

EVOLVE AWARDS

2010



ENTRY PACK

DESIGNER
RUGS

Established 1986

OVERVIEW/

A DESIGN COMPETITION OPEN TO INTERIOR DESIGN PROFESSIONALS.

Designer Rugs is proud to launch the inaugural EVOLVE AWARDS.

If you are a full time professional architect, interior designer or interior design industry professional in Australia or New Zealand, **EVOLVE** offers you the opportunity to design a rug and have your rug design included in the **ID COLLECTION 2010/2011**, and be in the running for more than \$20,000 in prizes- including a trip to Milan Salone de Mobile 2011!

The six selected rugs, each limited to an edition of 30, will join Designer Rugs' ID COLLECTION.

KEY DATES/

Entries open: 14th January 2010

Entries close: 30th June 2010

Finalists announced: August, 2010

Winners announced: October, 2010 (*Invitation only event, Sydney*)

People's Choice Award: Voting open from August, 2010

Workshops*: March & April 2010. To be held in Sydney, Canberra, Melbourne, Brisbane and Auckland. Dates will be confirmed at www.designerrugs.com.au

**More dates and locations may be announced throughout the competition.*

ENTRY CRITERIA/

EVOLVE is open to professionals engaged in the interiors industry including:

1. **Interior Designers**
 2. **Interior Decorators**
 3. **Architects**
 4. **Interior Design Professionals**
(including: industrial / product / object designers, interior stylists, textile designers and interior colour consultants)
- Submissions are only accepted from individuals.
 - Collectives or design partnerships are not eligible.
 - Prizes are awarded as a whole, and will not be divided into sections.

ENTRY CRITERIA (CONT)/

Entrants must be Australian or New Zealand permanent residents/citizens at the time of entry, and must fit one of the four categories detailed above.

*Please note: Students are NOT eligible unless they can demonstrate they are employed in a **full time** capacity within an interior or architectural practice. Similarly, graphic designers can only apply if they are employed full time in the interiors sector.*

THE BRIEF/

Entrants are invited to submit up to a maximum of three (3) designs intended for a 200 x 300 cm, or 250 cm diameter rug. Six (6) designs will be released as part of the inaugural Designer Rugs ID Collection 2010/11. Each rug will be limited to an edition of 30.

Submitted designs may be accompanied by up to three (3) colour variations. Designs should be suitable for use in residential and commercial interiors, and will be sold alongside other Designer Rugs collections from Akira Isogawa, Eastern Pearson and Catherine Martin to name a few.

WORKSHOPS/

All you need to know about rug designing and specifying!

Hand-made contemporary rug and carpet design entails much more than transposing a two-dimensional graphic onto the designated carpet surface!

As part of the Evolve program Designer Rugs will be holding workshops, to explore the design and construction process of custom rug and carpet construction to help you understand how to best specify rugs and carpets for your projects and much more! The EVOLVE Workshops will be held in most capital cities, aimed to equip design professionals with technical knowledge and provide advanced specification details to facilitate the design process.

The workshops are open to design professionals working in the interiors sector. As numbers are limited to 50 per workshop, unfortunately students are unable to attend unless employed full time in a design practice.

Workshops will be web streamed via the Designer Rugs website for those unable to attend. Refer to the key dates for more information on workshops at www.designerrugs.com.au.

Confirmed workshops

Melbourne, Sydney, Brisbane, Canberra and Auckland

JUDGING CRITERIA/

The judging panel will consider submitted designs (received by the closing date) and rate each on the following:

- Overall concept and originality of design
- Innovation: judges will assess if submitted designs bring a new concept to finished rugs
- Commercial viability of the rug design
- Demonstrated understanding of the handmade rug construction process

JUDGES/

- **Sibella Court** Society Inc. retailer, interior stylist, author and colour consultant
- **Shareen Joel** Interior architect and industrial designer
- **Matthew Sheargold** Interior designer and product designer
- **Stephen Ormandy** Co-Director, Dinosaur Designs and artist
- **Yosi Tal** Managing Director, Designer Rugs

PRIZE POOL /

Five (5) successful designers will receive:

- A gift voucher from Designer Rugs to the value of \$1,000 RRP
- Design Fee of \$500 (inc GST) cash
- Their design featured in the Designer Rugs' ID Collection 2010/2011

One over-all winner will receive:

- Return flights from your nearest capital city to Milan to attend Salone de Mobile 2011 including 3 nights' accommodation (4 star)*
- A 200x300cm rug featuring the winning design to the value of up to \$3,500 RRP
- Design Fee of \$500 cash
- Their design featured in the Designer Rugs' ID Collection 2010/2011

People's Choice Award:

Prizes to the value of \$ 1,000 RRP will be awarded to both the designer of the design nominated as favourite by the People's Choice online ballot and one lucky person who voted for that rug.

Each of the Top 25 Finalists will receive an award.

ENTRY TERMS & CONDITIONS/**Submission and final product information**

1. Up to a maximum of three (3) designs per entrant is accepted. Designs must allow for colour change, with up to three (3) colour variations of each submission accepted.
2. Submitted designs must be either 1:20 or 1:10 in scale
3. Completed rugs will be either 200 x 300 cm, or 250 cm round, with each design limited to an edition of 30.
4. Composition: hand-tufted rugs will be produced from New Zealand Wool with no more than 25% Viscose detailing. Up to six (6) colours, with a maximum of ten (10). Entrants should be aware the more colours selected may impact on the final retail cost.
5. A disk / USB of designs in tiff or jpeg format, accompanied by A4 hard copy of each design, with completed signed entry form must be received by the close of business on June 30th, 2010. Please include a portrait (min 300 DPI) & a brief biography (200 words max)

Entry must be posted to:

Designer Rugs Pty Ltd

DESIGNER RUGS EVOLVE AWARDS 2010.

Po Box 54, Leichhardt NSW 2040

AUSTRALIA .

Contact for more information: Liana Lorenzato evolve@designerrugs.com.au Ph: +61 2 9550 9933

6. By submitting the design to the competition, and signing the entry form, the designer agrees to these terms and conditions.
7. Only one design per entrant will be eligible to become part of the ID COLLECTION.

Declaration

1. All designs must be an original concept and the designer's own work, not that of a third party. If submitted work is the result of a previous commission, the entry must be accompanied by signed release declaring the design free from any other third party claim.
2. The entrant agrees to indemnify Designer Rugs against all claims and costs by third parties arising from a breach of the warranty set out in this condition, and acknowledges their design cannot already be a rug/carpet design with another company in Australia or internationally.
3. Confidentiality clause: entrants agree that submitted designs will not be divulged to any third party (including publications, promotional material, client presentations or similar), and acknowledge that in signing the entry form, they agree submitted designs remain confidential until the awards ceremony on October 21st 2010.
4. The outcome as determined by the judging collective is accepted as final.

Declaration (cont)

5. The promotion/award is open to Australian and New Zealand permanent residents or citizens, and qualifies as per outlined in the "Entry Criteria". Entrants must be over the age of 18 years old. Entry is not open to employees of Designer Rugs Pty Ltd or Designer Rugs (NZ) Ltd.

Copyright & Promotion

1. All entries become property of Designer Rugs and will not be returned to entrants. The entrant grants Designer Rugs use of submitted entries and images for future promotional, marketing and publicity purposes.
2. If a design is entered into the competition and does not form part of the final collection Designer Rugs retain the right to purchase the design - particulars negotiated separately to the competition.
3. Each selected design, which forms part of the ID Collection 2010/2011, is awarded a cash fee of \$500. This passes copyright of the design to Designer Rugs for a period of three (3) years from the date of the award announcement.
4. The six (6) selected designs will be credited to the designer when promoted and at point of sale. e.g.: 'Name of Designer' for Designer Rugs. Designer Rugs retain the right over final naming of selected designs.
5. Entrants will be provided with exact details of the awards evening in a form to be determined by Designer Rugs and will provide such details at the relevant time.
6. Entrants must disclose any issues that may generate negative publicity and impact on the success of this promotion. Designer Rugs may disqualify an entrant for not disclosing this information.
7. It is a condition of accepting the prizes that the winners agree to be interviewed and photographed at any time after the winner is notified by Designer Rugs or their agents for promotional purposes.

Other

1. Designer Rugs has the right to alter the EVOLVE program at anytime. This includes alterations to the prize pool, judging criteria and final design selection.
2. The Major prize winner is responsible for ensuring that they have valid travel documents and insurance. It is a condition of accepting the prize that the winner may be requested to present their credit card upon arrival at the hotel to cover all incidentals they may incur during their stay at the hotel. Incidentals are not included in the prize.
3. The travel component of the Designer Rugs Evolve Award 2010 must be taken to coincide with Milan Salone de Mobile 2011. This includes a return economy airfare to Milan, Italy from the winners' closest capital city. The airline will be determined by Designer Rugs and frequent-flyer points will not form part of the prize. The prize does not include transfers whilst in Milan, meal and beverages, entry ticket to Milan Salone de Mobile 2011 (if any),

Other terms and conditions (Cont)

1. medical expenses, insurance, visas, items of a personal nature, airport or port taxes, government taxes or duties, laundry, telephone calls, additional nights, room upgrades or other ancillary costs associated with redeeming the prize other than those specified.
2. All prizes are non transferable or exchangeable and cannot be taken as cash (other than the design fee).
3. It is the responsibility of entrants to cover any costs associated in travel or other costs in attending the awards event and promotional activities surrounding the award.
4. Designer Rugs is not responsible for any tax implications that may arise from the prize winnings. Independent financial advice should be sought.
5. Except for any liability that cannot be excluded by law, Designer Rugs (including its employees, officers and agents) excludes all liability (including negligence) for any personal injury, or any loss or damage (including loss of opportunity), whether direct, indirect or consequential, arising in any way from the promotion.
6. Incomplete or non-conforming entries will be determined invalid and will not be included in the judging and will be discarded.
7. Entries must be received by close of business on 30th June, 2010 at Designer Rug head office- Po Box 54, 509 Parramatta Rd, Leichhardt NSW 2040, Australia.

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