



INTERNATIONAL COMPETITION FOR ILLUSTRATORS AND DESIGNERS

NESCAFÉ AZERA DESIGN EDITION 2018: TASTE OF THE CITY



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COMPETITION RULES

SUBJECT OF THE COMPETITION

Nestlé Česko s.r.o. (hereinafter referred to as “Nestlé” or the “Promoter”) announces a competition for graphic designers and illustrators. The subject is to design a pattern for a tin for NESCAFÉ AZERA Americano 100g and NESCAFÉ AZERA Espresso 100g (hereinafter referred to as “Americano” and “Espresso” or collectively referred to as “NESCAFÉ AZERA” or “Products”).

The Promoter assumes that at least 6 (six) designs will be implemented in the NESCAFÉ AZERA Limited Edition and will be on sale until the stocks run out on the territory of the EMENA states.¹

The organiser of the competition is CZECHDESIGN.CZ, z. s. (hereinafter referred to as “CZECHDESIGN” or the “Organiser”), i.e. an organization that promotes design into practice.

TERMS AND CONDITIONS OF THE COMPETITION

Any graphic designer, illustrator, painter, student of a university or a college with specialization of design or applied arts who is over 18 old, with permanent residence in the Czech Republic, Slovakia, Denmark, Norway, Sweden and Finland (hereinafter collectively referred to as “Countries” or individually as “Country”), or a design studio operating in these Countries, can participate with a maximum of 2 competition designs.

The jury will select:

18 finalists (the Top 3 for each Country)

from which the jury will select 1 total winner of the whole competition (grand designer)

The public in each Country will vote for:

the order (1st, 2nd and 3rd place) of the Top 3 from each Country

There will be 18 (eighteen) finalists, which means 3 (three) for each country. In addition one of the 18 (eighteen) designers will become the total winner of the whole competition. All 18 (eighteen) finalists will be selected by the jury. The final order of the 3 (three) finalists in each country (1st, 2nd and 3rd place) will be done by local jury including the public voting in each Country.

1. EMENA states: Abu Dhabi, Algeria, Austria, Bahrein, Belgium, Bosnia and Herzegovina, Bulgaria, Cyprus North, Croatia, Czech Republic, Denmark, Dubai, Estonia, Egypt, Finland, France, Germany, Greece, Hungary, Iran, Irak, Ireland, Israel, Italy, Jordan, Kuwait, Latvia, Lebanon, Lybia, Lithuania, Luxembourg, Macedonia, Malta, Morocco, Norway, Netherlands, Oman, Palestine, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Syria, Serbia, Slovakia, Spain, Sudan, Sweden, Switzerland, Turkey, Tunisia, United Kingdom, Ukraine, Yemen; referred to hereafter as “EMENA”.

THEME OF THE COMPETITION

The theme of the competition is **Taste of the City**. Every city has its own story, its specific atmosphere, its own flavour. The same as your favourite coffee. Connect the city and coffee and express your own experience with it, may it be visual storytelling or abstract art. There are no restrictions to your fantasy!

The jury will evaluate especially the unique and unmistakable artistic or graphic author's expression, corresponding with the NESCAFÉ AZERA brand and the continuity of the competition theme.

Designs will not be thematically related to the type of coffee Products (Americano or Espresso); however, they can work with motifs of coffee however the author considers it appropriate.

FOCUS AND COURSE OF THE COMPETITION

The competition is announced as an international and open competition.

From the designs submitted to the competition, the jury will select three (3) designs from each Country that meets the evaluation criteria best. Authors of these designs will receive financial rewards. The 1st 2nd and 3rd places will be decided by the local jury. The local jury will consist of 1 Nestlé representative, 1 representative of a retailer chain, and 1 public voting which will take place via local Nescafé Facebook pages. In case of not having a retailer representative in all Countries, Nestlé will take responsibility for such vote. In addition one of the local winners will also become the total winner (Grand Designer) of the whole competition with extra financial reward. The Promoter assumes that at least 6 (six) of the designs will be implemented.

The designs can be implemented on the Americano tin or on the Espresso tin, and the decision for which product (Espresso or Americano) the particular design will be used is fully up to the Promoter.

The Promoter reserves the right to implement even other than the winning design or implement more designs if the jury highly appreciates some other designs as well or if the Promoter is interested also in some of the other competition designs. Each implemented design will receive the royalty, as specified lower. The right to reward the author of the winning design, which would not be implemented for whatever reason, will not be affected.

Immediately after the announcement of the results, there will be a collaboration session with the authors, whose designs were selected by the Promoter for the implementation ("Implemented designs") and with the specialists from Nestlé. The session will be held in the residential country of the author and it will result in the adjustment of the designed packaging to all the mandatory elements which the packaging must meet (in particular the information given on the back side of the packaging to meet the requirements of the relevant statute). Putting the design into production is expected in 2018.

When the NESCAFÉ AZERA Design Edition tins are launched, a media campaign will take place, including the promotion of the authors of the designs.

TERMS

The deadline for submitting competition designs is set from the date of the announcement of the competition, i.e. from the 26th of March 2018,

until 17:00 CET on 15th of May 2018

using an electronic form on <http://www.czechdesign.cz/souteze/nescafe-azera-2018>

The date of submitting the design is considered the date of the successful uploading to the electronic form. The competitors will be informed about the successful delivery of the electronic document by email.

The maximum file size is 30MB.

The results of the competition will be announced to the public on the Organiser's website www.czechdesign.cz.

The authors of the winning designs (18 finalists from which there will be 1 total winner) and the authors of the Implemented designs will be informed about the results immediately by phone/email.

The authors of the Implemented designs are obliged to appear for the signing of the licence agreement no later than the **11th of June 2018**. The signing session will be held in the residential country of the author, the Promoter assumes it will be the local Nestlé office in the relevant state. The royalty will be paid to the authors in accordance with the applicable licence agreement. The royalty will be subject to taxation according to the Czech tax legislation and may be modified by a particular Double Taxation Treaty. After signing the licence agreement, in cooperation with the authors the designs will be adjusted to the final packaging format suitable for print.

This adjustment can take place from 5th of June 2018 to 18th of June 2018.

If the author is not available at that time, the Promoter reserves the right to modify the designs.

The promoter expects the designs to be put into production in 2018.

AWARDS

Total winner - Grand designer

EUR 2,000

Finalists in each Country

1st place EUR 1,000

2nd place EUR 800

3rd place EUR 500

Royalty for implemented design

EUR 1,000

Each winner will receive the financial reward in accordance to his/her winner rank. Also the author of each Implemented design will receive the royalty of EUR 1,000.00, which will be paid to him/her under the conditions stipulated in the licence agreement. The total winner will receive an extra price of 3,000 EUR. The awards and the royalty will be subject to taxation according to the Czech tax legislation and may be modified by a particular Double Taxation Treaty.

The media promotion is considered to be part of the rewards for the authors of the winning and Implemented designs. The designer's name and surname along with the inspiration source (a short description of the main idea of the design) will be placed on a NESCAFÉ AZERA Coffee Design Edition tin, on social networks, it will be announced in press release and further marketing communication.

Extra work hours, when finalizing the Implemented design and putting it into production in cooperation with Nestlé, will be paid to the author at a rate of 100.00 EUR per hour. The maximum number of extra hours will not exceed 10 hours.

JURY

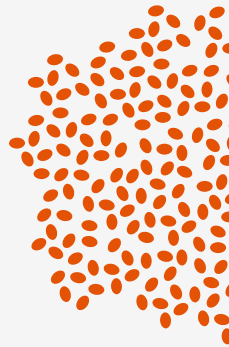
Nestlé representative

Nestlé representative

CZECHDESIGN representative - Jana Vinšová, the director of Czechdesign

Professional member of the jury - Pavel Fuksa, graphic designer and art director

Professional member of the jury - Ieva Ozola, illustrator



The jury’s evaluation criteria:

- Unique and imaginative artistic/graphic expression, vivid colour, positive tone and connection to the theme of the competition Taste of the City, harmony with the image of NESCAFÉ AZERA coffee
- Preservation of invariable elements on a tin (lid, brand, information for consumers, etc.) and the use of such visual elements that will not reduce their visibility/readability.
- Harmony with the tone of the NESCAFÉ AZERA brand, shelf visibility
- Adjustment of the packaging design for the intended target group
- Feasibility and manufacturability

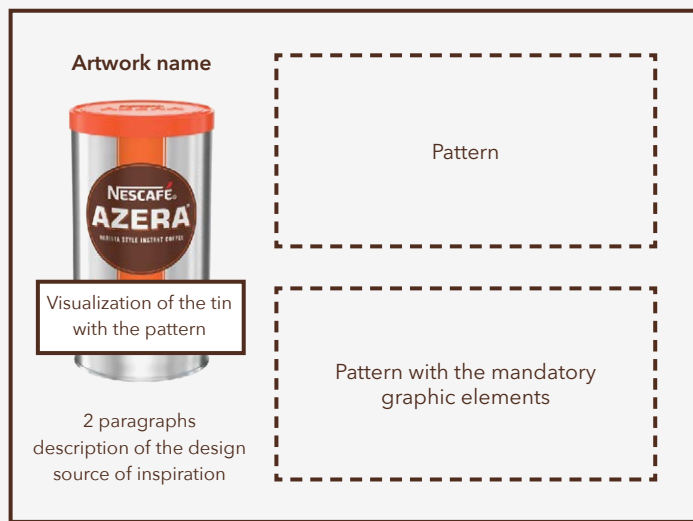
TARGET GROUP FOR WHICH THE DESIGN IS INTENDED

The target group of the NESCAFÉ AZERA Design Edition, for which the designs are intended, are primarily young people (both men and women) aged 25 - 35, with middle and higher income living predominantly in cities: they are courageous, creative, ambitious and live in a modern way. The design should mainly attract this group of population.

REQUIREMENTS FOR THE DESIGN

Contestant submits:

1) **Such a competition sheet** - electronically in PDF format, resolutions 300dpi, size A3, colour profile CMYK.



The competitor in their design elaborates a separate pattern (without any mandatory elements) and its application with all mandatory elements (see Appendix 1) - these elements cannot be changed within the design. Furthermore, a short description (2 paragraphs, sources of inspiration, the background story) and the competition artwork name are also part of the competition sheet. Mandatory elements are described at the end of the rules.

This sheet side does not contain any identification details of the competitor!

2) **The following contact details of the competitor are listed on the other side of the competition sheet:**

- Author’s name
- Contact: email and telephone number
- Short CV (e.g. year of birth, education, previous work experience)
- Bank account number
- Resident Country / citizenship

Only the design that is technically and technologically viable and suitable for series production can be implemented. Mandatory information and elements on tins will be finalised in collaboration with Nestlé specialists.

Packaging Specifications:

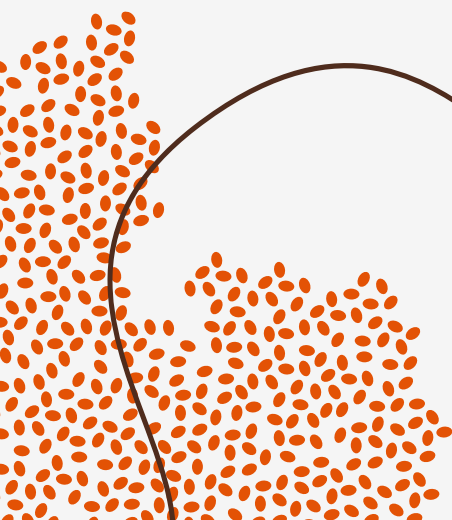
- **The packaging is made of the material:** silver plate
- **Packaging dimensions:** 229.5mm x 133.75mm
- **Tin capacity:** 100g
- **Use of colours:** max. 6 print colours + white – colours can be printed in two ways:
 1. Printing of the colour directly on a tin. The result is that the silver plate from which the tin is made shines through and therefor a metallic effect is created.
 2. Using the underlying white colour over which other colours are printed. This results in a matt finish.
- The lid remains unchanged, as well as other graphic elements of the packaging already present (name, type, composition,...) The colours of the invariable graphic elements are pantone 166; pantone 4625

METHOD OF SUBMITTING OF THE ARTWORK

Upload the competition sheet in PDF format and your contact details using the form on the competition website at www.czechdesign.cz/competitions/nescafe-azera-2018

The time of the successful upload of the design to the electronic form is considered to be the time of submitting the design. The competitor is responsible for the design to be submitted in time. The competitor will be informed by email about the successful submitting of the electronic document. The competitor agrees to communicate by email and phone.

If more than one design is submitted (maximum 2) we request an adequate number of the PDF files (1 design = one uploaded PDF file), each design will be evaluated separately.





LEGAL ARRANGEMENTS, PARTICULARLY COPYRIGHT RELATED

By submitting the competition design the competitor confirms that he has become familiar with the competition rules, agrees with them and undertakes to respect them. The competitor is entitled to submit only the competition design which is the result of his own creative activity or creative activity of a team of authors. The competitor guarantees that by making their design he/she has not interfered with any rights of third parties, in particular with copyright and rights related to copyright within the meaning of the Act No. 121/2000 Coll., on Copyright and Rights Related to Copyright and on Amendment to Certain Acts (the Copyright Act), Czech Republic law, as later amended.

By submitting the competition design, the competitor declares that he/she is entitled to execute all rights related to the making and use of the design. The exception is the use of font by other author in the author's design, which is allowed if the author of the font and information about the licence terms of its possible use are provided.

In the case that the statement is false, the competitor is responsible for any harm that would be caused to the Promoter and/or Organiser.

The Promoter and/or Organiser undertakes not to abuse any of the designs or parts thereof. The competitor understands that the submitted competition design and the name of the author may be published by the Promoter and/or Organiser and further used for exhibition, reporting, archive, promotional and marketing purposes by appropriate means of use, including communication via the Internet and social media (in this case without territorial limitation). This authorization is granted as entitling, free of charge in the territory of the EMENA states (as defined above), without any time, technological or quantitative restrictions unless otherwise agreed between the competitor and the Promoter. The artwork may be further provided by the Promoter and/or organizer and used for the same purposes by a third parties.

It is explicitly stated that if the design of the team of authors (studio) wins, or if it is implemented, a representative of the team will be awarded (a licence agreement with a team representative will be concluded) and his/her name will be announced to the Organiser in advance.

The competitor agrees to communicate via email and telephone.

The competitor agrees with the publication and processing of his/her personal data, under the conditions corresponding with the provisions of the relevant effective legal regulations (in particular Act No. 101/2000 Coll., on Personal Data Protection, as amended, and as from the date of its effectiveness Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

Personal data are processed mainly for the registration of the competitors (further also referred to as the "Participant of the competition") for the period from providing them within the competition to the announcement of the results of the competition (or until any written withdrawal of consent), but no longer than two years after they were provided. After this time, the administrator (the Promoter in this case), or the processor (the Organiser in this case), is obliged to dispose all personal data provided in accordance with the effective legal regulations without delay. Personal data are obtained from the Participant of the competition by using electronic communication through which the subject of data provides them to the Organiser of the competition. Personal data of the Participant of the competition will be processed according to the above mentioned range in the electronic database of the administrator, or the processor, with whom the administrator will conclude the relevant agreement. All data are stored in digital form.

If the Participant of the competition requests information on processing of his/her personal data, the administrator, or the processor, is obliged to pass on this information without undue delay. Any Participant of the competition who finds or believes that the administrator or processor processes his/her personal data contrary to the protection of the participant's private and personal life or contrary to law, especially if the personal data are inaccurate considering the purpose of their processing, the Participant of the competition may ask the administrator or the processor for an explanation or demand that the administrator/the processor to rectify this situation (blocking, correcting, supplementing or removing personal data). The Participant of the competition is also entitled to address legitimate requests to the administrator or the processor and, if the administrator fails to do so, to the Office for Personal Data Protection.

By participating in the competition, the competitor agrees with the adjustment of the implemented design for purposes of its production and sale. This modification will take place in cooperation between the author of the design and the Promoter as specified above in Terms.

Authors of the Implemented designs will receive the royalty after signing the licence agreement (the licence agreement will be published on the Organiser's website). The royalty will be subject to taxation according to the Czech tax legislation and may be modified by a particular Double Taxation Treaty. Authors of the winning designs will receive the appropriate rewards via bank transfer within 90 days of the date on which their names were publicized on the Organiser's website.

The documents provided to the Organiser within the competition will not be returned to the competitor.

These Competition Rules shall be governed by and interpreted in accordance with the laws of the Czech Republic and the courts of the Czech Republic shall have exclusive jurisdiction.

The Promoter and/or Organiser does not take the responsibility in the case that the selected finalists/authors and/or winners of the competition cannot be contacted within two days from jury via their email address and/or their mobile number indicated on the application form for the competition for reasons on the part of that person, mainly because the details (email address and/or mobile number) are incorrect or not working. Neither the Organiser nor the Promoter is responsible for any technical problems caused during the data transmission by electronic devices. **If the Organiser and/or Promoter is not able to contact the finalist within two days, the reward is forfeit.**

Participation in the competition is free of charge. The winner/author/finalist is responsible for his/her tax obligations if such obligations occur in connection with the obtained reward.

The Promoter reserves the right not to implement the designs. The decision of the Promoter is final and it is not allowed to appeal against the Promoters decision.

The competition rules will be available throughout the duration of the competition in the relevant language versions on the Organiser's website www.czechdesign.cz

The Organiser is entitled to cancel the competition entirely at any time (upon prior agreement with the Promoter). In that case the Competitors will be informed immediately. The Organizer and/or Promoter reserve the rights to modify the present terms and conditions without previous notice.

Persons not fulfilling the conditions for their participation in the competition and/or persons whose competition designs are incompatible with the law and/or persons acting against the rules of the competition and/or persons whose design or action is in conflict with the principles of the acquirer, damages the renown and reputation of the acquirer, will not be included in the competition. The principles of the acquirer are available at the following address: https://www.nestle.com/asset-library/documents/library/documents/corporate_governance/corporate-business-principles-en.pdf

If it proves that despite the above mentioned such person has become the winner/finalist or the design of the person has been implemented, e.g. due to duplicate registration, he/she is not entitled to the reward and to the Implementation of the design. The Organiser (after prior agreement with the Promoter) reserves the right to expel the Participant of the competition without giving any reason if there are any signs of unfair or fraudulent acting or if the contestant's acting is contrary to the principles of the acquirer.



PROMOTER OF THE COMPETITION

Nestlé Česko s.r.o. belonging to the Nestlé group, the producer of the world's best-selling instant coffee - Nescafé.

Nestlé Česko s.r.o.,

Mezi Vodami 2035/31, 143 20

Praha 4 - Modřany,

IČ: 457 99 504, registered in the Commercial Register maintained by the Municipal Court in Prague,

In Section C, Insert no. 10481.

www.nestle.cz

www.nescafé.cz

ORGANISER AND GARANT OF THE COMPETITION

CZECHDESIGN is the leading representative in the organization of design competitions in the Czech Republic; it promotes design into practice and helps companies to enter the design field. Since 2003, it supports the promotion and development of design in Czech Republic and administrates the most read web design portal.

CZECHDESIGN.CZ, z. s.,

Vojtěšská 3,

110 00 Praha 1

www.czechdesign.cz

You can find all information about the competition at: www.czechdesign.cz/souteze.

Please do not hesitate to contact us for any further queries.

Contact person for the course of the competition:

MgA. Michaela Holubec Birtusová

CZECHDESIGN.CZ

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MEDIA PARTNERS

SKETCHER

grafica



Grafia
1933-2018