



RULES OF THE FOURTH MAIER S. COOP. INTERNATIONAL DESIGN COMPETITION

0) ANNOUNCEMENT

The company Maier S. Coop. announces the “*Fourth Maier S. Coop. Design Competition*”. It is an international competition for the design of Vehicles.

1) AIM OF THE COMPETITION

The aim of the competition is to award prizes for projects consisting of the best design ideas in the Colour & Trim area for vehicle interiors.

The products for vehicle interiors and exteriors on which participants should focus their *Color & Trim* ideas are:

- Front façade of the vehicle dashboard.
- Grab bar of the vehicle door panel.
- Frontal module of the vehicle.
- Vehicle door uprights.

2) SUBJECT

The design proposals in the automotive vehicle **Color & Trim** area are to focus on the following four themes:

Excitement: *The vehicle is exciting. It transmits sensations. It makes both drivers and passengers feel good. It's more than just a method of transport. It is part of us and the way we are. When people look at it, they are looking at us. We feel identified and we like being identified with it.*

Multisensorial: *Appearance is not enough. The vehicle exterior and interior need to be perceived with all our senses. Touch, sound and smell are increasingly important when it comes to conceiving finishes.*

Mobility: *We need to get about for business and pleasure. We travel. But we are interested in more than our final destination. We want to enjoy the journey.*

Responsibility: *This is the only planet we have and we need to take care of it. Pollution, visual impact... we do our best to minimise our impact on the environment. We are the ones responsible.*

Participants should choose the purpose for which the vehicle has been designed from one of the following three levels (herein referred to as "Levels"):

Leisure: *Too much time studying and working. We like to enjoy the little free time we have. What shall we do today? There's a new exhibition, a long-awaited film premier, a*



great concert, we're going skiing or spending a day at the beach... Whatever it is, we're going to have a good time!

***Family:** Travelling with the family is an adventure in itself. It's obvious that the kids like this car. They play, sing and look out of the window... they discover so many things there. And so do we, why fool ourselves. The truth is that I feel good in it even when they're not here.*

***Travel:** We like travelling. Short trips, breaks, longer journeys... all kinds of travel. We're older now but we still feel young. We're going to have more fun than ever before.*

Participants must state the Level selected (leisure/family/travel) in the **Abstract**.

3) PARTICIPANTS

Any individual or legal entity may take part in the competition.

For information purposes, persons or companies from the following areas may participate:

- Designers and design companies.
- Students and universities.
- Public or private design entities.
- Research and development centres.
- Automotive sector companies.
- Others.

4) PARTICIPATION CONDITIONS AND RULES FOR PRESENTATION

Each participant may present a maximum of three projects, created individually or as a team.

The projects must comprise the following four deliverables:

1) BRIEF DESIGN

The **Brief Design** is the graphic expression of a Colour & Trim trends study which will show how the aesthetic finishes of the vehicle exterior and interior will be created.

The **Brief Design** presentation format shall comprise at least one horizontal panel in JPG format, in DIN A-3 (4956x3505 pixels) size and a resolution of 300 dpi.

The **Brief Design** must not contain any elements (name, initials, signature, etc) which identifies the author or authors.

The explanatory notes included in the **Brief Design** should be drafted in English.

The "Download Area" on the web page www.maiersdesign.es contains three examples of **Brief Designs**.

2. COLLECTIONS OF SAMPLE MATERIALS

The **Collection of Sample Materials** is the deliverable that shows how to create the Color & Trim trends described in the Brief Design with materials.

The format for presenting the **Collection of Sample Materials** is at least one DIN A3 horizontal panel to which the materials proposed by the participant are adhered or fixed. Participants are free to choose the shapes of the materials, although each material must be at least 4 cm in size.

The **Collection of Sample Materials** must not contain any elements (name, initials, signature, etc) which identifies the author or authors.

The explanatory notes included in the **Collection of Sample Materials** should be drafted in English.

The “Download Area” on the web page www.maierdesign.es contains three digitalised examples of **Brief Designs**.

3) FINISHES APPLIED TO AUTOMOTIVE COMPONENTS

Finishes Applied to Automotive Components is the deliverable that covers the four vehicle components (frontal module, mounts, grab bars and facade) decorated using the *Color & Trim* trends shown in the **Brief Design** and **Collection of Sample Materials**.

The **Finishes Applied to Automotive Components** presentation format must comprise at least five horizontal panels in JPG format, in DIN A-3 (4956x3505 pixels) size and a resolution of 300 dpi.

The **Finishes Applied to Automotive Components** shall not contain any elements (name, initials, signature, etc) which identifies the author or authors.

The explanatory notes included in the **Finishes Applied to Automotive Components** should be drafted in English.

The vehicle images and components to be decorated by participants are available in the "Download Area" of the webpage www.maierdesign.es.

4) ABSTRACT

The Abstract is the deliverable containing the explanations required to enable understanding of the **Brief Design**, **Collection of Sample Materials** and **Finishes Applied to Automotive Components** deliverables.

This deliverable must include:

- Participant(s) name and surnames.
- Address.
- Contact telephone number.
- Email address.
- Profession (if the participant is a student, give details of course attended).



- State how you learned about the competition (mailing, press, web page, others).
- Level (Leisure, Family, Travel) chosen by the participant.
- Abstract.

The Abstract shall be presented on no more than two pages, in Microsoft Word format and in Arial 10 format.

The Abstract must be drafted in one of the following languages:

- English.
- French.
- German.
- Spanish.
- Basque.

5) PRESENTATION OF PROJECTS

The **Brief Design**, **Collection of Sample Materials** and **Finishes Applied to Automotive Components** and **Abstract** should be recorded on a CD-Rom:

Both the CD-Rom and the **Collection of Sample Materials** deliverable should be sent by courier, cash on delivery, in the following manner:

- For deliveries from within Spain, use the **NACEX** courier. Participants should tell the courier company that the delivery charges will be payable by account holder 4912/173 (Maier Technology Centre S. Coop).
- For deliveries from outside Spain, use the **DHL** courier. Participants should tell the courier company that the delivery charges will be payable by account holder 960247116 (Maier Technology Centre S. Coop).

Deliveries must be addressed as follows:

Maier Technology Centre S. Coop.
Polígono Industrial Arabieta s/n
48320 Ajangiz (Bizkaia)
Spain
To the attention of Ibon Miranda

Once the Competition Organising Committee receives the delivery, it will send the participant confirmation by email to the address provided for the purpose.

6) DEADLINE FOR SUBMITTING PROJECTS

The deadline for submitting projects will be 29 April 2011.

Entries submitted to the competition will not be returned, neither shall any correspondence or information of any type about such projects be returned.

7) GUARANTEES TO BE PROVIDED BY PARTICIPANTS

Participants in this competition certify and guarantee the following to Maier S. Coop:

- That the Project is original and has not been entered for any other competition or in any other forum, in either verbal or written form.
- That the participant is the sole and exclusive author of the Project (in the case of the Project having been created by more than one person or by a company, they are to certify and guarantee that they are the sole and exclusive authors), and that the Project does not infringe the rights of any third parties, directly or indirectly.
- That at the date on which the Project is entered for the competition, they are the sole legitimate owner of the Project's industrial and intellectual property rights (in the case of the Project having been created by more than one person or by a company, they are to certify that they are the sole and exclusive owners).
- If the participant is a natural person, they must guarantee that the Project has not been created within the framework of a work activity or services provided for a third party.

8) JURY

The Jury will be made up of representatives from Design Centres, Automotive Companies, Public Institutions and Automotive Sector Designers.

The Jury will be responsible for selecting the prize winners.

The Jury may be aided by a technical committee appointed by the organisers, who will check and select the proposals that comply with the requirements indicated in these competition rules.

The Jury's evaluation criteria will be basically as follows:

- Innovation of the design proposals.
- Quality of the deliverables.
- Feasibility in the automotive sector.

The final composition of the Jury will be notified before the project presentation deadline.

The winners will be notified in June 2009 by e-mail sent to the address provided by the participant.

9) PRIZES

There are three prizes:

- First Prize: Award and 8,000 euros
- Second Prize: Award and 4,000 euros
- Prize for the best **Collection of Samples**: Award and 3,000 euros



If the Jury should consider that none of the projects presented suitably fulfils the conditions for receiving an award, the prizes may be declared void.

The awards are indivisible.

The Jury's decisions are final.

10) PRIZE-GIVING CEREMONY

The prizes will be awarded in June 2011 at the facilities of the AIC Automotive Intelligence Center (www.aicenter.eu/) in Amorebieta – Bisayne (Spain).

Any participant unable to attend the prize-giving ceremony is required to send the competition organising committee a video recording during which they will make a brief product presentation.

11) INTELLECTUAL PROPERTY

The participants grant Maier S. Coop. authorisation to publish, communicate, present or disseminate the projects entered in the competition, verbally or in written or graphic form, with the project author always being mentioned.

12) FURTHER INFORMATION

If you should require any further information, please apply to:

automotive_innovation@grupo.maier.es

13) PROCESSING OF PERSONAL DATA

The participants' personal data will be processed by Maier S. Coop. in accordance with Organic Law 15/1999, of 13 December, concerning Personal Data Protection, for the sole purposes of this competition.

14) APPLICABLE LAW

This competition is subject to Spanish law.

15) SETTLEMENT OF DISPUTES

If any dispute should arise between the participant and Maier S. Coop with regard to the competition or to what is set out in these Rules, the Courts and Tribunals of Gernika, Biscayne (Spain) will be entitled to settle the same:

16) ACCEPTANCE OF THE RULES

Participation in this competition implies the total acceptance of these rules.



17) COMMUNICATIONS

The official source of information is the webpage www.maierdesign.es and all communication, modifications and news regarding the Competition shall be published thereon.

17) OTHERS

We recommend you watch the videos available on the internet to obtain more information *Color & Trim* design in the automotive sector:

http://www.metacafe.com/watch/1563312/week_5_gm_design_internship_color_and_trim/
<http://www.youtube.com/watch?v=E2Ew3K9KzR8>
http://www.gmeurope.tv/index.php?channel=mostrecent&mo=1001_BelindaMueller_en
<http://www.youtube.com/watch?v=c30bXtKbl2U&feature=related>
<http://www.youtube.com/watch?v=JH7s3FD1oO4&feature=related>

Competition Organising Committee