



Co-funded by the  
Creative Europe Programme  
of the European Union



MoMoWo International Design Competition – IDC 2015

Deadline: 14th March 2015 at midnight (Brussels time zone)

## COMPETITION REGULATION

WELCOME TO THE INTERNATIONAL DESIGN COMPETITION FOR MOMOWO VISUAL IDENTITY INCLUDING THE LOGO AND ONE PROMOTIONAL OBJECT.

This Competition is the starting activity of the European Project *Women's creativity since the Modern Movement – MoMoWo*, which is a non-profit cultural large scale cooperation project co-funded by the European Programme Creative Europe.

The project and its activities are fully described on the provisional MoMoWo website: [www.momowo.eu](http://www.momowo.eu)

## AIM OF THE COMPETITION

*Women's creativity since the Modern Movement International Design Competition* is a blind competition aimed to promote the MoMoWo mission through the design of its visual identity including the logo and one promotional object.

This competition provides young designers with the opportunity to actively participate in MoMoWo European Project and to gain international experience, by creating the MoMoWo label.

Competition entry is free of charge, anonymous, and respects the standards of international ideas competitions. By participating in the competition, you agree to the following official rules which create a contract between you and the Competition Organizer.

**Please read the rules carefully before entering.**

## ELIGIBILITY

1. Participation is open to design students and young designers under the age of 35.
2. Collective authorship projects are admitted, provided that all authors meet the conditions referred to in paragraph above.
3. Each participating individual or group is allowed to submit one entry only (which should include the logo and one promotional object).

## DEADLINES

14th March 2015, midnight (Brussels time zone): **submission**.

13th April 2015: **publication of results** on the provisional MoMoWo website.

The winners will be informed by the IDC MoMoWo Organizer, via e-mail.

The Winners will be publicly announced at the the Festival dell'Architettura in Turin (date to be announced on provisional MoMoWo website: [www.momowo.eu](http://www.momowo.eu)).

## AWARDS

The first place will be awarded 1000 €.

The second and the third place will receive honourable mentions.

All participants will receive a Certificate of Participation.

Please note that:

1. The awards of this Competition cannot be converted into other prizes. The impossibility to collect the awards, for any reason, does not confer any right to compensation;
2. The right to the prize shall terminate automatically and definitively, and without the need for any particular formalism, in case of any of the following situations:
  - a) irregularity in the award-winning participant or his team application;
  - b) evidence of plagiarism or if the submitted project has been created by someone other than the people registered as members of the winning team.

## OBJECTIVES

1. The competition aims to create the Visual identity to promote MoMoWo project mission.
2. This visual identity will be used in various media and in different formats, e. g. mobile app, Facebook page, Twitter, posters, badges, flyers, brochures, monographs, exhibition banners, signage.
3. The submitted proposal must be unpublished and original.

## SUBMISSION REQUIREMENTS

1. Abstract in English (300 words).
2. Project description in English (1000 words), defining the Mood, Concept Board and Brand Guidelines of the submitted proposal.
3. Graphic presentation:
  - a) 2 sheets ISO A3 for the logo (the first illustrating the concept, the second explaining the technical feasibility);
  - b) 2 sheets ISO A3 for the promotional object (the first illustrating the concept, the second explaining the technical feasibility and the production process).

The referring metric scale must be included in all the sheets.

The 4 sheets can be submitted in the following digital formats only: JPG, TIF, PNG and must be of ready-for-print quality (300 dpi).

The logo must also be submitted in a vector file format and the font used must be clearly specified.

To insure the security of their digital transfer, all participants must upload their proposals to the official IDC e-mail address [momowo.intcompetition@gmail.com](mailto:momowo.intcompetition@gmail.com) via WeTransfer or a similar service.

**Each project should take in consideration that the promotional object will be manufactured.**

## EVALUATION CRITERIA

1. Suitability to theme
2. Innovation of design principles
3. Creativity of concept
4. Adaptation to different formats
5. Sustainability of the product

## JURY

1. The members of the Jury as follow:

### *PRESIDENT and VICE-PRESIDENT*

Emilia Garda, Politecnico di Torino, IT, Project Leader

Maria Helena Souto, IADE – U, PT

### *MEMBERS*

Sandra Antunes, IADE – U, PT

Hande Ayanoglu, Industrial designer, TK

Caterina Franchini, Politecnico di Torino, IT

Mateo Kries, Vitra Design Museum, DE

Marika Mangosio, Politecnico di Torino, IT

Gregory Votolato, Victoria & Albert Museum, UK

2. International Design Competition for *Women's creativity since the Modern Movement* – MoMoWo visual identity, including the logo and one promotional object - hereinafter referred to as IDC MoMoWo - is overseen by this Regulation, being the Jury sovereign in its interpretation and application.
3. The Jury will select, by majority of vote, the best project proposal.
4. The results are indisputable and final.
5. The evaluation criteria and the motivation of decisions, including the first prize (1000€), the honourable mentions, and the Certificates of Participation given to all participants, are under the sole responsibility of the Jury.
6. The Jury reserves itself the right not to award any prize, in case of lack of projects meeting the minimum requirements of distinction, defined by the Jury.

## INTELLECTUAL PROPERTY RIGHTS

1. The participants agree the exhibition and/or publication of the projects submitted, either in part or in their entirety.
2. The participants agree award MoMoWo the rights to use the submitted projects and all its parts for any promotion or for any non-commercial purposes.
3. By submitting a project, the competition winner gives in the exclusive, unlimited, royalty-free, rights of the project, grants to MoMoWo the right to publish it in all media now known or hereafter discovered, and to publicly display all works for an unlimited period, worldwide.
4. The IDC MoMoWo Organizer has the right to apply minor changes or amendments without damaging the integrity of the project, e.g. reframe, translate, change colours, cut the background or parts of it.
5. The participant renounces to any rights he may claim, namely to the use of his/her project to publish or issue press releases or making public any information relating to the works, without the prior written consent from IDC MoMoWo Organizer, and without the consultation of the same, regarding the content of such notices or announcements. Except the presentation of his/her project in his/her professional portfolio, and legal obligations or to respond to orders issued by a judicial or administrative authority.
6. Upon Organizer's request, participants are expected to provide any necessary material required for proper presentation and execution of their proposal.
7. The participant warrants that the copyright or any other rights do not offend the rights of others and, consequently, he takes responsibility for any damages that may be required by IDC MoMoWo Organizer for infringement of third party rights.
8. By receiving the Prize, the Winner renounces to all further rights.
9. All the projects submitted under this Competition are considered to be work made upon demand, under the, and for the purposes of the Portuguese Copyright Code and its Related Rights.
10. MoMoWo is free to use all of the works submitted, namely the different projects for the promotional object.

## PRIVACY POLICY

This privacy policy applies to everyone who wishes to take part in the competition. This privacy policy explains how we use personal data that has been submitted to the Organizer, such as names or e-mail addresses (Personal Data) and how we protect your privacy (Privacy Policy). It is our responsibility to ensure that we handle your Personal Data with due care.

We will neither sell nor trade your Personal Data nor will we infringe your personal rights in any way. If you register to the competition, you disclose your Personal Data. This Personal Data will only be collected, processed and used for the purpose of organizing the Competition or informing you about the project Women's creativity since the Modern Movement – MoMoWo by the Organizer in the respect of Privacy Policy.

The Organizer will not use the contact details for other private or commercial purposes, e.g. for promotional purposes especially, but not limited to, unrequested and uninvited advertising by e-mail, or to be contacted by mail. We may collect process and use the following Personal Data: e-mail address and contact data.

As a condition of entering the Competition, each participant gives consent for the Organizer to obtain and deliver his or her name, address and other information to third parties for the purpose of administering and organizing the Competition and to comply with applicable laws, regulations and rules.

## REGULATION, CHANGES TO DATES AND DEADLINES

This Regulation is the only agreement between the participant and the IDC MoMoWo Organizer, and that is why the presentation of any project proposal, within its scope, expresses acceptance by the Participant of the terms and conditions stipulated herein.

The Deadlines and dates set out in this Regulation may be amended by decision of the IDC MoMoWo Organizer. Any change will be notified via the provisional MoMoWo website: [www.momowo.eu](http://www.momowo.eu)