

CONTEST RULES AND REGULATIONS



SUMMARY

You must be aged 18-30 to participate.

July 2-Sept 30, 2012	October 15	Oct 31	November	January
Sign up to participate	Deadline to upload project materials	9 finalists announced	9 finalists invited to Prato, Italy for workshop & prototype / video creation	2,500 Euro Grand prize winners announced in 3 categories

ART. 1 – ORGANIZATION

The contest is promoted by the **Camera di Commercio di Prato (Chamber of Commerce of Prato)** with the collaboration of the **Consorzio per la valorizzazione e tutela dei prodotti tessili cardati** (Consortium for the promotion and protection of Cardato textiles) and with the organizational help of the **Museo del Tessuto (Prato Textile Museum)**.

ART. 2 – CONTEST AIM

The aim of this contest is the diffusion and promotion of the use of **Cardato regenerated co2 neutral** (www.cardato.com/contest), the first textile product to be certified “zero-emission”, through the creative efforts of a new generation of designers.

Collaboration with producers who make textiles under the brand **Cardato regenerated co2 neutral** permits participating designers to develop their professional skills through direct contact with companies who can help them fully understand the potential of Cardato products in order to create ecosustainable objects in line with growing market demand.

ART. 3 – HOW TO PARTICIPATE

PLAY ▶ TREND Made in Cardato. Fashion&Design Contest 2nd edition is an international contest aimed at young creatives who are sensitive to environmental issues and sustainable products. In this new edition there is a new section dedicated to image and video.

To participate you must be **aged 18-30** (inclusive, on the date of contest closure). The following categories of contestants are admitted:

- a) Attending the final year of high school and studying fashion, art or design.
- b) Enrolled at a university or community college in fashion, art or design.

c) Young and finished school in the fields mentioned, and currently looking for work or starting a career in these industries.

It is free to participate in the contest.

Only single candidates may participate (not companies or teams).

ART. 4 – PROJECT

Participants must develop the graphic concept for a project in one of the three macro areas of the contest:
1) Fashion Design 2) Interior Design 3) Video.

The section “Fashion Design” requires developing a project for (a) an article of clothing (and its relative accessories if necessary); (b) a complete outfit; or (c) a line of fashion accessories.

The section “Interior Design” requires developing a project for a single design object or piece of furniture, or a line of objects for interiors of any type.

The section “Image and Video” requires planning a promotional video for Cardato Regenerated CO2 neutral, max length 120 seconds.

All projects must make predominant use of the fibres, fabrics, or yarn made with **Cardato regenerated co2 neutral**.

Candidates may apply to both contest areas by filling out separate application forms (see below, APPLICATION).

After application, participations will be given access to a password-protected area of the website on which will be listed the selection of Cardato products (fibres, fabrics, or yarn) available for the hypothetical products. Should you be chosen as a finalist, Cardato producers will give you this product to use in the creation of a prototype (see below).

Video applicants will be provided with a selection of historical and descriptive material to help focus on the historical, traditional, productive, innovative and ecological aspects of this textile product.

ART. 5 – APPLICATION FORM

The dates for the first phase of the contest are **July 2, 2012, to October 15, 2012**. In this date frame candidates must **fill out the online form** available at (www.cardato.com/contest). This form needs to be printed, signed, and saved as a pdf as part of the application materials described below.

Contestants are advised to ‘like’ the facebook fan page “**Made in Cardato Contest**” for updates related to the contest.

ART. 6 – APPLICATION MATERIALS

Candidates who have filled out the form detailed in Art. 5 must upload their application materials by the deadline of October 15 at the site (www.cardato.com/contest).

You will upload a folder containing:

- The application form, signed and filled out in all its parts (**pdf format**)
- Your curriculum vita/ resume in English (**word .doc**)

Plus, for the Fasion and Design areas:

- **A minimum of 3 (three) digital images** of the sketches or rendering of the project formatted as a **.jpg or .tiff at 300 dpi with dimensions 30x20 cm** saved in a separate folder named “sketches”.
- A document describing the project concept, with technical analysis of the materials used, complete description of forms, colours, and any other relevant features or functionality (**word .doc**)

And for the image/ video area:

- Portfolio: link to or upload of 2 videos or parts of videos previously made by the candidate
- Storyboard: a short synopsis of the video you propose (20 lines in a word .doc format)
- **Optional** (for all sections): Any other material you believe is interesting or relevant to the proposed project. In the case of photography, the image size should be the same as that required for the sketches.

The folder containing these project files should be titled with your full name (Lastname_firstname). Once uploaded, the submission may not be modified.

ART. 7 – FIRST SELECTION: FINALISTS

In the month of October 2012 the technical Commission will meet to evaluate the material received and will select the finalists.

Fashion and Design Projects will be selected based on the following criteria:

The degree to which ecosustainability is valorized (considered or communicated) in the project design.

Reinterpretation of traditional applications for Cardato regenerated wool

Presence of further eco-sustainable elements

Innovation

Commercial feasibility

Video projects will be selected based on the following criteria:

The degree to which the ecosustainability of the product is valorized (considered or communicated).

Creativity of the storyboard

Nine finalists will be selected – three in each section – who will continue to the next phase of the contest: the prototype using materials donated by producers of **Cardato regenerated co2 neutral** and the making of videos on site in Italy.

The official results of this selection will be published on the website (www.cardato.com/contest) on or before October 31, 2012.

The commission will also develop a list of those excluded from the second phase, ordered by merit/ points awarded.

ART. 8 – WORKSHOP VISIT AND PROTOTYPE CREATION

Nine finalists will be invited to come to Prato (Tuscany, Italy) during the month of November 2012 for a workshop visit lasting 4/5 days. They will meet Cardato textile producers, participate in meetings and seminars, and choose material for their product in order to be able to proceed to the prototype phase of the project or the creation of videos.

The finalists in the Interior Design section of the contest will furthermore receive support from local specialized producers who will be able to help them create the prototype.

The full cost of travel and lodging of the finalists will be paid by the contest organizers.

Finalists must participate in the workshop in order to be considered as a final prize winner. In the case of a finalist's inability to attend the workshop, the Commission will choose a runner-up from the previously mentioned list.

ART. 9 – SECOND SELECTION: WINNERS

Prototypes and videos generated by the nine finalists must be mailed to the Contest Organizers; it must be **postmarked on or before December 15, 2012.**

Prototypes must be sent by courier at the candidate's expense, with proper protective packaging. Prototypes must be marked with the candidates name and the section of the contest (Fashion Design or Interior Design).

The Jury of **PLAY ▶ TREND Made in Cardato. Fashion&Design Contest** will meet during the month of December 2012 to examine prototypes and determine the contest winners: one winner in Fashion Design, one winner in Interior Design and one winner in.

This jury will be made up of representatives of the organizers, professionals and experts in Fashion and Interior Design, and representatives of sector magazines.

The Jury will evaluate each section of the contest separately, taking into account also the quality of the prototype execution.

ART. 10 – PRIZES

The Jury will assign the following cash prizes:

GRAND PRIZE WINNER IN FASHION DESIGN: EURO 2.500

GRAND PRIZE WINNER IN INTERIOR DESIGN: EURO 2.500

GRAND PRIZE WINNER IN IMAGE / VIDEO: EURO 2.500

The jury reserves the right to attribute special mentions or additional prizes if retained appropriate.

ART. 11 – OWNERSHIP OF GRAPHIC MATERIAL AND PROTOTYPES

The graphic projects and prototypes generated in this contest remain the intellectual property of the contestant. The Organizer however reserves the right, upon explicit request to the contestant, to use the prototypes of clothing or objects for trade shows, exhibits, events or promotions.

The organizer also reserves the right to use the images made by contestants, with credit, for informational or promotional material related to the Cardato product or contest.

ART.12 - RESPONSIBILITY

The Organizer is not responsible for loss of or damage to prototypes or other material relative to the contest, during shipping, selection, transportation or exposition.

ART.13 – TIMELINE SUMMARY

July 2	2012: contest opens
September 30	2012: deadline to sign up as a participant via web form
October 15	2012: deadline to upload folder of project documents

October 31 **2012:** Selection of nine (9) finalists
November **2012:** Finalists' workshop visit to Prato
December 15 **2012:** deadline for finalists to send prototypes
January **2013:** Final winners named

ART.14 – PERSONAL DATA CLAUSE

By completing the application form for this contest, participants imply acceptance of the content of this document (contest rules and regulations). Furthermore, participants accept the treatment of personal data in accordance with the Italian law D.Lgs.196/2003 - "T.U. sulla Privacy".

Organizer of PLAY ▶ TREND Made in Cardato. Fashion&Design CONTEST

For information about the contest and candidature

Fondazione Museo del Tessuto di Prato

Via Santa Chiara 24, 59100 Prato (PO) - Italia

www.musedeltessuto.it

Contact: Dott. Francesco Bolli

E-Mail: f.bolli@musedeltessuto.it

For information about the product Cardato regenerated Co2 neutral :

Camera di Commercio di Prato

Contact: Silvia Gambi

E-Mail: cardato@po.camcom.it