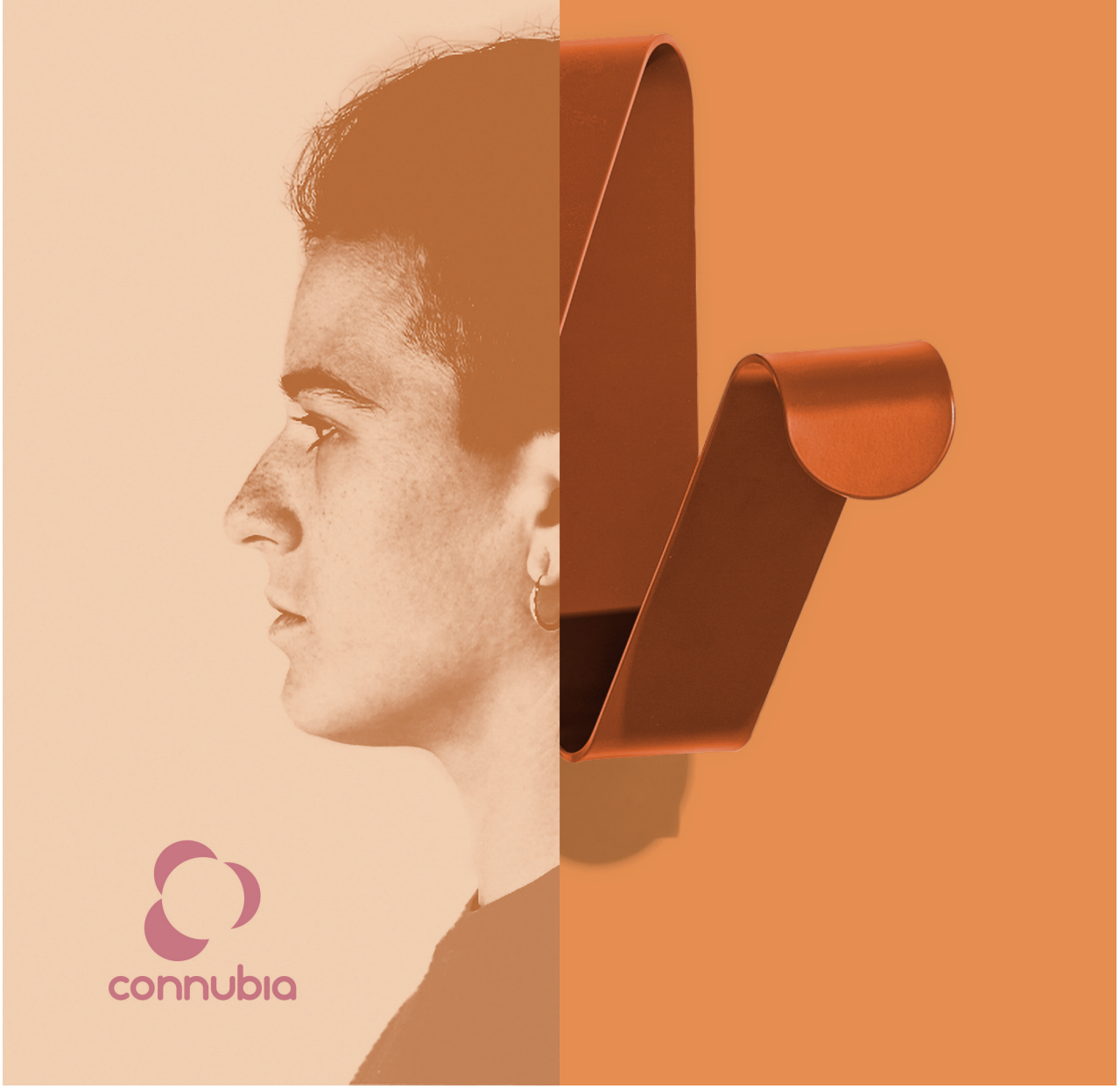
Guidelines

conn|test

I design Connubia

From 1.12.2020 to 31.1.2021



connubia

CONNUBIA DESIGN CONTEST – I DESIGN CONNUBIA

GUIDELINES

1. SUMMARY

Connubia, a brand belonging to Calligaris Group, offers the international designers' community and creative talents a challenge to rethink the entire experience related to specific living sectors:

Smart occasional furniture

Occasional comfort

Pet design

2. LEGAL FRAMEWORK

This notice is part of the grounds for exclusion of prize-winning Events ex art. 6 DPR 430/2001 *"contests held exclusively for [...] the presentation of projects or commercial or industrial studies, in which the awarded prize has a work performance character or represents the recognition of personal merit [...]"* and, therefore, does not need the required formalities for contests and contributing operations.

3. COMPANY DESCRIPTION

Connubia is Calligaris Group's young and contemporary brand, which is inspired by the new #connubity concept, an essential part of the brand's DNA that embodies its spirit and represents what it stands for: creating a new community of people bound by the same passion for fresh and dynamic design and for irreverent novelties!

With the #connubity campaign, Connubia encourages young businessmen and young designers to join this project to be more #creative, #enterprising, and #bold and to share their ideas with the virtual community.

4. GOAL OF THE CONTEST

The aim of the contest is to promote registered designers, giving them the opportunity to become a concrete part of the international design market.

5. RECIPIENTS OF THE CONTEST

There are no special qualifications for registration: the contest is open to all professional designers, students and design lovers, from any country in the world.

All Calligaris Group employees, members of the Jury and members of their families partecipation is prohibited.

6. PARTICIPATION CONDITIONS

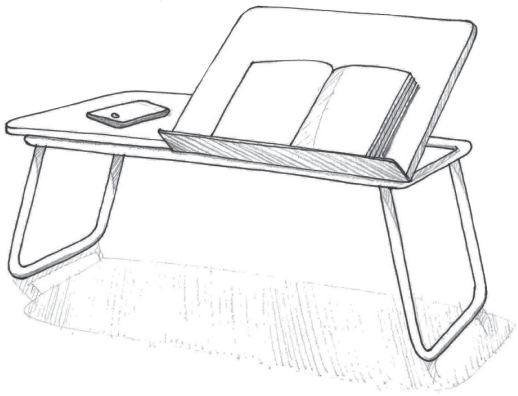
Participation in the event implies unconditional and total acceptance of all points of this Regulation, without any limitation and exception. If the regulation is, in whole or in part, disregarded by the participant, the related project may be disqualified at the unquestionable judgement of the Sponsoring Company.

The projects must be unpublished, original and developed specifically for the contest.

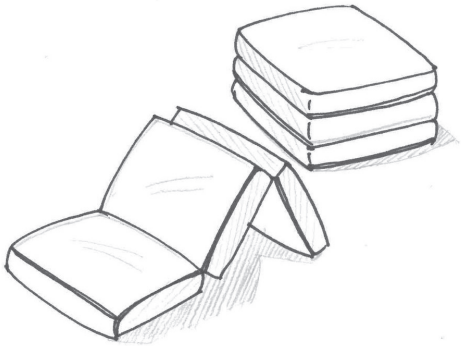
Each participant may submit up to three projects, one for each Topic mentioned under point 7, according to the technical specifications described below.

7. CONTEST BRIEFING

To realize a project that is positioned in one of the following three themes:



1 - Smart occasional furniture theme
A "smart" occasional furniture that must be useful in our everyday life: on returning home, during our relaxing moments or just before falling asleep. Something that follows our movements within the domestic space or that changes its use depending on where it is.



2 - Occasional comfort theme
A transformable item linked to the world of relaxation that reinvents the way to sit and sleep. An object ready to move and transform to indulge the pleasure of conviviality and rest.

3 - Pet design theme
The perfect object we would like to have for our pet. With which he can play or where he can eat or sleep. An accessory with a simple design that can fit within the domestic spaces of various styles and sizes.

Particular attention will be paid to projects that will have innovative and sustainable characteristics linked to three key themes:

THE VISION we are looking for visionary projects for a society that is not only sustainability oriented in an ecological sense but also a social, cultural and aesthetic sustainability.

THE SOLUTION we are looking for original solutions to concrete problems in our lives and in our daily work. Projects related to everyday life, to solve problems linked to lack of space, housing nomadism with aesthetic solutions and essential techniques for a sustainable lifestyle.

THE MOOD we are looking for products with a simple, functional design, where the color expresses vitality and personality. New projects should be in line with the current aesthetic characteristics of the brand.

8. EVENT TIMETABLE

The event will start at 00.00.01 on **01/12/2020** and will end at the 2021 Salone del Mobile in Milan on a date to be defined.
The projects must be loaded in the form and methods set out in point 9, no later than 23:59 on **31/01/2021**.
The jury's work must be completed no later than **28/02/2021**.
The winners will be contacted by **01/03/2021** and will be invited to the award ceremony that will take place at the 2021 Salone del Mobile in Milan, currently scheduled for April 2021.

Should the health situation require it, in compliance with current and future legislations on the the mobility of individuals, the expected date for the award ceremony may be subject to change not dependening on the Sponsoring Company's will, which reserves the right to defer the award cerimony in times and forms that will be communicated to the interested parties.

9. APPLICATION FORM

The contest application form and the submission of the projects must be made through a **telematic procedure available on the www.connubia.com website** where the event is described and documents and references will be available from **01/12/2020**, in order to deliver the material for the Sponsoring Company to evaluate.

The participation to the event is totally free, except for the cost of telephone connection necessary for the Internet access.

10. TECHNICAL SPECIFICATIONS FOR THE PROJECTS SUBMISSION

The candidate must send a pdf containing:

1- Title of the project.

2- Presentation of the concept: a short description (max 2000 characters) of the concept that highlights its strengths, deepens the approach and tells the idea.

3- Technical description of the project: a short description (max 2000 characters) that explains the project in all its details (i.e.: materials, finishes...).

4- Supporting images that can be for example sketches, renders, prototype photos .

5- At least one quoted technical drawing.

6- Any videos or animations must be included in the pdf exclusively as a link.

The document must be named following this structure: Surname of the candidate number of the chosen thematic area_title (i.e.: rossi_03_dogkennel).

The projects must be uploaded exclusively through the electronic procedure (links to external servers from which download files or documents sent by ordinary or certified email will not be accepted).
Once the procedure has been completed, it will not be possible to modify or replace uploaded files. Once the application has been completed, the candidate will receive an e-mail confirming the participation.

The pdf must be **5mb** at the most, it will not be possible to load larger documents.

11. JURY

In accordance with point 8 of this Regulation, all projects submitted by the competitors will be subject to the evaluation of a jury composed of professionals from different sectors: Design, Industry, Media and other sectors related to creative activities.

The jurors will evaluate the projects through a confidential procedure and, with unquestionable and final decision, they will appoint the three winners and a maximum of 3 special mentions.

Winners and holders of special mentions will be contacted at the references provided at the time of registration by 01/03/2021.

12. PRIZES AND MENTIONS

1° prize for each theme 01 Smart Occasional furniture euro 2,000.00

1° prize for each theme 02 Occasional Comfort Euro 2,000.00

1° prize for each theme 03 Pet Design Euro 2,000.00

The jury can select three special but not monetary mentions.

To each of the winners and to the holders of special mentions, the Sponsoring Company, in its unquestionable judgment, may offer the opportunity to market their project within the proposals of the brand. That is, the possibility of signing an agreement with the Sponsoring Company for industrial production and exclusive exploitation of the intellectual property rights of the imagined product, with the possibility of seeing their project realized and marketed. This industrial production agreement and exclusive exploitation of intellectual property rights will be subject of separate economic negotiations.

13. COPYRIGHT AND PROPERTY RIGHTS

All rights to the submitted works belong to the respective authors. The winners of one of the prizes and/ or the special mentions commit, if requested by the Sponsoring Company as they have been selected for the commercialization referred to in point 12, to transfer the relevant industrial exploitation rights to the Sponsoring Company Calligaris Spa, which will become the sole and exclusive owner of the aforementioned rights in all respects.

All projects, excluding the ones, which will be subject to an industrial production agreement and an exclusive property rights exploitation by the Sponsoring Company, will be deleted at the end of the vote.

14. ADVERTISING AND RESULTS DISSEMINATION

The results of the jury evaluation will be made known to the winners within the terms referred to in point 8. Their name will be made public on the website pages www.connubia.com, on the social media of the Sponsoring Company and during the 2021 Salone del Mobile in Milan.

15. PRIVACY POLICY

The participants' data will be treated according to the instructions listed in the Privacy Policy available at https://www.connubia.com/code/14105/privacy-policy.

December 2020