

# “The Perfect Shape for The Perfect Water” Design Contest

## Regulation

### 1. Theme

The creation of an unique/ideal bottle for the Aqua Carpatica brand (hereinafter referred to as the “Work”).

Aqua Carpatica is a top premium product with the naturally sparkling natural mineral water, an unique product discovered in the Romania Carpathian Mountains.

All the details about the product and creative are in the brief.

### 2. Client

S.C. Carpathian Springs S.R.L. with the office in Vatra Dornei, Romania, 40 Transilvania street, Suceava county.

### 3. Organizer

S.C. Cohn&Jansen S.R.L. with the office in Bucharest, Romania, 6 Aurel Vlaicu street.

### 4. Judging criteria

Achieving the purpose of the contest, the ideal bottle for Aqua Carpatica.

The criteria that your work will be judged upon are:

- innovation;
- aesthetics;
- ergonomyc;
- originality / uniqueness.

All the works will be judged anonymously.

### 5. Judges

Jean Valvis

Peter Bysted

Antonello Fusseti

Andrei Cohn

## 6. Program

Contest opening: Monday, October 12th 2009

Q&A: Monday, October 12th – Wednesday, December 16th 2009

Registration deadline: Sunday, January 10th 2010

Work evaluation: Monday, January 11th – Sunday, January 17th 2010

Winner announcement: Monday, January 18th 2010

## 7. Awards

First Prize Award – 30.000 €\* in cash (including IPR – Intellectual Property Rights)

Second Prize Award – 10.000 €\* in cash (w/o IPR – Intellectual Property Rights)

Third Prize Award – 5.000 €\* in cash (w/o IPR – Intellectual Property Rights)

Innovation Prize Award – 5000 €\* in cash (w/o IPR – Intellectual Property Rights)

The Jury reserves the right to award the First Prize Award solely to project(s) which in the Jury's opinion meet in full the judging criteria.

In addition to the Awards above mentioned, with the exception of the First Prize, the Client reserves the right to acquire the IPR (Intellectual Property Rights) over the submitted works, against a Consideration of 10.000 €\* for each Work to be assigned under the terms and conditions set out in the section 12 (Intellectual Property Rights).

\* The amounts are gross and include all the taxes.

## 8. Entry conditions

All those wishing to participate to "The Perfect Shape for the Perfect Water" Design Contest will be required to register on [www.theperfectbottle.ro](http://www.theperfectbottle.ro) and accept the contest terms and regulation.

## 9. Entry method

Applicants must register their work online, on [www.theperfectbottle.ro](http://www.theperfectbottle.ro).

### 9.1. Register online

To register online, the participants will be required to accept all the competition's regulation and terms and to fill in the online form. Upon completion of the registration process, the participants will receive a Registration Number.

### 9.2. Work submission

Each participant (individual or team) can submit an unlimited number of works, for each submission, the participant should provide a PDF format file with:

a. short description of the idea

- the project and comments on the practical possibility of the implementation, information about materials and industrial production methods/techniques;

- description of the benefits and advantages;

- sustainability and recycling;

b. project drawings in scale 1:1 (front view, top view), sections, details in 5:1;

c. 3D virtual model of the project and surface rendering;

d. any freestyle illustration of model in real life situation, animation etc.

## **10. Feedback and questions**

Any question the Participants may have should be sent by e-mail to office@aquacarpatica.com. The answers that may be relevant to the other contestants will be published on [www.theperfectbottle.ro](http://www.theperfectbottle.ro).

## **11. Process announcement**

All Works validly submitted will be reviewed by the Jury after the deadline, January 10th 2010.

The Organizers reserve the right not to publish projects which are contrary to morality, public order etc.

Selected entries will be announced on Monday, January 18th 2010.

## **12. Intellectual Property Rights**

12.1. Entries must be the original works belonging to the Participants and shouldn't have under any circumstances been released, published or disclosed to third parties. By registering, Participants warrant to the Organizer that the Works submitted by them are original, personal, secret, unregistered/unpatented and do not infringe any third parties' rights.

12.2. Entries for the same Works may not be made in other competitions in addition to Aqua Carpatica Design Contest.

12.3. Upon registration, all Participants undertake to the Organizer that they will keep strictly confidential and will not publish, assign or disclose the Works to any third parties. In addition they will not transfer or commit to transfer nor will they pledge or anyhow dispose of their IPR (Intellectual Property Rights) over the Works. These obligations shall extend to any notes, sketches, reports, renderings, models and whatever else is related to the Works. Likewise, Participants undertake that they will not register, patent or file the Works or the IPRs (Intellectual Property Rights) with any competent design, copyright or trademark/patent office anywhere in the world, unless and until the condition set out in article 5 below is fulfilled.

12.4. Participants acknowledge that Works may be disclosed exclusively by the Organizer/Client for publicity and public relations purposes related to "The Perfect Shape for The Perfect Water" Design Contest.

12.5. All Participants accept and undertake the obligation to transfer to the Client, in an exclusive and irrevocable manner, all IPR (Intellectual Property Rights) over the Work at the Client's simple and first request in this respect, against a Consideration of 10.000 EUR for each Work to be assigned. The Consideration shall be paid only after the final registration of IPR over the Work with the competent authorities from Romania and EU. The choice of the Works those IPR will be transferred to the Client is at the Client's sole discretion, irrespective of any Contest's results and/or Jury's opinions.

12.6. In the event the obligations set out in the present Regulation are breached by Participants/Winners, the Organizer will exclude them from the competition and may claim from them the reimbursement of any amounts of money paid hereunder as a consequence of their participation to "The Perfect Shape for The Perfect Water" Design Contest.

12.7. The Client will reserve the rights to negotiate and implement part of the ideas from different Participants.

12.8. The Participants have the right to publish or to produce any of the submitted proposals only after six months following the closing of the contest.

12.9. The responsibility for the conflict of interest for prior publishing of any of the submitted work is fully reserved to the Participants.

### **13. Organizer's right**

The Organizer reserves the right to modify the terms and conditions of the present regulation according to its own interest.

### **14. Internet access**

The Organizer may not be held liable in any way whatsoever for any direct or indirect prejudice, of any type, resulted from the accessing or use of the site [www.theperfectbottle.ro](http://www.theperfectbottle.ro) or related in any way to the content of this site.

### **15. Privacy policy**

The Organizer shall process the Participants' personal data for the purpose of organizing and allowing the participation to "The Perfect Shape for The Perfect Water" Design Contest and for all related communications.