

Verallia Design Awards 2018

COMPETITION RULES

Verallia is the world's third largest manufacturer of glass containers for beverages and food products. Verallia designs and manufactures glass packaging that respects the environment to an ever-greater extent, is infinitely recyclable, and enhances its contents, preserving food quality and consumer well-being.

In Ukraine, Verallia is the benchmark actor in spirits and food jar markets. With one industrial site and one design center in Zorya, Verallia also offers made-to-measure design and glass-decoration services together with Verallia Polska.

Between creativity and authenticity, glass brings the beautiful and the everyday together. Over thousands of years, it has forged a unique emotional link with consumers, a link that is being renewed today in the chain of recycling and its environmental advantages.

Philosophy and theme of the contest

Each candidate will come up with a glass bottle or jar, making full use of the design possibilities offered by glass as a material.

Theme of the 2017/2018 edition

CREATE THE DIFFERENCE

Verallia Ukraine launches its design contest and invites young Ukrainian students to imagine the glass bottle they would love to buy. All markets (spirits, wines, sparkling wines and non-alcoholic beverages) can be targeted. The jury made of experts will pay great attention to aesthetics, innovation and industrial feasibility of the projects.

Contest presentation

The contest is open to students studied on design and marketing departments or establishments offering a packaging option for the 2017/2018 academic year, and also to students who recently (1, 2 or 3 years ago) graduated from mentioned departments. Participation of students from other departments is not forbidden, but Verallia will not provide any classes or trainings on theoretical background of design.

Entrants can register online on the contest's website. The closing date for entries 15th of February 2018

The main competition includes two categories:

- Food
- Alcoholic beverages

- Special Prize

Each candidate has an option to choose the category of main competition. A single entry will therefore be submitted.

Entry file

Each entry file will be comprised of two parts:

1. A two-page summary document in pdf landscape format (one front page, one back page) presenting the main information about the project:

- The concept being proposed and how it responds to the expectations of the target market in question
- The project specifics (aesthetic value, practicality, etc.)
- An image of the bottle or jar (a 3D image or sketch)
- A technical drawing showing the main dimensions

The jury will draw up a short list on the sole basis of this document.

The file size of this document must not exceed 10 Mo.

2. The full entry file

Each entry file will present a glass bottle or jar dedicated to the theme of “Glass in town”.

The file size of this document must not exceed 30 Mo.

Avenues of innovation and creation could include, for example (but are not limited to):

- The shape of the bottle or jar
- The appearance of the bottle or jar (its colour, the look of the material, decoration, etc.)
- The ergonomics of the bottle or jar
- The use of the bottle or jar (use in new domains or new markets)

Each entry file must include, as a minimum requirement, a sketch/image and technical drawing of the project, accompanied by a project presentation note that mentions, to the extent possible:

- The added value contributed by the bottle or jar (aesthetic, ergonomic, logistical, etc.)
- The “moment” of consumption
- The market(s) at which the project is aimed
- An assessment of industrial feasibility
- In a general sense, any information likely to enlighten the jury concerning the project

3. In addition entrants will have the opportunity to submit 1 main image and up to 4 additional images (in png, jpeg, jpg, or gif formats). Images will be in landscape format, 1024 x 768 pixels maximum.

Candidates will make sure the main image is representative of their project.

It is up to the candidate to make sure that there are no earlier designs that are identical to or bear a strong resemblance to their project. In the case that there are, the participant must provide justification that their project differs significantly and sufficiently from existing designs, in order to avoid any risk of infringement or unfair competition.

Likeness to an existing design

A candidate may cancel their entry at any point during the contest. They must inform their educational establishment of their withdrawal as soon as possible.

Responsibility of the organizer

The secretariat of the contest is in charge of moving and storing items, exhibiting the works and organizing the prize-giving ceremony. It cannot be held responsible for any loss or damage to items.

Composition of the jury

The composition of the jury for the competition reflects the multidimensional approach that has been adopted. The jury is made up of at least the following:

- One designer
- One journalist in the field of packaging
- One or more customers of Verallia
- One or two employees of Verallia (a member of the research department and a marketing/sales manager)

The jury may possibly include one or more extra members, whose professional experience ensures their expertise in the domains of design and/or packaging.

Calendar

- Registration opens: December 2017
- Registration closes: 15 February 2018
- Submission of projects: 16 February – 30 April 2018
- Presentation of prizes: 28 June 2018

Projects will be short-listed by a first jury composed by marketing, production, design office and sales people, then submitted to an online vote, which will subsequently lead to a meeting with Food & Beverage experts to select the prize-winners.

The items presented will be assessed on the following criteria (non-exhaustive list for guidance only):

- Added value for the various users of the bottle or jar
- Aesthetic promotion of the material

- Highlighting of the contents of the bottle or jar
- New perspectives opened for the material (the project allows glass to conquer new market segments)
- The jury's assessment of the industrial feasibility of the project and/or its viability.

Promotional use of the contest

Taking part in the contest entails the participant's agreement to their designs, their name and information provided by the candidate being publicized.

Participants give the organizers permission to use their names and projects for the purposes of publicity, promotion or a public relations campaign in the national press.

Confidentiality

Candidates undertake not to divulge information that is specified as being confidential, even after the end of the contest, for any reason whatsoever. The obligations in relation to confidentiality will continue at the end of the contest as long as the confidential information has not fully entered the public domain and on the condition that this is not due to the candidates.

Throughout the duration of the contest, the candidates agree not to reveal their projects, nor to allow them to be revealed, without prior written authorization from Verallia.

It is expressly agreed that the confidentiality rule does not apply to communication by the candidates concerning their projects within the educational establishment to which they belong, and more particularly in the context of presentations of an educational nature within their establishment.

Candidates whose projects are to be awarded a prize must keep their project confidential and may only communicate this with permission from Verallia.

- "Food" 1st prize - 15 000 UAH, 2nd prize - 10 000 UAH, 3rd prize - 5 000 UAH
- "Spirits" 1st prize - 15 000 UAH, 2nd prize - 10 000 UAH, 3rd prize - 5 000 UAH
- Special Prize

Each prize fund corresponds to one award per project. As a result, even if a project team is composed of several students, the prize fund will be the same and it is up to the students to divide the winnings among themselves.

Assuming that the winning projects have been produced by several students, the prize will be presented to the team representative who will then be responsible for sharing out the winnings among the various team members.

Verallia cannot be held responsible for any potential dispute between the team members.

The Awards ceremonies

The prizes will be presented at an event organized in Kyiv on June, 28th 2018. The candidate agrees to attend the prize-giving ceremony, if they are a prize-winner.

The participants selected by the jury, as well as the establishment in which the students are enrolled, will be notified individually by phone or email concerning their short-listing using the email address provided in the entry file submitted.

At the same time, they will be told the venue, date and time of the event at which the jury will select the entries for which a prize will be awarded.

Entrants commit themselves to participate or to have someone represent them at the place and on the date that will be communicated to them.

Prize monies will be paid exclusively in the form of a cheque. Prize-winners may not request payment in any other form.

In accordance with the provisions of the Competition Rules, participants, whether they win a prize or not, retain ownership of the Intellectual Property Rights that they hold over the designs produced within the context of the contest.

Nonetheless, Verallia may be interested in acquiring the copyrights held by the participants concerning the designs produced within the context of the contest, whether these are prize-winning designs or not.

In this case, Verallia will approach the participants concerned to discuss, in good faith, the conditions of a transfer of these copyrights.

Verallia wishes to indicate, as of now, the conditions that will apply to any potential transfer of rights.

- The copyrights will be transferred for all countries and for the entire duration of the protection of the intellectual property rights.

- The remuneration of this transfer will be reviewed individually. The amount will be established through taking into account in particular the original and innovative nature of the project, as well as the complexity of its development.

In the case of the project being developed, Verallia will offer the individuals who designed the project the chance to be involved in the different stages of its development. We feel that it is important to remind the designers that a project cannot be developed solely on the basis of the elements submitted within the framework of the contest. Analysis, research and testing work are indispensable in order to adapt a project to the industrial realities of the glass-making world.

For the designs that are not awarded a prize by the competition jury and/or for which Verallia has not acquired the copyrights, but concerning which the designers may have worked on an actual implementation project for realizing them, Verallia asks that before these designers contact any third-party companies, design agencies, glass manufacturers, etc. with the aim of developing their project, they approach Verallia to discuss the conditions under which Verallia might agree to help them implement their project.