

KIDS DESIGN AWARD

2017

The design prize for children's outfitting and furniture

THE INTENTION

WE WILL GET
YOUR PRODUCT
READY FOR
MARKET LAUNCH!

The "Kids Design Award" was initiated in 2014 by Koelnmesse GmbH in the scope of Kind + Jugend. In the environment of the leading international trade fair for the children's and toddler outfitting sector, outstanding concepts and designs for children's items and furniture that are inventive and futuristic in terms of their function and design are sought on an annual basis. The intention behind this sponsorship award that is supported by the VDID (the Association for German Industrial Designers) is to give young designers the chance to present their designs to a large, international audience and to the industry's important trading partners. At the same time, the aim is to enrich the market with new and innovative product ideas.

THE COMPETITION

TAKE ADVANTAGE
OF YOUR CHANCE!

Convince us with your design and walk off with the Kids Design Award. The competition seeks outstanding concepts and designs for children's items and furniture that are inventive and futuristic in terms of their function and design. The 10 best product ideas are nominated and Kind + Jugend 2017 will serve as their personal stage, where they will be presented to an international audience. An expert jury will select the winner of the Kids Design Award 2017 for the most convincing design from among the nominees.

Public awareness is guaranteed.

All of the nominated designers will be featured in the publications accompanying the exhibition and will be actively integrated into the press communications of Kind + Jugend and they will also benefit from free exhibition space at Kind + Jugend 2017.

THE PRIZES

CREATIVITY IS DISTINGUISHED

The Kids Design Award for the best product design, and thus also for the best aspiring young designer of the year 2017. Juried by independent experts from the design, industry and education sectors. The opportunity for all those, who would like to receive a distinction for their designs in the children's outfitting and furniture sector.

The sponsorship award for the most promising product ideas: The winners can look forward to support from product sponsors and the further development of the product through to its market launch.

THE SELECTION

10 NOMINEES. 1 WINNER.

On behalf of Koelnmesse GmbH, an international jury will nominate up to 10 concepts from among the submitted works. All nominees present their products at Kind + Jugend 2017 as 1:1 prototypes, and die Jury selects the winner of the Kids Design Awards 2017 from among these.

Invited are design students, designers and up-and-coming designers from around the world who have not graduated more than 5 years ago, meaning before 1 September 2012. Applications from groups of up to 3 persons are also possible.

Eligible for the award are products

- that are not yet ready for the market and are at most in a state of preparation for market maturity.
- which are not yet being manufactured in series production.
- which differentiate significantly from products already on the market in terms of form, appearance, material qualities, handling and/ or technology.

THE SELECTION CRITERIA

INNOVATION,
FUNCTION
AND MATERIAL.

- Ergonomics
- Material
- Durability
- Overall aesthetics
- Form & function
- Innovative character
- Flexible locations for use
- Child-friendly approach
- Suitability for all ages
- Ecological quality & safety

THE JURY

EVALUATED
BY EXPERTS.

In the context of the Kids Design Award, all of the submitted product designs are audited and evaluated, as usual, by a renowned and independent jury consisting of experts from the fields of design, industry and education. The expertise of the jury thereby guarantees a maximum level of objectivity and thus safeguards the high quality of the competition.

The judging session, during the course of which the nominated designers personally present their designs to the jury and the winners of Kind + Jugend Kids Design Award 2017 are selected, takes place before the opening of the fair.

[To the jury of Kind + Jugend Kids Design Award 2017](#)

THE EXHIBITION

NOMINATED AND EXHIBITED.

The exhibition of the selected products will take place during Kind + Jugend 2017 from 14 to 17 September 2017.

The designers nominated for the exhibition are obliged to provide their products as a 1:1 model. The organisation team of Kind + Jugend is exclusively responsible for the design of the exhibition space and the positioning of the designer products.

The build up and dismantling of the prototypes is to be organised by the nominees.

The nominated designers (or a representative of the design group) are obliged to be available on-site from 12 to 17 September 2017 for the judging, the award ceremony, the press work of the trade fair and during the opening hours of the trade fair.

THE COSTS

BIG CHANCE. LOW COSTS.

Participation in the application process of the competition is free of charge.

Koelnmesse GmbH will provide the nominees with appropriate financial and organisational support for the travel and accommodation costs. Koelnmesse GmbH assumes responsibility for the insuring of the products in the exhibition.

Transport costs are to be borne by the nominated participants of the exhibition themselves.

THE WINNER IN 2016



Inna Shimelmits is the winner of the KIDS Design AWARD 2016 with her PET product. PET is an innovatively shaped chair that is distinguished by special mobility. Thus it is not only a piece of furniture, but also a toy that both stimulates playful creativity and promotes the motor capabilities of the child.

THE 2016 NOMINEES



Ever Changing Scenery
Lin Yu-Nung



Lumos
Dominic Rödel



MILA
Alice Homann



STAKKEN
Lea Sonder
Max Elverfeldt



PerpetuumMobile
Ingo Schuppler
Jonas Schwarz



Stocker
Sarah Philomena Beck
Daniel Trojer



Kipp und Klar
Angelica Dittwald
Felix Lies



seno
Lena Lautenschlager
Andrea Potschacher



The monsters are loose
Christian Tebtmann
Carolin Pertsch
Finja Kram

GENERAL CONDITIONS OF PARTICIPATION FOR THE "KIDS DESIGN AWARD" COMPETITION AT KIND + JUGEND 2017

1. Intention

The "Kids Design Award" competition is organised by Koelnmesse GmbH (hereinafter referred to as Koelnmesse or Organiser), in the scope of Kind + Jugend 2017. The competition seeks outstanding concepts and designs for baby and children's furniture and items that are inventive and futuristic in terms of their function and design. A jury will nominate the best ten product ideas from among all of the submitted designs, which will be presented to an international audience in an exhibition at Kind + Jugend 2017. The winners of the "Kids Design Award" will be chosen by the jury from these ten nominated products at Kind + Jugend 2017. Each of the nominated products also has the possibility to acquire a sponsor. Here, industry representatives will select the most promising product ideas and actively support the participants with the further development of the product through to market maturity. In addition, those participants who win a product sponsorship will have the opportunity to apply for a presentation of their finished product at Kind + Jugend 2018.

Every product idea submitted to the Kids Design Award 2017 will be presented with its own entry in the "Matchmaking365" Koelnmesse Community. The Matchmaking365 Community is a platform in which exhibitors, trade visitors and people interested in baby and toddler outfitting can participate free of charge, enabling them to draw attention to new products and take up contact with each other.

2. Eligibility to participate

Students studying design as well as creators and young designers from all over the world, who have completed their degree no longer than five years ago, i.e. 1 September 2012, are invited to participate.

Designs from the areas of children's items and children's furniture, as well as baby items and furniture can be submitted. The designs are exclusively allowed to be prototypes that are not yet ready for mass production, at the most they are being prepared for mass production. The products have to stand out in terms of their form, appearance, material characteristics, operation and / or technology compared to conventional products found on the market. Products that have already been presented at other exhibitions or have appeared in publications are not allowed to be submitted.

Should the design be nominated, the product must be produced as a 1:1 prototype by 11 September 2017 at the latest at the expense of the participant.

Applications by groups (up to a max. of three people) are possible and this has to be stated correspondingly on the application form. Late registrations by a group of participants are not permissible.

Up to three designs can be entered per participant / group.

A jury appointed by the organiser decides on the eligibility of the application, the quality of the submitted design and whether the item is nominated or not.

3. Application deadline / deadline for submitting entries

The application deadline for participating in the "Kids Design Award" competition is 29 May 2017 - receipt at Koelnmesse GmbH. By this date, the application of the design using the online application form at www.kindundjugend.com/kids-design-award has to be completed. For the complete registration, it is necessary to submit a description of the design in English and upload an image (photo, rendering, drawing). Registrations by people who do not fulfil the participation criteria or whose participation documents are not complete will not be admitted to the competition. One online application form has to be filled out per product. On applying for the "Kids Design Award" competition, these general conditions of participation are automatically recognised as being binding.

4. Media and press work

The nominated participants are actively incorporated into the press work of Kind + Jugend 2017. Upon applying for the "Kids Design Award", the applicant declares that he / she consents to the publication of the submitted photo material and information on the design by Koelnmesse and their press and media partners as of the announcement of the nominees.

5. Evaluation process / award ceremony / exhibition

The jury will nominate ten designs from among all entries in June 2017. All of the participants will be informed about the jury's decisions per e-mail. The ten nominees will present their prototypes personally to the jury two days before the opening of the fair (12 September 2017). In this final round, the jury will select the winner of the "Kids Design Award" 2017. The prize will be presented during an official award ceremony at Kind + Jugend 2017 on the first day of the fair (14 September 2017).

The selection of the presented products is exclusively subject to the jury's decision and the criteria of the "Kids Design Award" competition. The submitted designs will primarily be assessed according to the following criteria:

The selection of the presented products is exclusively subject to the jury's decision and the criteria of the "Kids Design Award" competition. The submitted designs will primarily be assessed according to the following criteria:

- Innovative character
- Form / function
- Level of the overall aesthetics
- Choice of the materials
- Level of ecological quality / safety (DIN norms, etc.)
- Usability in a family sense (children and adults can use the same product)
- Ergonomics (type of use)
- Durability of the products (quality)
- Usability / diverse usages (place of usage)
- Suitability for children (playing fun, versatility, flexibility)

The nominated designs will be presented during the award ceremony of the "Kids Design Award" at Kind + Jugend 2017. The precise date and time of the award ceremony will be revealed once the nominees are announced and published at www.kids-design-award.de.

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The nominated designs will be presented during Kind + Jugend 2017 from 14 to 17 September 2017 in the form of an exhibition staged in a special zone. Koelnmesse is responsible for the design of the special zone. The build up and dismantling of the prototypes is to be organised by the nominees.

Koelnmesse will bear the costs for the provision and design of the presentation area.

The participants send in the prototypes at their own expense and risk. Koelnmesse will in particular bear no costs for storage or potential customs or other fees. If necessary, Koelnmesse will assume the transport costs for return shipping to and from the judging session / exhibition.

The nominated participants (or a representative of the design group) are obliged to be available on-site on 12 September for the judging session for the Kids Design Award winner for 2017 and in the period from 14 - 17 September 2017 for the award ceremony, during the opening hours of the trade fair and for press work.

6. Delivery and collection of the products

For the judging process of the Kids Design Award Winners 2017 on 12 September, the nominated designers agree to deliver their products as a 1:1 prototype by 9:00 a.m. at their own expense (address will be announced). The products can also be delivered to the forwarding company Schenker until 10 September.

The following details should be stated on the package:

Kind+Jugend / Kids Design Award
Name of the applicant + product name
Schenker Deutschland AG
Suat Tokdemir
Speditionshof / Messeallee Nord
50679 Köln
+49 221 98131 8826
suat.tokdemir@dbschenker.com

Transport by Schenker to the judging session or to the exhibition area and back will be arranged and paid for by Koelnmesse. If transport is not organised through the Schenker forwarding business, the designer must pick up the products from the exhibition space on 17 September 2017 between 6 and 8 p.m. Products that are not collected will be returned at the expense and risk of the participant.

7. Supervision / security / insurance

The "Kids Design Award" exhibition will be supervised by employees of a security company assigned by Koelnmesse during the opening hours and nights of the event. On receipt of notification of the respective acquisition costs by 1 August 2017 - date of receipt at Koelnmesse - Koelnmesse is prepared to insure the prototypes against loss and damage at its own expense for the period between 14 September 2017 and 8:00 p.m. on 17 September 2017, inclusively.

8. Costs

Participation in the application process of the competition is free of charge.

Koelnmesse will provide the nominees with appropriate financial and organisational support for the travel and accommodation costs. The amount of the financial expenses awarded is based on the objective internal guidelines of Koelnmesse, which take the circumstances of the individual case into account.

The participants nominated for the exhibition have to bear all transport costs themselves.

Each nominee will receive two voucher codes for two season tickets for Kind + Jugend 2017.

9. Awards: Kids Design Award and sponsorship

All nominees, i.e. the prototypes exhibited at Kind + Jugend, will receive a design award. The participant of the competition is entitled to use this award in connection with the product. The award loses its validity if the product is changed after carrying out product care or product development measures and its design and/ or function no longer corresponds to the original concept.

The winner of the "Kids Design Award" can use the awarded title in connection with his / her product.

Each of the ten nominated products also has the opportunity to receive a sponsorship, which will be awarded by selected industry representatives. The sponsorship entails the support of the participants in the further development of the product through to market maturity. A contract will be drawn up between the prize winners and the sponsor for this purpose.

Following application with Koelnmesse GmbH, the production and marketing-compatible product can be chosen for presentation at Kind + Jugend 2018 at no charge. The decision is made at the discretion of Koelnmesse GmbH.

10. Liability

Subject to the stipulations stated below, the organiser is liable – irrespective of the legal basis – for all damages caused by intentional or grossly negligent actions on the part of its legal representatives, employees or agents.

Liability for damages caused by gross negligence on the part of agents of the organiser is limited to such damages as may be typically expected to arise in the context of the existing contractual relationship.

The organiser is only liable for damages not due to intentional or grossly negligent actions on the part of the organiser, its legal representatives, employees, or agents insofar as an essential contractual obligation (cardinal obligation) has not been fulfilled. Significant denotes an obligation that is of particular importance with respect to the attainment of the contractual purpose,

VDID

VERBAND
DEUTSCHER
INDUSTRIE
DESIGNER

and upon whose fulfilment the user may place special reliance. In such a case, the limitation of liability shall apply with respect to the damage to be compensated, as described under the first point.

Insofar as the liability of the organiser is excluded or restricted in accordance with the above paragraphs, this also applies to the benefit of the representatives and vicarious agents of the organisers or sponsors should the participant file a direct claim against them.

Koelnmesse is not liable for the actions and the decisions of the jury members.

Koelnmesse is not liable for damages or loss of the delivered prototypes or other property of the nominees or of individuals acting on his / her behalf.

Koelnmesse assumes no liability for ensuring that the prototypes are presentable and technologically functional.

Koelnmesse is not liable for the ability to implement the concepts.

Koelnmesse's aim behind the "Kids Design Award" at Kind + Jugend 2017 is to establish contacts between the participants and companies from the industry, who are interested in undertaking a practical sponsorship. Koelnmesse assumes no liability for the actions of these companies; it is completely ruled out that Koelnmesse assumes liability for the materialisation and / or success of the practical sponsorship.

The aforementioned limitation of liability does not apply to liability under the German Product Liability Act.

11. Premature termination, exclusion

The organiser reserves the right to break off or end the contest at any time without prior notice and without giving a reason. The organiser may especially make use of this provision if the proper execution of the contest cannot be guaranteed due to technical, legal or organisational reasons.

The organiser reserves the right to exclude individual participants from participation at its sole discretion. This may especially be the case should participants violate the general conditions of participation or use improper aids or third party services during their participation.

12. Property rights

The participant assures that they hold unrestricted utilisation rights to the objects, especially all product information, photographs, parts of images and other data. The participant is responsible for ensuring that the items submitted by him and all related documents and other data submitted in connection therewith – e.g. photographs, plans, sketches, models, etc. – are free from third party rights. Items that violate an industrial property right – trademark, utility model, patent, copyright or the like – are excluded from participation. All participants must inform Koelnmesse upon application if any legal proceedings – disputes relating to competition law, patent law, trade mark law or copyright law that are associated with the registered item – are pending in connection with the item. The same applies to any corresponding extra-

judicial disputes. If Koelnmesse is sued by third parties on the grounds that their rights were violated by the participant, the participant agrees to indemnify Koelnmesse against all such claims. The participant shall be liable for any damages caused by a violation of these conditions, particularly claims by third parties, and he / she shall indemnify Koelnmesse from any such claims to the same extent. This obligation also especially applies to violations of copyright and trademark law.

Photographs processed electronically or otherwise must not contain elements that are subject to the rights or claims of third parties – e.g. parts of images from magazines, books, purchased CDs, etc. Here, too, the liability lies solely with the participant.

These obligations for the comprehensive exemption from liability of Koelnmesse are deemed to continue to exist if the affected objects, product information, photographs, parts of images, etc. have already been withdrawn.

These obligations also apply unlimitedly with regard to the companies that have agreed to accompany one of the designs nominated in the scope of the "Kids Design Award" at Kind + Jugend 2016 through to market maturity in the context of a sponsorship.

Special note:

Koelnmesse is not obliged to delete the data stored in the cache of websites of other providers, in particular that of search engine providers, after a corresponding link. If Koelnmesse is sued by third parties on the grounds that their rights are being violated by participants' data in the cache of websites belonging to other providers, especially search engine providers, after corresponding links have been established, the participant indemnifies Koelnmesse from all such claims. The participant shall be liable for any damages caused by a violation of these conditions, particularly claims by third parties, and he / she shall indemnify Koelnmesse from any such claims to the same extent.

13. Utilisation rights / participant's liability

The participant grants the organiser the non-exclusive right to use the products, product information, concepts, images and other data without any limitation with regards to place or time, free of charge. This applies for the following uses in particular:

- the usage rights in other media, e.g. in advertising films, videos or books and in brochures and on the Internet;
- reproduction and distribution rights, i.e., the right to reproduce and distribute the photographic material as they wish;
- archiving rights, i.e. the right to collect photographic material and if applicable to also release it as a trade fair and / or product-related collection;
- the right to partially and fully assign the rights granted to Koelnmesse to third parties;
- the right to process or otherwise alter the photographic material.

Insofar as utilisation rights of third parties that have collaborated in the development and production exist with respect to the product information, photographs and other data, the participant also transfers these rights to Koelnmesse and independently guarantees that these transmissions of rights are effective for all listed types of utilisation. The participant bears the ultimate responsibility for the legally effective acquisition of the rights to such usage rights to third party rights. The participant shall be liable for any rights that have not been transferred. The participant holds the organiser harmless from having to pay any royalties and from all claims from third parties, regardless of the legal grounds. Apart from this, the participant's liability is governed by the legal provisions.

These obligations also apply unlimitedly with regard to the companies that have agreed to accompany one of the designs nominated in the scope of the "Kids Design Award" at Kind + Jugend 2017 through to market maturity in the context of a sponsorship.

14. General notes

On application, the participants have the opportunity to obtain a Certificate of Priority from the German Patent and Trademark Office during Kind + Jugend 2017.

The notes on the procedure of the "Kids Design Award" competition are part of the present general conditions of participation.

Legal recourse is excluded.

Employees of Koelnmesse GmbH are excluded from participation. The laws of the Federal Republic of Germany shall apply, with the exception of the UN Law on International Sales (CISG).

Deviating or supplementary conditions of the participant shall not become part of the contract, even if these are not expressly contradicted.

Should individual clauses of this agreement be or become invalid or unenforceable, this will not affect the effectiveness of the remaining provisions of this agreement. The Organiser and the participant shall undertake to replace the invalid provision by such valid provision which comes closest to the legal and economic intent of the invalid provision.

These general conditions of participation can be changed at any time without further notification.

15. Data Protection Notice

Participation in the "Kids Design Award" competition requires registration that necessitates the provision of personal data (user name, e-mail address). By registering, the participant expressly declares that he consents to the storage of this data by the Organiser for the duration of the contest to be used for the execution and processing of the contest. Upon acceptance of these general conditions of participation, the participant agrees that the organiser may pass on the collected data to third parties in connection with the execution of the "Kids Design Award" competition, particularly to companies from the industry, who are interested in undertaking a practical sponsorship. The organiser agrees not to use this data for purposes that are not in connection with the "Kids Design Award" competition without the consent of the participant. The participant can revoke this consent allowing the processing and usage of the personal data and withdraw from the competition at any time via the website www.kids-design-award.de. With respect to the collection, processing and utilisation of participants' personal data, the organiser will observe the legal data protection provisions, in particular the German Federal Data Protection Act (BDSG) and the Telemedia Act (TMG), and will exclusively process participants' personal data in accordance with this provision.

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CONTACT

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