

KIDS DESIGN AWARD

2018

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 2018 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 2018 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 2018.

THE PRIZES

CREATIVITY IS DISTINGUISHED

The Kids Design Award is for the best product design, and thus also for the best aspiring young designer of the year 2018. It is juried by independent experts from the design, industry and education sectors. It is an 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: Koelnmesse presents the nominated product ideas to exhibitors of the Kind und Jugend, which enables them to support the designers and further develop the product to market maturity.

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 2018 as 1:1 prototypes, and the jury selects the winner of the Kids Design Awards 2018 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 2013. 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 2018 are selected, takes place before the opening of the fair.

[To the jury of Kind + Jugend Kids Design Award 2018](#)

THE EXHIBITION

NOMINATED AND EXHIBITED.

The exhibition of the selected products will take place during Kind + Jugend 2018 from 20 to 23 September 2018.

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 18 to 23 September 2018 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 2017



Yujing Du is the winner of the Kids Design Award 2018 with her product "Behind The Mountains". The unit consists of a comfortable swivel chair and a little playground. The scene is a beautiful landscape from a child's subjective point of view. So the water is blue, the meadow is green and the mountains are bluishgreen. Adults have a good sight of their children as well as children can retire to their own little world.



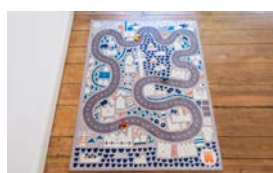
THE 2017 NOMINEES



Franca / crib&bed
Natalia Campos



Kidtpower
Valentin Dragomirescu



Home Street Home
Viktoria Hagelberg



PLOPPA
Hannah Neuß



Stria
Victoria Palm
Tom Witschel



Theo
Annette Payr



**ME – Modular Elements
for rocking therapy**
Jeannine Szepanski
Felix Lies



Vulpi - Magnetic Toys
Tobias Thomas



O-musubi
Miyuki Uchida

CONDITIONS OF PARTICIPATION FOR THE "KIDS DESIGN AWARD" COMPETITION AT KIND + JUGEND 2018

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 2018. 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 2018. The jury will select the winner of the "Kids Design Award" at Kind + Jugend 2018 from among the ten nominated prototypes. Furthermore, each of the ten nominated products has the opportunity to receive a sponsorship. Here, industry representatives will select the most promising product ideas and actively support the participants with the development of the product through to its market launch.

In addition, those participants, who win a product sponsorship, will be given the opportunity to present their finished product at Kind + Jugend 2019 free of charge.

Every product idea submitted to the Kids Design Award 2018 will be presented with its own entry in the "Matchmaking365" Koelnmesse Community. The Matchmaking365 Community is a platform, which exhibitors, trade visitors and people interested in the baby and children's outfitting sector can participate in 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 Sept. 2013, 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 allowed to be submitted.
- Should the design be nominated, the product has to be produced as a 1:1 prototype by 17 September 2018 at the latest at the expense of the participant.
- Registrations 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 deadline for participating in the "Kids Design Award" competition is 1 June 2018 – receipt at Koelnmesse GmbH. By this date, the registration 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 registration form has to be filled out per product. On registering for the "Kids Design Award" competition, these terms of participation are automatically recognised as being binding.

4. Media and press work

The nominated participants will be actively involved in the press work of Kind + Jugend 2018. Upon registering 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 2018. All of the participants will be informed about the jury's decisions per email in July 2018. The ten nominees will present their prototypes personally to the jury, tentatively two days before the trade fair (18 September 2018). In this final round, the jury will select the winner of the "Kids Design Award" 2018. The prize will be presented during an official award ceremony at Kind + Jugend on the first day of the fair (20 September 2018).

- 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 2018. The precise date and time of the award ceremony will be revealed once the nominees are announced and published at www.kindundjugend.com/kids-design-award.
- The nominated designs will be presented during Kind + Jugend 2018 from 20 to 23 September 2018 in the form of an exhibition staged in a special area. Koelnmesse is responsible for the design of the special area. The assembly 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 particularly bear no costs for transportation and storage or customs or any other fees.
- The nominated participants (or a representative of the design group) are obliged to be available on-site from 18 to 23 September for the judging session and press work during the opening hours of the trade fair and for the award ceremony.

6. Delivery and collection of the products

For the judging process of the Kids Design Award Winners 2018 on 18 September, the nominated designers agree to deliver their products as a 1:1 prototype by 9:00 a.m. latest at their own expense (address will be announced). Individual products can only be delivered to Spedition Schenker on request until 16 September.

The designer has to collect the products from the exhibition area on 23 September 2018 between 6:00 p.m. and 8.00 p.m. at the latest, if not organized with Schenker. 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 2018 - date of receipt at Koelnmesse - Koelnmesse is prepared to insure the prototypes against loss and damage at its own expense for the period between 8:00 a.m. on 18 September 2018 and 08:00 p.m. on 23 September 2018, 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 2018.

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.

Furthermore, each of the ten nominated products has the opportunity to receive a sponsorship, which will be awarded by selected industry representatives. The sponsorship entails the sponsors supporting the participants in the further development of the product through to its market launch. A contract will be drawn up between the prizewinners and the sponsor for this purpose. The ready-for-production and marketable product has the opportunity to be exhibited at Kind + Jugend 2019 free of charge.

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. An obligation is considered to be essential if it is of particular importance for the fulfilment of the purpose of the contract, and upon the fulfilment of which the user should particularly be able to rely. 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 2018 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 competition at any time without giving notice and without giving reasons. The organiser may especially exercise this right if the proper execution of the competition 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 if participants violate the terms 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 assuring that the objects registered by them and all documents and other data submitted in connection therewith – e.g. photographs, plans, sketches, models, etc. – are free of 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 registration if any legal proceedings – disputes relating to competition law, patent law, trade mark law or copyright law that are associated with the registered object – are pending with respect to the object. The same applies to corresponding disputes out of court.
- 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 to exemption applies in particular for the infringement of copyright and brand rights.
- 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.

Special note:

Koelnmesse is not obliged to delete data in the cache of websites belonging to other providers, especially of search engine providers, after corresponding links have been established. 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 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 has ultimate responsibility for ensuring that such usage rights are validly transferred to the rights of third parties. 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. Beyond this, the participant's liability is governed by the legal provisions.

These obligations also apply unlimitedly against the companies that have agreed to accompany one of the designs nominated in the scope of the "Kids Design Award" at Kind + Jugend 2018 through to its market launch.

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 2018.
- The notes on the procedure of the "Kids Design Award" competition are part of the present terms of participation.
- Legal recourse is excluded.
- Employees of Koelnmesse GmbH are excluded from participation.
- The law of the Federal Republic of Germany shall apply, i.e. excluding UN Sales Convention.
- 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 conditions 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, email address). On registering, the participant expressly declares that he/she consents to the organiser storing this data for the duration of the competition and using it for the execution and processing of the competition. Upon acceptance of these terms 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. 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.

KIDS DESIGN AWARD

2018

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