



CONTEST RULES AND REGULATIONS

SUMMARY

You must be aged 18-30 to participate.

April 30-June 30, 2011	July 15	September	October	December
Sign up to participate	Deadline to upload project materials	6 finalists announced	6 finalists invited to Prato, Italy for workshop & prototype creation	2,500 Euro Grand prize winners announced in 2 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 eco-sustainable objects in line with growing market demand.

ART. 3 – HOW TO PARTICIPATE

PLAY ► TREND Made in Cardato. Fashion&Design Contest is an international contest aimed at young creatives in the fashion and design industries who are sensitive to environmental issues and thus interested in developing new sustainable products.

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 fashion, art or design, 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 two macro areas of the contest based on the use of the objects in question: **1) Fashion Design or 2) Interior Design.**

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.

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 two 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).

ART. 5 – APPLICATION FORM

The dates for the first phase of the contest are **April 30 2011 to June 30 2011**. 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 July 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**)
- **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**)

- Your curriculum vita/ resume (**word .doc**)
- Optional: 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.

You may be asked at a later date to create a 1-minute video in which you present both yourself and the product.

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 September 2011 the technical Commission will meet to evaluate the material received and will select the finalists.

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

Six 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**.

The official results of this selection will be published on the website (www.cardato.com/contest) on or before September 15 2011.

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

Six finalists will be invited to come to Prato (Tuscany, Italy) during the month of October 2011 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.

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 generated by the six finalists must be mailed to the Contest Organizers; it must be **postmarked on or before November 30, 2011**.

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 2011 to examine prototypes and determine the contest winners: one winner in Fashion Design and one winner in Interior Design.

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

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

30 April 2011:	contest opens
30 June 2011:	deadline to sign up as a participant via web form
15 July 2011:	deadline to upload folder of project documents
September 2011:	selection of six (6) finalists
October 2011:	finalists' workshop visit to Prato
30 November 2011:	deadline for finalists to send prototypes
December 2011:	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

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