

# DESIGN COMPETITION

## “WHAT IS MISSING?”

*Be produced by Ex.t and have your product launched at Milano Design Week 2014*

Following the success of past year edition, we now launch a new design competition. We invite all the creative minds to unleash their imagination and submit their ideas.

### SUBJECT

Design a new piece of furniture that you think is missing in our catalogue. The project must complete one or more of our attached LIFESTYLE SETTINGS.

More details about the realization of the prototype will be given directly to the winner from Ex.t Design Team.

### ELIGIBILITY

Students, professionals and anyone with a great idea is also welcome!

### COMPETITION TIMING AND DEADLINES

You will be able to make any necessary enquiry until the date 31/12/ 2013 by using the e-mail address [competition@ex-t.com](mailto:competition@ex-t.com), (if necessary, ftp links are accepted); in alternative we also accept DVD support delivered to the following address:

Ex.t Office  
via Maragliano 155  
50144 Firenze  
Italy

The winner will be announced by January the 15th.

He/she must submit a prototype of the project by March the 15th at the following address:

EX.T Office  
Via Maragliano 155  
50144 Florence  
Italy

### SELECTION CRITERIA

Your design MUST be:

- original
- well matchable with other Ex.t products
- easily packable and shippable (we sell online!!)
- feasible from a production point of view

### GENERAL CONDITIONS

Your project must be an original work; free from copyrights and any kind of obligation. The design shall not in any way infringe any third party's right, including but not limited to copyright, logos, trademark, trade names, or other proprietary rights of publicity or privacy. Only application forms completely fulfilled and signed with acceptance of authorship, reproduction and terms and conditions will be accepted.

## SUBMISSION REQUIREMENTS

You **MUST** submit the following material:

1) Signed application form (attached to this document).

2) One or more A3 boards containing contoured drawings of design: plans, elevations and sections with technical details that explain the construction of the product.

1. Isometric perspectives, rendered images or prototype photographs in JPG 800x800 px, 200 dpi. The boards must not contain text.

2. Photomontage in JPG of your project settled in one or more Ex.t suggested settings (LIFESTYLE 1, LIFESTYLE 2, LIFESTYLE 3)

3. A Word or PDF file with a short text that describes the idea development and application: in short we want to know how you came to your proposal and how it fits in our catalogue.

N.B. All documents **MUST** be in English.

## RIGHTS OF THE DESIGNER

The projects are the intellectual property of the contestants, you will be able to protect your idea by means of the corresponding registration of intellectual property before its submission.

A regular contract will be agreed between Ex.t and the winner once the competition is over.

EX.T reserves the right to use the material for reproduction in its website inside the competition's gallery and for press diffusion, always mentioning the authorship.

## JURY

Ex.t Design Staff will evaluate your designs

and will select the winner.

N.B In case none of the submitted ideas encounters Ex.t standards either aesthetically and technically, we will reserve the right not to award the prize.

## PRIZE

The winner project will be put into production and commercialized through our shops and and on our website. The product will be launched during Milano Design Week 2014 at Ex.t Showroom in Via Tortona 34 together with our new collection.

## ACCEPTANCE OF THE RULES

Participation in this contest presupposes full acceptance of these rules.

## GIVE TO YOUR DESIGN IDEA A SECOND SHOT TO WIN WEB CHALLENGE

### Win 250 € worth of Ex.t products

From the 15th of January until the 13th of April all the contestant projects will be published online on our Competition gallery and **CAN BE VOTED** by Ex.t community >>> so invite your friends to vote for your idea and give yourself a shot at winning your favourite Ex.t products.

Users must be registered to our website in order to be able to vote for their favorite design. Each project can be voted only once by the same user.

In case of one or more ex-aequo, it will be the Ex.t community to decide the final and only winner through a short one day competition.

The design with the highest score will be awarded with a 250€ COUPON to be spent on our eshop. Transportation costs are excluded.

# APPLICATION FORM

## YOUR DETAILS

First name

Family name

Nationality

Date of birth

First name

Street adress/zip coded/city

E-mail

## PROJECT DETAILS

Project name

Size (lxbxh)

Materials

## PROJECT DESCRIPTION