

OFFICIAL CONTEST REGULATION LAMITEX DESIGN CHALLENGE

Art. 1

CONTEST'S PROMOTER AND ORGANIZER

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Lamitex S.p.A., industrial company in the field of decorative laminates for furnishing and interior design with a strong focus on environmental sustainability, with premises in Via Zona Industriale Nord, 33097 Spilimbergo (PN) - Italy, VAT no. 02202170300, promotes and organizes a design contest named "Lamitex Design Challenge", which will be further mentioned as "Contest".

Art. 2

CONTEST SUBJECT

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The present competition aims to attract and engage art directors, architects and designers from all over the world through a captivating challenge: they should submit an idea to showcase the Lamitex product through new display solutions that best express the typical and unique features of our laminates. What we expect from the DESIGN CHALLENGE is a strong focus on new design stimuli and interpretative ideas from those who will join the contest.

Art. 3

CONTEST SCOPE

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The purpose of the "Lamitex Design Challenge" is to encourage designers to explore new and different conceptual approaches; starting from the properties of the material and understanding the values inside Lamitex's corporate philosophy, participants will be required to develop a design idea that best represents the combination of environmental sustainability and the beauty of the decorative surfaces, by offering new aesthetic contents able to instantly transmit the intrinsic values of Lamitex' laminates.

The final goal will be the presentation of an idea, to be collocated in an exhibition space, which is able to represent these three fundamental themes: environmental concern, innovation and new aesthetic researches.

From a practical point of view, it will be essential to take into account the multiple formats of the Lamitex product, which is available in sheets, rolls or coated panels. Participants are required to think of an exhibition model that can be physically built within a cubic volume of 3 meters side.

This contest does not constitute in any case a prize contest as those ruled by the D.P.R. 430/2001.

Art. 4

LOCATION

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The contest will take place in Italy but there will be no geographical limits or restrictions as regards participants, as citizens of the whole world will be admitted to the competition.

Art. 5

WHO IS ELIGIBLE

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The participation to the contest is completely free of charge and it is open to architects, planners and designers and, in general, to all those who feel able to create and submit a project consistent with the brief. Each participant can submit only one project. The participation to the contest will be considered confirmed only upon receipt of the confirmation from the organizing company who will provide a unique identification number via email, after having verified the completeness of the personal information received as per the instructions at point 7).

Art. 6

CONTEST DEADLINES

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The contest will start on 15th November 2020 at 0:01 a.m. Rome (IT) local time and will end on 31st January 2021 at 11.59 p.m. Rome (IT) local time. Participants' registration for the contest will start on 15th November 2020 at 0:01 a.m. Rome (IT) local time and will close on 28th January 2020 at 11:59 p.m. Rome (IT) local time. In order to let them better understand the characteristics of the product, all participants who will register by 10th January 2021 at 11.59 p.m. Rome (IT) local time will receive a free Sample Kit, consisting in a set of Lamitex product sheets, that will be sent to the address they had provided by e-mail.

All participants who will register from 11th January to 28th January 2021 will not receive the Sample Kit, but will still be admitted to the contest.

The winning project will be communicated by the date of 15th February 2021.

Art. 7

REGISTRATION PROCESS

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Starting from 15th November 2020 at 0:01 a.m. Rome (IT) local time until 28th January 2021 at 11.59 p.m. Rome (IT) local time included, all those who would like to participate to the contest must send an e-mail to the address contest@lamitex.it with the following mandatory information:

Subject: Lamitex Design Challenge

Text: Name/Surname/Address/email/phone number/alternative address for samples' sending if existing (and if it is different from the official address) quoting the following authorization "According to GDPR 2016/679 rules I herewith authorize Lamitex S.p.A. to process my personal data for the aims connected to the present contest and to use my e-mail address for informing me about news or future events".

Attachments: scan of a valid identity document

Upon receipt of the below mentioned e-mail, Lamitex will reply and send a **unique identification code**, that must be subsequently used by participants to rename the final assignment. The receipt of this code confirms that the participation at the contest has been accepted and approved.

All participants **who will have registered within the 10th January 2021** will receive a free sample kit of decorative laminates at the postal address they wrote in the e-mail, as stated in art. 6)

Art. 8

HOW TO PARTECIPATE

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Participants must submit their projects within 31 January 2021 at 11.59 p.m. Rome (IT) local time and strictly follow the instructions here below:

E-mail to which they should address the project: contest@lamitex.it

Subject of the e-mail: Lamitex Design Challenge_ identification number of the participant

Attachments: a PDF file consisting in a maximum of 10 pages in A3 horizontal format; the file must be named exclusively with the participants' own identification number

Very important notes:

- it is strictly forbidden to write any other text or possible word or sign, that could lead to the identification of the participant's identity, neither in the e-mail's subject nor in its content;
- by sending a project, participant declare to possess all related rights and that there is no violation of the copyrights' rules.

Art. 9

MATERIAL SUBMISSION DEADLINE

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The assignments must be submitted within 31 January 2021 at 11.59 p.m. Rome (IT) local time.

Art. 10

PRIZES

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The most deserving project will give its author the opportunity to have his or her concept realized and exposed at Lamitex exhibiting space during the Milano Design Week 2021 at Isola Design District space. In addition, on the same occasion a dedicated exclusive space will be provided (5 sqms) organized by the promoting company, where the winner will have the possibility to create a personal own exhibition.

Art. 11

JURY COMPOSITION AND EVALUTATION CRITERIA

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The evaluation commission will be composed by internal and external jurors:

- Massimo Manzato, Head of Marketing and Communication Lamitex S.p.A.
- Francesca Valan, Colour Designer, International Academic Professor
- Valerio Cometti, Senior Engineer and Founder of V12 Design

The jury will evaluate the assignments received in accordance with the contest regulation. Evaluation criteria will be based on:

1. **uniqueness and originality of the project**
2. **clarity of presentation and immediacy of understanding**
3. **feasibility**
4. **adherence to the product's own concepts of technological innovation**
5. **adherence to Lamitex' own characteristic concepts of beauty, aesthetical-tactile-visual results**
6. **adherence to the "green" values of the product and eco-sustainability**

The decree of the winner will be at the sole discretion of the jury mentioned above.

Art. 12

RESULTS ANNOUNCEMENT

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The winner will be contacted by e-mail on 18 February 2021. If the jury decides that none of the entries effectively reaches the goals of the contest, participants agree that Lamitex has the right not to decree any winner.

Art. 13

RIGHTS TO USE AND INTELLECTUAL PROPERTY OF THE SUBMITTED PROJECTS

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The rights to use the winning project will be the exclusive property of Lamitex S.p.A.

Non-winning projects will instead remain the exclusive property of their authors. Lamitex S.p.A. reserves the exclusive and priority right to purchase the rights to use the aforementioned projects for a period 2 years starting from the end of the competition. During this period of time, participants will not disclose the above-mentioned rights to other companies without previous authorization of Lamitex S.p.A.

Art. 14

CONTEST REGULATION ACCEPTANCE AND DATA PROCESSING

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By applying to this competition, participants declare to fully accept the rules contained in the present regulation. According to GDPR 2016/679, all participants authorize the organizer to process their personal data for the purposes connected to this contest and tacitly accept the rules of this regulation. Responsible for data processing will be Lamitex S.p.A.

Spilimbergo (PN), Italy
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