposals must be **furniture projects** for use in the interior of a living space, which may include a blend of the following areas: lighting, ceramics, upholstery, textiles, or glass, provided that wood predominates in the final result of the proposal, **accounting for approximately 60%**.
- The proposals must have a clear and objective descriptive report.

5.2. The proposals must also meet the following additional requirements:

Creativity, Innovation, and Sustainability

The proposals must be useful, aesthetically appealing, durable, creative, innovative, and sustainable;

Authorship

The proposals must be unpublished and authored by the candidate, and must not violate the rights of third parties, including intellectual property rights;

Professional activity

In the case of a proposal submitted as part of professional work, the candidate must obtain all necessary authorizations in advance to ensure that the intellectual property and promotion rights arising from the selected proposal are assigned to the Promoter, as defined in points 12 and 13 of this regulation;

Personal Data

The proposals must not contain identifiable personal data or elements of the candidate or third parties;

Legality

The proposals must not be or contain illegal, false, misleading, racially, ethically, or morally condemnable, harmful, or offensive elements that compromise the dignity and image of individuals, including.

The Promoter reserves the right to exclude proposals that do not comply with the provisions of this Regulation if they are deemed to violate the rights of third parties, particularly intellectual property rights, and/or in the event of an administrative or judicial decision.

6. APPLICATION SUBMISSION

6.1. The Candidate must submit the following elements for the competition:

6.1.1. Descriptive Memo of the Proposal, in .DOC format;

6.1.2. Technical Drawings, with respective views and dimensions, in .PDF format;

6.1.3. High-resolution (300dpi) 3D images of the piece, in .JPG or .TIFF format;

6.1.4. Presentation poster of the project (maximum of two posters in A1 format, with a resolution of 300dpi), in .PDF, .JPG, or .TIFF format.

6.2. The candidate can submit one proposal per category in the competition, and it is necessary to include the respective reference in the Dropbox file name (e.g. ADC21/23_ projectname).

Proposals must not contain the name of the candidate(s) or any other element that could identify them, such as signatures, initials, or logos, under penalty of disqualification.

6.3. Applications and submission of proposals must be sent by 23:59 GMT on **July 20, 2023**.

6.4. After submitting and validating the application, each participant will receive an email to the email address provided in the registration form, in which the contest promoter will communicate whether the application has been successfully submitted.

6.5. The project must be kept confidential until the contest results are published. Participants may not disclose the project or submit the proposal to any other competition.

6.6. The candidates' email addresses must remain active and updated throughout the Contest. Any changes to the addresses provided by the candidates in their respective Application Form will only take effect after the promoter has received their communication.

6.7. By submitting the Proposal, the candidate accepts and binds themselves to the terms of this Contest, and cannot, without the promoter's permission, withdraw their application or terminate their participation in it.

6.8. The promoter will not be responsible for any problems with the receipt of applications caused by interruptions or network failures on the website created for this purpose or the candidate's email.

7. SELECTION AND EXCLUSION OF APPLICATIONS

7.1. The Promoter undertakes, in accordance with this Regulation, to perform the following tasks:

- Receipt of applications and confirmation of their online validation;
- Verification of the compliance of applications, according to the provisions of the Regulation;
- Communication to the Candidates of relevant information related to this contest, according to the schedule presented in point 16.

7.2. The tasks mentioned in the previous number will be ensured by the Secretariat.

7.3. If the Secretariat verifies that the applications do not comply, at the time of submission and during the course of this Contest, with the provisions of this Regulation, it may, depending on the nature and severity of the non-compliance, either refuse the application outright or request that the candidate correct the non-conformities within a specified period and under the conditions communicated by the Secretariat.

7.4. The promoter may also exclude an application at any time if they consider that the candidate has attempted to harm the Contest, particularly by providing misleading information or acting abusively, with the intention of harming the other candidates.

8. EVALUATION AND ANALYSIS OF APPLICATIONS

8.1. The evaluation of applications will be carried out as follows:

- On July 31, 2023, the submitted projects will be evaluated;
- The projects that will proceed to the prototyping phase will be selected.

8.2. The applications will be evaluated based on the following **assessment criteria**:

- Response to the challenge proposed in point 2;
- Degree of innovation;
- Degree of environmental impact;
- Aesthetics;
- Functionality;
- Economic feasibility of production.

8.3. Requirements for the selection of applications for the proposal submission phase: When submitting the project for final evaluation, the candidate must provide the following information, marked in the form, as a condition of eligibility for the proposal to be evaluated by the jury.

The Secretariat will contact each candidate if any anomalies are found in the provided information.

- Confirmation of Registration duly filled out and updated in all fields;
- Full Name;
- Citizen card number or other identification document of the candidates;
- Personal Tax Identification Number (NIF) or Corporate Tax Identification Number;
- Mobile contact;
- Email contact;
- If requested, selected candidates must submit a signed declaration stating that they grant the Promoter the rights to disclose the project, namely for prototype production, project disclosure, and communication in the competition (see Points 12 and 13);
- In the event that any of the selected Proposals do not meet the requirements of the Competition or the access conditions thereto, or if the candidate fails to submit the aforementioned documentation, the Proposal will be excluded from the Competition, and the Jury may select another Proposal in its place.

9. JURY ORGANIZATION AND OPERATION

9.1. The Jury shall consist of 5 (five) members appointed by the Promoter, one of whom shall be the President.

9.2. Decisions of the Jury are made by an absolute majority of votes, are final, and not subject to appeal.

9.3. The Jury reserves the right to request information and/or clarifications from the candidate or their representative, as appropriate, about the projects presented if it deems it necessary for their proper evaluation.

9.4. The Jury also reserves the right not to select any Proposal submitted in all or some of the Categories if they do not meet the minimum quality requirements desired.

10. ANNOUNCEMENT OF WINNERS

10.1. The announcement of the prize winners will be made as indicated in the Competition schedule (point 16).

10.2. The Promoter will contact the winners by telephone and/or email for the purposes set out in the preceding paragraph.

11. PRIZES

11.1. The winning applications will be entitled to the following prizes:

Monetary Prizes:

- 1st Place – 2.500€ (two thousand and five hundred euros)
- 2nd Place – 1.250€ (one thousand two hundred and fifty euros)
- 3rd Place – 750€ (seven hundred and fifty euros)

Honorable Mention:

- 500€ (five hundred euros)

Honorable mentions may be awarded to projects that the jury deems valid and meet the conditions for their award.

12. OWNERSHIP RIGHTS

The ownership rights of the selected Proposals must adhere to the following principles:

12.1. The authors of the winning proposals retain the moral rights of the work but agree to transfer the rights for the purpose of all production, disclosure, and communication work on all types of media, through the **Associative Design** brand..

12.2. The Promoter will always try, although not obligated, to mention the authors of the Proposals in the context of their disclosure and/or include a reference to the fact that they are candidate projects or winners of this Competition.

12.3. Finalist candidates for the final phase must provide full collaboration to enable the prototyping of the projects selected by the jury.

12.4. The prototypes resulting from this competition are the property of the Promoter and will be used exclusively for the promotion and disclosure of the competition in future marketing campaigns, always respecting the disclosure of the authorship of the same.

13. PROMOTION OF THE COMPETITION

13.1. The winners agree that the Promoter may use their name, as well as their image and voice, without limits of form or medium, strictly for the purpose of promoting the competition.

13.2. The winners agree to be interviewed, photographed, and/or filmed by the Promoter or third parties appointed by the Promoter, at times and dates agreed upon by the parties, for the purpose of promoting the competition and the proposals, during or up to 24 months after its conclusion.

14. PERSONAL DATA

14.1. The Promoter is the entity responsible for processing the personal data provided by the candidates in the context of this competition and guarantees the security and confidentiality of the processing of this personal data. The Promoter ensures the existence of security mechanisms aimed at protecting the data communicated to it.

14.2. The completion and submission of data electronically are necessary and mandatory for participation in this competition.

14.3. The collected data will be processed for the management of prize allocation, and the Promoter may resort to subcontracted entities for this purpose, which will also undertake to guarantee the security and confidentiality of data processing.

14.4. The data will be retained until the date of prize delivery and used strictly within the scope of the competition and its promotion, after which they will be deleted.

14.5. The names of the candidates may be disclosed by the Promoter, notably for the publication of each candidate's position in the competition, without any economic compensation.

14.6. The prize winners also accept the disclosure of their identity by any means or medium, including, in particular, in one or more national media outlets (whether daily press and/or magazines) or on the Promoter's websites and social media, without any economic compensation.

14.7. The Promoter will not disclose the personal data collected for the purposes of this competition to third parties.

14.8. Candidates may access their personal data and request their updating, correction, or deletion in writing from the Promoter. For this purpose, they should use the following email address: associativedesign@aimmp.pt.

15. LIABILITY

Without prejudice to any liability arising from applicable legislation, the Promoter, as well as its subcontractors, including its promotional and advertising agencies and their respective employees, directors, representatives, and agents, also do not assume responsibility for any technical problems, hardware or software issues, or any communication failures or delays, as well as any other errors or technical or human failures that may occur during the application submission process and that may prevent or limit participation in the competition.

16. TIMELINE

Opening of Registrations and Proposal Submission

1st June 2023 to 20th July 2023

Jury Evaluation

31st July 2023

Announcement of Winners and Award Ceremony

End of 2nd semester 2023

17. CHANGES

17.1. The Promoters reserve the right to change the conditions of this competition at any time, including the members of the Jury and the deadlines mentioned in point 16, undertaking, however, to promptly publish such changes on the competition's website.

17.2. The Promoters also reserve the right to cancel or suspend part or the entire Contest, without any compensation due to the candidates for this fact.

17.3. Any changes will be announced on the website www.associativedesign.com, so candidates should regularly consult it during the course of the Contest.

18. APPLICABLE LAW AND DISPUTE RESOLUTION

18.1. This Regulation shall be governed by Portuguese law, particularly the applicable legislation on intellectual property.

18.2. Any disputes arising from the Contest will be resolved by the competent courts in accordance with Portuguese law.

19. CLARIFICATIONS

For any additional clarifications, candidates should send an email to:

associativedesign@aimmp.pt

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