

RULES FOR THE “6th MAIER S. COOP. INTERNATIONAL DESIGN COMPETITION”

1 - ANNOUNCEMENT

Maier S. Coop. announces the “Sixth *Maier S. Coop International Design Competition*” focusing on Automotive Vehicle Colour and Trim Design.

2 - THEME

Colour & Trim in 2025.

Outline a new Colour & Trim concept for an automotive vehicle for the year 2025, to go on sale in one of the following markets: China, India, NAFTA or Europe.

The idea is to create a narrative based on a need or opportunity in a particular market that leads to a new aesthetic-functional Colour & Trim concept.

Must also include a vision of how to conceive the technologies used for its production.

How do you imagine such a vehicle in 2025?

3 - PARTICIPANTS

Any natural person or legal entity may present their candidacy, as an individual or as a group.

4 - PARTICIPATION CONDITIONS AND PRESENTATION RULES

Please read these instructions carefully before submitting a project.
Incomplete projects may be disqualified.

Projects must be comprised of the following 4 deliverables:

1) Trend Panel

The Trend Panel deliverable shall graphically represent a study of Colour and Trim trends, indicating the direction of vehicle interior and exterior aesthetic finishes.

This deliverable must contain at least 1 image size DIN A3, in a high quality png or jpg format with a resolution of 300px.

2) Material Sample Book

The Material Sample Book deliverable shall indicate how to produce the Colour and Trim trends contained in the trend panel using actual materials.

The Material Sample Book presentation format must include at least 1 horizontal rigid panel sized DIN A3 with the materials proposed by the competitor attached or stuck to it.

3) Vehicle Application

This deliverable must represent the project content applied to a specific vehicle, both interior and exterior.

Any vehicle can be used to apply the Colour and Trim design, whether own design or existing design.

Participants that do not wish to design or use a specific vehicle can use the templates available at www.maierinnovation.com/competition/homepage that contain views that will display applications perfectly.

Only the following applications will be valued:

Front module

Side mounts

Interior handholds

Interior façade

This deliverable must contain at least 1 interior image and 1 exterior image, size DIN A3, in a high quality png or jpg format with a resolution of 300px.

4) Abstract

The Abstract deliverable shall contain the project narrative and whatever explanations are necessary to help understand the *Trend Panel*, *Material Sample Book* and *Vehicle Application* deliverables.

Mention of possible production technologies used to obtain the proposed Colour and Trim finishes shall be valued (only for professional participants).

The *Abstract* must be written in English.

None of the deliverables may contain any element (name, initials, signature, etc.) that identifies its author or authors.

5 - PROJECT DELIVERY

Project delivery instructions are available at www.maierinnovation.com/competition/signin

6 - PROJECT SUBMISSION DEADLINE

The project presentation period ends on Thursday, 12 March 2015.

Projects submitted for competition shall not be returned nor shall any correspondence be entered into or any information be provided about them.

7 - GUARANTEES PROVIDED BY THE PARTICIPANT

The competition participant certifies and guarantees to Maier S. Coop. the following:

That the project is original and has not been presented to any other competition or any other forum, neither verbally nor in writing.

That he/she is the sole and exclusive project author (where the project has been produced by more than one person or by a company, they certify and guarantee that they are the sole and exclusive authors) and that it does not infringe, either directly or indirectly, the rights of third parties.

That on its date of submission to this competition, he/she is the sole and legitimate owner of the industrial and intellectual property rights for the project (in the event that the project has been produced by more than one person or by a company, they certify and guarantee that they are the sole and exclusive owners).

In the event that the participant is a natural person, that the project has not been created within the context of employment or the service of others.

8 - JURY

The Jury is responsible for choosing the winners.

The Jury's evaluation criteria is based on:

Innovation of design proposals.
Quality of deliverables.
Applicability to automotive sector.

The final jury composition shall be notified before the end of the project presentation period.

9 - PRIZES

Three prizes have been established:

Prize for Professional Designers: Award and €8,000
Prize for Students: Award and €4,000
Prize for the best Material Sample Book: Award and €3,000

In the event that the Jury decides that none of the work presented meets the conditions for the award, the prizes may go unawarded.

The prizes are indivisible.

The Jury's decisions are final.

10 - AWARDS CEREMONY

The awards ceremony will be held at the end of June 2015 in Bilbao – Bizkaia (Spain).

11 - PROJECT DISSEMINATION

The competitors grant Maier S. Coop. authority to publish, communicate, present or disseminate either verbally, in writing or graphically, the projects presented to competition, whilst always mentioning the project author.

12 - REQUEST FOR INFORMATION

Further information can be requested at the following email address:

automotive_innovation@grupo.maier.es

13 - PROCESSING OF PERSONAL DATA

The personal data of participants will be processed by Maier S. Coop. in accordance with the terms of Spanish Organic Law 15/1999 of 13 December 13 on the Protection of Personal Data, for the sole purpose of running this competition.

14 - APPLICABLE LAW

This competition is subject to Spanish law.

15 - DISPUTE RESOLUTION

In the event of a disagreement between the participant and Maier S. Coop in relation to the competition or the terms of these Rules, the Courts and Tribunals of Bilbao, Bizkaia (Spain) shall have jurisdiction to decide on any such dispute.

16 - ACCEPTANCE OF THE RULES

Participation in this competition supposes full acceptance of these Rules.

17 - COMMUNICATION

The official source of information is the web page at www.maierinnovation.com/competition/homepage and all communications, modifications and progress regarding the competition shall be published on the aforementioned web page.

The Competition Organising Committee