

Observeur du design 10

Rules of entry

Which products?

- > The products presented must:
 - have called upon a design process
 - be marketed or designed in 2009 and/or 2010

 - > Fields of design intervention:
 - product
 - packaging
 - spaces and environment
 - graphic design/ visual communication
 - brand identity / branding
 - multimedia
 - corporate strategy
 - services
 - system
 - interFace
 - color
 - material
 - sound
- and all other types of design intervention

Who can register?

- Private or public companies
 - Administrations and local authorities
 - Associations
 - Independant product inventors
 - Designers
 - Graphic designers
 - Architects
 - Urban landscape designers
 - Lanscape designers
- and more generally every person involved in product development, with the agreement of his/her partners.

Calendar

> **Friday, June 5th 2009**: online registration deadline.

> **Tuesday June 23rd 2009**: screening of registered products by the labelling committee.

This committee will check the quality, relevance and originality of each registration, and the quality of its design process.

In particular it may check for possible copies or counterfeits.

Reminder of label criteria : Quality of the design process, respecting the need of the user; success in developing a traditional craft, economic impact, increase in sales and commercial development, gain for the company, creating new needs, new lifestyle, respect of the environment, reducing costs compared to a similar product.

The registered design that pass the labelling committee are awarded the Observeur du design label and are presented in the exhibition at the Cité des sciences et de l'industrie and the catalogue.

They are presented to the Stars of the Observeur jury.

> **Friday October 16th 2009**: an independent jury awards «Stars of the Observeur» to the most remarkable designs.

ADEME (French environmental agency), OSÉO (French innovation agency), and INPI (French intellectual property agency) award special prizes in their area of expertise, and the Ile-de-France region council awards a special prize to a SME.

Reminder of the jury criteria : innovation, improvement of user comfort, reduction of costs, formal and structural research, answering new needs, accessibility for all, respecting natural resources, quality and originality of the process, implementation of a global corporate strategy, investment in a new sector, modernization of a traditional know-how.

> **Thursday October 22nd 2008**: the announcement of the stars of the Observeur awards will be held at the Cité des sciences et de l'industrie in Paris during the exhibition opening ceremony. The exhibition will be held from **Friday October 23rd 2009** to **Sunday 21st February 2010**.

Documents to be addressed to us to complete your entry

> Royalty Free images necessary for the good understanding of the concept by the selection committee and the jury, to be inserted in the catalogue, for presentation in our various communication documents for the exhibition, for media relations, and for the internet site of the Observeur du design:

- resolution 300dpi, size minimum 20cm, .JPG or .TIFF format.

- maximum 10 visuals, pack shot quality imperatively, on a CDROM.

- The photo files must clearly indicate the product name and must imperatively be delivered within 5 days following the registration deadline

Note: Registrations for which the photos do not comply with the above will not be included in our media communications.

> Any additional information which you deem necessary for a good understanding of your concept and its use (presentation video, slideshow, user manual, internal corporate communication, press kit, technical information...).

> a publication on your entreprise/agence.

> the payment of the entry fee (see here after).

Please send to:

APCI / Observeur du design
24 rue du Charolais
75012 Paris, France

Entry Fees

The entry Fees should be paid by the company and/or the design consultancy by bank check or bank transfer:

marketed or prospective product	Administrative Fee	Registration Fee
1st registered design	200 euros	700 euros
each Following registered design	200 euros	500 euros

in search of an editor	Administrative Fee	Registration Fee
1st registered design	200 euros	200 euros
each Following registered design	200 euros	100 euros

Notes :

- the registration Fees will be refunded in the case of elimination by the selection committee.
- members of the club «design and Futurology» and associate members of the APCI are exonerated from the administrative Fees.
- For travelling exhibitions of the Observateur du design in France and abroad, a financial participation may be asked (business Pairs for example).

Commitments

The subscriber certifies:

- > that he has the agreement of his partners or customers (manufacturers, designers, editors...).
- > that him or its partners hold the patent rights or intellectual property for the product.

The subscriber agrees:

- > to keep available for the APCI one or more product for the jury and any future exhibitions organised in France or abroad for a period of 18 months starting from the registration.

Note: this agreement includes the obligation to supply the product to the APCI for the total duration of an event. For any registration of a commercial architecture, visual identity, a presentation (maximum 3 minutes long) will be asked for presentation to the jury and in the exhibition

- > to insure payment the administrative and registration Fees within the deadlines and according to the grid above.
- > to deliver and take back products and any other documents for the exhibition according to the required planning (the transport and insurance cost for the shipment are paid by the subscriber for the Observateur du design exhibition in Paris.
- > to inform of the insurance value in case of theft or repair quote in case of severe damage for refund (manipulation by the public of the products during the exhibition causes wear; accidental or intentional damage is exceptional by possible).
- > to pay for the design and manufacture of all panels or multimedia presentations necessary for the presentation of the product in the exhibition.
- > to authorize the use of the information contained in the registration form and the photos for the communication and promotion of the Observateur du design (catalogues and presentation boards, Internet database, posters and publications and press relations).