

COMPETITION REGULATION

The Heights of Design

ARTICLE 1

Official sponsors:
Unioncamere Piemonte
Regione Piemonte

Organizing Office:
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ARTICLE 2

AIMS OF THE COMPETITION

An international competition of ideas for street furniture, installations and interventions, which could be produced using artisanal methods, for outdoor spaces in hill and mountain areas in Italy's Piedmont.

Unioncamere Piemonte and Regione Piemonte, Italy, hereinafter referred to as "the Promoter", herewith announce an international competition of ideas open to designers, architects, landscapers and artists who are under forty years of age, for the ideation of designs for street furniture, installations and interventions destined for outdoor spaces in Piedmont's hill and mountain areas, suitable for production using the materials and artisanal methods specified in Article 3 of these regulations.

The aim of the competition is to gather and compare ideas and technical, economic and cultural proposals in order to identify forms of furniture and interventions that could contribute to enhancing and characterizing outdoor areas, parks, panoramic points, and significant places located in Piedmont's hill and mountain areas.

ARTICLE 3

MATERIALS ACCEPTED AND PRINCIPAL METHODS OF WORKING THESE MATERIALS

- Wood All mechanical and manual artisanal methods
- Metals All mechanical and manual artisanal methods
- Stone All mechanical and manual artisanal methods
- Ceramics All mechanical and manual artisanal methods
- Glass/Vitreous Materials All mechanical and manual artisanal methods

ARTICLE 4

MEMBERS OF THE JURY

The jury will be composed of ten members:

1. a representative of Unioncamere Piemonte
2. a representative of Regione Piemonte
3. Italo Lupi, Editor, *Abitare*
4. Carlo Olmo, Dean, Faculty of Architecture I, Turin Polytechnic
5. Marie-Laure Jousset, Head Conservator, Design Collection, the Pompidou Centre
6. Jean-Pierre Campredon, President, Cantercel
7. Ruggero Pierantoni, bio-physicist and expert on visual perception
8. Alberto Seassaro, Dean, Faculty of Design, Milan Polytechnic
9. Riccardo Bedrone, President, Order of Architects of the City and Province of Turin
10. Arnaldo Cecchini, Dean, Department of Territorial, Urban and Environmental Planning, Faculty of Architecture, Alghero (Sardinia)

Decisions will be reached by majority vote. All jury decisions are final. Each member of the jury will cast one vote, except the president, elected by the jury members, who will have the right to cast two votes. The published minutes of jury proceedings will specify the reasons for the jury's decisions.

ARTICLE 5
REQUIREMENTS FOR PARTICIPATION

Participation is open to all designers, artists and free-lance professionals, as well as to employees of design, architectural and project-planning studios who have secured their employer's consent. As of 27 July 2007, participants must be at least eighteen years of age and cannot have reached forty years of age. Groups of designers may participate in the competition, provided that one member is selected as group leader. The Promoter will communicate solely with the group leader, who is held to be responsible for the entire group. Each participant, or group of participants, may submit only one project.

ARTICLE 6
INCOMPATIBILITY

The following are barred from participation in the competition: members of the jury and their relatives; administrators and employees (including those with temporary contracts) of Unioncamere Piemonte and Regione Piemonte; members of the board of directors of Unioncamere and of the Regione Piemonte Council; administrators, members of the board of directors and employees of the Piedmont Chamber of Commerce and of firms and organizations managed or directed by members of the jury; any person who participated in preparing the competition regulations and documents attached to it.

ARTICLE 7
COMPETITION REGULATIONS AND APPLICATION FORM

The competition regulations and application form can be downloaded from the Unioncamere Piemonte website: www.pie.camcom.it. This site provides links to the sites of organizations representing Piedmont's hill and mountain areas, from which illustrative material about these areas can be viewed and/or downloaded. Further information can be obtained from the Organizing Office. Send requests, written either in English or in Italian, by fax (+39 0114373234) or email (heightsofdesign@pie.camcom.it) by 30 June 2007. A synthesis of answers to questions received will be posted on the site www.pie.camcom.it by 13 July 2007.

ARTICLE 8
ORIGINALITY OF PROJECTS SUBMITTED

All entries must be original and must have been developed expressly and exclusively for the competition. Failure to comply will result in exclusion from the competition.

ARTICLE 9
IDENTIFICATION AND ANONYMITY

Entries submitted by participants in the competition must not be signed. Each entry must be identified with a motto. Information related to an entry's designer or group of designers must be given on the application form, downloaded directly from www.pie.camcom.it and the completed form must be attached to the work being submitted. The application form must be signed by the individual designer (or by the group leader), who thereby agrees to accept the conditions set forth in the competition regulations, and must be placed in a sealed, non-transparent envelope with the motto used written on the envelope.

ARTICLE 10

ENTRIES

Requirements

- two sheets mounted on stiff panels (e.g. FOREX), each measuring exactly 50x70 cm.
The panels must:
 - be suitably wrapped
 - include a three-dimensional representation of the project (colour may be used)
- a brief text describing the project's motivations and characteristics.
The text must:
 - be written either in Italian or in English
 - be written on A4 paper
 - not exceed three pages in length

Participants may, if they wish, illustrate their projects with other drawings or images, which must, however, be included on the aforementioned two panels or in the descriptive text.

The participant's or group's motto must be clearly indicated on each of the two panels and on the descriptive text.

The jury will not take into consideration:

- entries on which the name of the participating individual or group is indicated in any way
- entries which do not correspond to the measurements specified in the regulations
- entries in which glass is used
- entries which are not mounted on stiff panels

ARTICLE 11

DEADLINE FOR SUBMITTING ENTRIES

Entries must reach Unioncamere Piemonte no later than 12.00 noon on 27 July 2007:

UNIONCAMERE PIEMONTE
Concorso *The Heights of Design*
Via Cavour, 17
10123 Torino (TO)
ITALY

Any entry sent by carrier (post or delivery company) must be shipped no later than the above-mentioned date (as demonstrated by postmark or shipping documents). Entries received after 1 September 2007 will not be accepted.

ARTICLE 12

AWARDS

The total prize of ten thousand euros (€10,00) will be awarded as three prizes: one prize of five thousand euros (€5,00); one prize of three thousand euros (€3,00); one prize of two thousand euros (€2,00). These are net amounts paid to each prizewinner and are not subject to further tax deductions.

The Promoter will notify all participants of the results of the competition no later than October 12, 2007. Prizewinners will be notified by registered mail while all other participants will be notified by ordinary first class mail. The awards ceremony will be held in Turin no later than 16 November 2007.

ARTICLE 13

RIGHT OF UTILIZATION

In conferring the three awards, the Promoter obtains exclusive rights to the projects for which the awards are conferred. Should interest be manifested in producing as a project an idea submitted to the competition, whether or not it has been awarded a prize, the Promoter is committed to favouring direct contact between its designer/s and the person or persons who wish to commission production.

ARTICLE 14

INFORMATION AND PUBLICATION OF RESULTS

The names of the prizewinners and of the designers whose work is selected by the technical commission will be posted on the website www.pie.camcom.it and remain there until 31 December 2009. The Promoter will present the event to the press in Italy and elsewhere and will utilize the results of the competition via promotional activities as it sees fit.

ARTICLE 15
MODELS

A special technical commission, meeting subsequently to and independently from the awards jury, will select ten of the projects submitted to the competition for production as models in order to verify the projects' visual impact, functionality, etc. Production will be the responsibility of the Promoter, who pledges that no modifications will be made to a project without the prior consent of the project's designer. The Promoter reserves the right to utilize all or some of the projects submitted to the competition in any or all of the promotional activities undertaken in the three years following publication of the jury's decision.

Projects submitted and the models made from the projects selected by the technical commission may become the corpus of an exhibition. The Promoter will inform the designers whose projects have been selected of all the events in which the models and projects will be shown, in respect of the right of utilization. All participants authorize the Promoter to exhibit and publish their projects and any models that may be made from them. The Promoter will respect the obligation to credit designers for their work; beyond this no recompense is due.

ARTICLE 16
RETURN OF WORK

An entry that has not been selected for production as a model and/or for utilization in exhibitions, and/or for promotional activities within the sphere of utilization set forth in Articles 13 and 15, can be taken back by its designer (or the designer's authorized representative) from the competition's technical office (via Cavour 17, Turin) no later than 31 December 2010. After 31 December 2010, the Promoter is tacitly authorized not to keep entries that have remained in its possession.

Entries selected for production as models and for exhibition will be kept by the Promoter until the end of the period for which exclusive rights have been acquired, except when a different agreement has been reached between the parties in question.

ARTICLE 17
INFORMATION ON HANDLING PERSONAL INFORMATION (ARTICLE 13, D.LGS N. 196/2003)

We hereby inform participants in the "Heights of Design" competition that in conformity with D.Lgs 30/6/2003 (Italy's Privacy Act), the data furnished in their applications will be stored by Unioncamere Piemonte (via Cavour 17, 10123 Turin), in order to publicize the competition and inform the public in Italy and abroad of activities related to said competition.

The handling of this data and related gathering, registration, organization, conservation, dissemination and communication, or any combination of two or more of these operations, will be carried out in strict accordance with the Act cited above and will be based on legitimacy and correctness in full respect of each participant's rights.

The operations of handling data described above will be carried out by electronic means and/or on paper. It is the faculty of the individual participant to exercise his/her rights in the ways set forth in Article 7 of D.Lgs 196/2003 cited hereunder.

ONLY THE ITALIAN AND ENGLISH TEXTS OF THE COMPETITION REGULATIONS ARE OFFICIAL. SHOULD THE REGULATIONS BE TRANSLATED INTO OTHER LANGUAGES, THESE TRANSLATIONS HAVE NO LEGAL STANDING AND ARE PROVIDED ONLY TO ASSIST THOSE INTERESTED IN PARTICIPATING IN THE COMPETITION.

Art. 7 D.Lgs 196/2003. *Right of access to personal information and other rights:* 1. The individual involved has the right to obtain confirmation as to whether or not personal information concerning him/her has been collected, even when such information has not yet been recorded, and to obtain communication of such information in an intelligible form. 2. The individual has the right to be informed of a) the origin of such personal information; b) of the purposes for which the information has been collected and how it is being stored; c) the logic applied in cases where the information is being stored using electronic means; d) the identity of the owner, the persons responsible for data collection, and legal representatives, as specified in Article 5, Point 2; e) the subjects or the categories to which the personal information can be communicated or that can have access to the information as designated representatives of the State in the territory, or as persons responsible for or charged with data collection. 3) The individual has the right to obtain: a) the up-dating, the rectification or, upon request, the integration of information; b) the cancellation, the transformation, done anonymously, or the blocking of any and all information collected in violation of the law, including information whose retention is not compatible with the purpose for which it was collected or subsequently used; c) certification that the operations listed in points a) and b) have been made known, including the contents thereof, to all those to whom such data was communicated or disseminated, except in such cases that compliance is shown to be impossible or involve the use of means that are manifestly disproportionate to protecting the right in question. 4. The individual has the right to object, in whole or in part: a) for legitimate reasons to the storage of personal information, although this is pertinent to the purpose for which it was collected; b) to the storing of personal information used for sending publicity material or used in direct sales, market research or commercial mailings.