

SHOEXPO IZMIR 2019

“TERMS AND CONDITIONS of the 4th INTERNATIONAL SHOE DESIGN CONTEST”

SUBJECT AND SCOPE OF CONTEST:

ARTICLE 1

Organized by Izmir Fair Services, Cultural and Art Affairs (İZFAŞ), the “SHOEXPO Izmir / 4th International Shoe Design Contest” is being undertaken under the scope of activities that are a part of the SHOEXPO Izmir – 45th Footwear and Bags Fair which is due to take place in Izmir, Turkey through the dates of 24-26 April 2019.

The “4th International Shoe Design Contest” is undertaken in order to introduce young designers and act as an impelling force to the shoe sector in Turkey.

In this context, among the purposes of this contest are;

- To strengthen the sector through new designs,
- To discover as well as promote new and original designs that would be able to create new fashions as well as trends in international markets, increase the competitive power of the sector,
- To help enable the strengthening of the identity of innovative and original designers.

CONTEST CATEGORIES

ARTICLE 2

- Woman
- Man

CONTEST PARTICIPATION TERMS

ARTICLE 3

3.1. Either be a student in institutions that provide training in the field of design or have graduated from one of these institutions,

3.2. Provide documentation of educational background (those who attend / or have completed a shoe design certification program, is a student in or has graduated from the relevant departments of vocational high schools or universities),

3.3. To certify that he / she is an associate degree or bachelor's degree student in any department of the University and to graduate from any department of the universities,

3.4. Be a real person who is aged 18 or over,

3.5. Not be a member of the jury, contest reporter, İZFAŞ employee or immediate family member of these persons (spouse and close relatives included),

3.6. Not have placed within top three places at the Shoe Design Contest organized by İZFAŞ.

3.7. Not own a well-known name or brand within the fashion sector or own a place of business registered in their name that is related to the sector,

3.8. Not be an instructor in any institution or organization that is related to the sector,

OBLIGATIONS OF THE CONTESTANTS:

ARTICLE 4

4.1. “Originality” is a condition that is sought for every participating project. The submitted works must not have been published elsewhere before. The submitted product must not have been previously entered into protection by and should not have been applied for registration to the Turkish Patent Institute. Those designs that are determined, by the jury, to be copies shall not be taken into consideration. If the design is determined to be a copy, no prize will be awarded and if already awarded, the prize will be returned by the owner. The legal and financial sanctions of the processes of all types of problems that may occur belong to the contestant and İZFAŞ shall not be held responsible for any problems that may arise.

4.2. Designs which have been published elsewhere or belong to any other organization will not be taken into consideration.

4.3. Projects that take part in the contest should not have been submitted previously to any other contest.

4.4. All persons taking part in the contest shall be deemed to have accepted and declared that they have accepted and fulfilled the entirety of the conditions of participation through signing on to the letter of commitment (ANNEX 1).

4.5. Once the application form has been signed by the participant, it will be considered as an agreement signed between the contestant and İZFAŞ.

4.6. The finalists cannot request/demand anything from İZFAŞ and other supporting organizations following the competition, apart from the awards received.

4.7. Participants will write a four letter pseudonym composed of 4 different letters on the upper right corner of each design sheet they prepare.

4.8. Designers who have made it to the finale will produce their designs through their own means. İZFAŞ does not commit to responsibilities regarding the production of the designs. All of the responsibility lies with the contestant.

4.9. Designs which have reached the semi-final stage will remain with İZFAŞ for a period of 1 year. The copyrights are already considered to be handed over.

4.10. The semi-finalists are obligated to bring their designs to the appropriate venue at the appropriate time as will be announced beforehand through e-mail. Designs which are not brought forward at the specified time according to the specified conditions will not be accepted nor will they be allowed to compete in the finale. All material and nonmaterial responsibility lies with the contestant.

4.11. Contestants who will be bringing in their designs from outside of the city are responsible for the associated delivery costs themselves.

4.12. Contestants accept from the start all of the conditions stated above and that İZFAŞ bears no responsibility.

LIST OF REQUIREMENT FOR THE CONTESTANTS

ARTICLE 5

The participants should include in their application files the design sheets which will be used in the initial elimination round. The products which have been prepared by the designers who have made it to the semifinals will be additionally requested at a later time.

5.1. List of Items to Be Included in Files of Contestants:

- In order for each design to be converted into a product, the participants must show the necessary explanatory technical drawings and analyses as well as material recommendations (type of leather, textiles, artificial materials, etc.) and their samples and submit them on a white background, A3 paper-size format not exceeding 3 pages for each design.
- A design sheet that is A3 in size should be used to present a maximum 100 word summary of the conceptual approach of the contestant which expresses their feelings/thoughts (the conceptual approach could be backed up by photographs should the contestant wish to include them.)
- The participants shall pay particular attention to ensuring that the three (3) pairs of shoes they will design meet the collection qualifications. The designs must have had their technical analysis completed and not have been professionally produced nor have been presented to the market, and must be an original concept which is ready to be implemented.

5.2. Presentation of the Designs and Delivery Method

- Contestants can participate with only 1 collection in each of the 2 categories. For each collection they participate, they must submit at least 2 maximum 3 designs.
- Contestants will submit their designs which have been prepared in accordance with the conditions stated in article 5.1, contained within a cardboard or plastic project bag that is A3 in size and has the same pseudonym as the design as well as the phrase "4th Shoe Design Contest" written on it in capital letters.
- The design sheets shall be on a white background and in an A3 paper-size format. The shoe designs on the sheets must be in a way that ensures the shoe's upper parts and soles are visible from different angles and drawn in a manner which includes all

types of drawing techniques as well as colored in accordance with the materials that will be used.

- There shall be no indicator or element on the design identifies the designer.
- An Identity Envelope will also be placed in the bag which carries the same pseudonym as the design and has the phrase “4th International Shoe Design Contest” written on it in capital letters. The following information and documents will be contained in the identity envelope:
 - Contest application form to be found on the internet and a letter of commitment with an original signature,
 - Copy of national identification card,
 - Diploma from the most recent institution that contestant has graduated from or a document indicating that he/she is still attending as a student,
 - Curriculum vitae with picture of contestant
 - A CD which contains a version of the design saved as JPG format,

PROJECT SUBMISSION DEADLINE AND LOCATION

ARTICLE 6

The contest application files should be delivered either by hand, through mail or courier to İZFAŞ, Zafer Mah. Fuar İzmir Sakarya Cad. 35410 Gaziemir – İZMİR by 187:00 on 04.03.2019 at the latest.

If sent by mail, the applicant will state that the package contents are ‘documents’.

Applications which are missing documents and/or have been made after the submission deadline will not be taken into consideration.

Contact Information:

İzmir Fuarçılık Hizmetleri Kültür ve Sanat İşleri A.Ş. (İZFAŞ)

Zafer Mah. Fuar İzmir Sakarya Cad. 35410 Gaziemir-İZMİR

Tel: 0 232 497 10 00

Fax: 0 232 497 10 22

E-mail: melike.selcuk@izmirfair.com.tr

All correspondence regarding the contest will be undertaken through the contact information stated above. İZFAŞ will not be held responsible for any delays that may result in postage.

CONTEST CALENDAR

ARTICLE 7

Contest Announcement Date :03.09.2018

Contest Deadline for Applications :04.03.2019

Preliminary Screening Jury Date	:06.03.2019
Announcement of the Finalists	:07.03.2019
Information Meeting for Finalists	:11.03.2019
Final Jury Date	:23.04.2019
Awards Ceremony	:24.04.2019

EVALUATION PHASE

ARTICLE 8

8.1. 10 semifinalists (total of 20) will be selected for each category as a result of the preliminary screening that will be conducted by the jury on 06.03.2019.

8.2. An information meeting will be conducted for the semifinalists on 11.03.2019. All finalists are obligated to attend this meeting.

8.2. “Originality” is a condition that is sought for every participating project. The submitted works must not have been used or published elsewhere before. Those designs that are determined, by the jury, to be copies shall not be taken into consideration. If the design is determined to be a copy, no prize will be awarded and if already awarded, the prize will be returned by the owner. The legal sanctions, as well as the material sanctions of the processes of all types of problems that may occur belong to the contestant and İZFAŞ shall not be held responsible for any problems that may arise.

8.4. All design presentations that violate intellectual property rights will be disqualified. All of the responsibilities for legal initiatives sought by third parties belong to the contestant. Even if it the violation of intellectual property rights through the submitted project is determined after the contest, the award will be taken back.

8.5. Designs which have been previously given an award in any type of competition, published elsewhere or belong to any other organization will not be taken into consideration.

8.6. The designers who have made it to the finale are obligated to select, from the design file, one (1) pair of product that they will have produced and take part with in the final jury. Otherwise, İZFAŞ has the right to ask, from the designer, the expenses it has incurred. The contestants who are seen to have differences between their designs in the application file and the final product shall be disqualified from the contest.

8.7. The designers in the finale shall produce their designs through their own means. İZFAŞ is not responsible for finding a production sponsor for the designers in the finale.

8.8. The finalists cannot request/demand anything from İZFAŞ following the competition, apart from the awards received.

8.9. All persons taking part in the contest shall be deemed to have accepted and declared (through the letter of commitment) during participation that they have accepted and fulfilled the entirety of the conditions of participation.

PRINCIPLES OF EVALUATION

ARTICLE 9

The main principles that will be used during the evaluation of the submitted designs are as follows:

- Level of innovation of the designer,
- Originality and novelty,
- Wearability of the design,
- The improvability and applicability of application techniques of the product design,
- The material selection and material design compatibility in the product design,
- The qualities of the product which improves its added value and technical features,
- Suitability of the product to the general concept (theme) of the contest,
- The conformity of the materials used with the designs.

AWARDS

ARTICLE 10

SHOE CATEGORY MOST SUCCESSFUL SHOE DESIGNER OF THE YEAR AWARD

First Place Award:	10.000 TL
Second Place Award:	7.500 TL
Third Place Award:	5.000 TL

DESIGN RIGHTS AND THE MANNER OF DISPUTE RESOLUTION

ARTICLE 11

11.1. "Originality" is a condition that is sought for every participating project. The design must not have been published elsewhere before.

11.2. All designs and materials that are submitted will remain with İZFAŞ and will not be returned.

11.3. The submitted product must not have been previously entered into protection by and should not have been applied for registration to the Turkish Patent Institute nor should it have been used or published somewhere else. Those designs that are determined, by the jury, to be copies shall not be taken into consideration. If the design is determined to be a copy, no prize will be awarded and if already awarded, the prize will be returned by the owner. The legal sanctions, as well as the sanctions of the relevant processes belong to the contestant and İZFAŞ shall not be held responsible for any problems that may arise. Legal responsibilities that may arise due to the designs taking part in the contest not being original do not concern İZFAŞ. All of the responsibilities lie with the contestant. In such cases, the award for the contestant will be cancelled following the necessary determinations and awards which have already been presented will be taken back.

11.4. All design presentations that violate intellectual property rights will be disqualified. All of the responsibilities for legal initiatives sought by third parties belong to the contestant. Even if it the violation of intellectual property rights through the submitted project is determined after the contest, the award will be taken back.

11.5. Designs which have been previously given an award in any type of competition, published elsewhere or belong to any other organization will not be taken into consideration. If this has been determined to be the case following the contest, any awards that have been issued will be taken back.

11.6. As a part of its corporate identity works, İZFAŞ may use and reproduce all of the works which have been submitted to take part in the contest for its information or announcement based printed materials as well as within the digital context, media and advertising projects, promotional materials, stationary equipment, letterheads, fax, banners and other similar environments as well as activities in order to represent İZFAŞ. In this regard, the contestants will not request any royalties and only be eligible to claim the award prize should they be selected to do so. All the transferable intellectual property rights of all types of materials which have been submitted will be regarded as transferred over to İZFAŞ upon submission.

11.7. All contestants taking part in the contest shall be deemed to have accepted and declared that they have accepted and fulfilled the entirety of the conditions of participation through signing on to the letter of commitment (ANNEX 1).

11.8. Once the application form has been signed by the contestant, it will be considered as an agreement signed between the contestant and İZFAŞ.

11.9. The finalists who have received awards cannot make additional requests to the organizations supporting İZFAŞ other than the awards granted to them.

11.10. Contestants who have been awarded prizes accept the right of İZFAŞ to publish, archive, exhibit both domestically and internationally and have unlimited usage rights for the designs.

11.11. Contestants are deemed to have accepted all of the terms and conditions stated in this document.

11.12. Any submitted applications or designs which do not abide by the standards set in this document of terms and conditions and have missing documents and/or have been submitted after the application deadline or have any signs or symbols on any part of the design indicating the owner of the design, will not be taken into consideration.