



DELEGATION OF THE
EUROPEAN UNION TO TURKEY
**PRODUCT DESIGN
COMPETITION**

TERMS OF REFERENCE

PRODUCT DESIGN COMPETITION BY THE DELEGATION OF EUROPEAN UNION TO TURKEY

Deadline for applications is **3 April 2020, 18:00**.

The Delegation of the European Union to Turkey will organise a **PRODUCT DESIGN COMPETITION** in order to procure a limited number of gifts for high level visits.

The proposals should be developed on the basis of a concept also involving the packaging and overall presentation. The designs should be sustainable, have high added value, should be original and capable of serving as a cultural carrier between the EU and Turkey and be compatible with everyday life.

CONDITIONS FOR PARTICIPATION

- This competition is open to all citizens of the Republic of Turkey.
- Members of the Selection Committee and the employees of the EU Delegation to Turkey as well as their first degree relatives shall not be eligible to participate in the competition, nor shall they be involved in any phase of the preparation process of the artistic works to take part in the competition.
- The competition shall be open to all designers. At the same time Advanced Technical Schools for Girls (Olgunlaşma Enstitüsü), students and graduates of Industrial Design Departments of universities, painting, sculpture, ceramics, jewellery and graphic design, photography departments of Faculties of Fine Arts as well as departments of architecture, Departments of Traditional Handicrafts, Departments of visual communication design, archaeology, printing arts and history of art are eligible to participate in the competition.
- Group entries shall be accepted. In case of group entries one of the participants shall be determined as team leader.
- Each participant/group can participate in the competition with maximum of 3 products.
- The participant shall acknowledge and declare, among others, that her/his product(s) entries fully belong to her/him and necessary permissions are taken.
- Awards of participants, who fail to comply with the conditions for participation, shall be cancelled and shall not be replaced by another design. This shall not bring about any rights for other awardees or participants.
- In cases where the artistic entry is not an original work, where there is an allegation on the contrary and where third parties claim rights over the design, then the responsibility shall rest on the participant and the entry shall be rejected directly.

- Participants must be 16 or over. Participants under the age of 18 are expected to fill out a Parent / Guardian Consent Form and sign it.
- All applications will be received online. The application form on the Delegation website at **www.avrupa.info.tr** should be filled in full and all required documents should be uploaded to the system in order for the applications to be assessed.

Applications failing to comply with the conditions for participation shall be inadmissible.

SUBJECT OF THE COMPETITION

Subjects of inspiration may include ethnographic, historical, mythological, cultural, archaeological, technical and technological creations, architectural elements etc.

It is expected that the artefacts involve at least one of the below and for the artefact to have a name.

- Use of materials such as gold, silver, bronze, tin, aluminium, iron, brass and metal coating techniques, tombac...
- Artefacts produced with silk, fabric, marble, glass, ceramic, porcelain, wood, special stones like meerschaum, leather, paper and pressworks, gravure and lithography techniques, artefacts produced from organic supplies such as bone, horn, tortoise shell (bağa), coral, mother of pearl, soap, wax, candle and reed tissue,
- Among paper artefacts, designs including kaat'ı art, paper marbling, calligraphy, foil print, serigraph and cilt işi, and embossing techniques.
- It is expected that the designs to be created involve at least one of the traditional production techniques (filigree, fretsaw, kazaziye, point lace, carpet/tapestry weaving, folkloric textiles, knitting, embroidery (işleme ve nakış) and stone carving, tesbihçilik (production of prayer beads).

Together with the artefact, its era and story as well as information on its material and production techniques should also be submitted.

It is expected that the weight of products and its packages, logo, tag, package and certificate quality should be planned and thought of, as it is intended for serial production.

(The production cost per item shall not exceed the equivalent of 50€ in Turkish Liras.)

FORMAT FOR PARTICIPATION

The provisions stated under participation conditions will apply

The competition shall be held in two phases. In the first stage, the technical specifications of the product (its material, method of production etc.) and its story will be presented. In the first phase render of products from four different angles as well as 3D design folder and technical drawings of the products must be uploaded to the online system.

The original 3d design file and the photographs of the design must be added to the online application form located at the following address: <https://www.avrupa.info.tr/en/tasarlab> by registering to the system. After confirmation email approval, the system will allow uploading files.

The photographs must be uploaded in either jpg or png format with at least 144 dpi resolution.

The preliminary evaluation will be made on the basis of the photographs and information to be provided by the entrant and the products to be selected for the second stage will be determined. Products selected for the second stage will be required to be submitted physically to the representative of the Delegation of the European Union to Turkey at the address mentioned below.

The Delegation of the European Union to Turkey shall not be liable for any damage to, delay or loss of the entries in cargo.

PUBLICATION AND COPYRIGHTS

The Delegation of the European Union to Turkey will have all copyrights, publication, use, distribution and exhibition rights of artefacts awarded in the competition and entitled to enter the Gift Package of the Delegation of the European Union to Turkey.

The entrant accepts to give permission/consent exempt of the time limits to the Delegation of the European Union to Turkey for reproduction, processing, representation and public transmission as well as publication rights of artefacts entitled to receive an award, pursuant to the Law on Intellectual and Artistic Works as well as other relevant legislation.

For artefacts used in this manner, the owner of the artefact accepts, declares and commits that s/he will by no means withdraw the authorisation granted at a later stage and will not prevent the use of the artefact in the manner explained above, or will not claim any pecuniary/non pecuniary rights or copyrights for this permission/consent.

The Delegation of the European Union to Turkey reserves the right to make modifications to the product in the event of technical difficulties that may arise during production after notifying the owner of said modifications.

The owner of the artefact accepts in advance that the Delegation of the European Union to Turkey will not bear any responsibility for the use of the artefact by third persons in contravention of the article herein.

The artefacts entitled to receive an award may be used by the Delegation of the European Union to Turkey in books, advertisements, brochures, posters, webpages and similar printed materials provided that they indicate the name of the designer. The Delegation of the European Union to Turkey will not make a separate payment to the owners of the artefact for its written and visual publications and exhibitions to be held for these works. The artefacts receiving an award in the competition will be posted on the **www.avrupa.info.tr** internet address.

By sending their artefacts to this competition, the entrants are deemed to have accepted all clauses stated above.

EVALUATION CRITERIA

Products will be evaluated according to the following criteria by the Selection Committee:

- Specific field that the design appeals to
- Interaction with Turkish traditional values and methods
- Ease of production and relevance of the material used
- Presence of environmental friendly materials in products
- Information provided on the product, the story of the product

DEADLINE FOR THE COMPETITION

13 March 2020, 18:00.

AWARDS

As a result of the evaluation of the selection committee, designers of the first three entries will be awarded. In cases where none of the designs are found worthy of awards the Selection Committee has the discretion of not distributing any awards. In case of group entries the award will be presented to the representative of the group.

The first winner will receive a flight, accommodation, registration fee package for a top European design festival. (Obtaining visa will be at winner's responsibility.) Awards will also be delivered to the two runner-ups.

OTHER CONDITIONS

Terms of Reference and Application Forms are accessible at www.avrupa.info.tr. The Delegation of the European Union to Turkey is authorised to make any changes where necessary subject to prior announcement on the website.

FOR SAMPLE DELIVERY

Ayça GOBUT

Norm Consulting Danışmanlık A.Ş.

Suadiye Mahallesi, Pembegül Sokak No:11/8
34740, Suadiye-İstanbul

CONTACT

Telephone 0216 373 06 60
e-mail yarisma@normconsulting.com