

RESTILE - *Release your Creativity*

CONTEST RULES

1_ Description

RESTILE is a Contest for designers and creators organised by Mirage with the aim of establishing new aesthetic horizons in the production of ceramic tiles.

A project that aims to identify **innovative product solutions** that are not simply guided by associations with styles and trends, but by an alternative approach that is capable of redefining the Vision of porcelain stoneware.

2_ Aims of the Contest

The aim of the Restile Contest is to find a product or a collection that is first and foremost innovative, because it offers an original interpretation of both the substance and aesthetics of ceramic materials. Both the structure of the surface and its visual impact are vital ingredients in any porcelain stoneware tile. A collection is a series of tiles that share a common design concept, developed in multiple colour versions and sizes.

Participants are asked to **submit a product Concept or collection that meet the essential criteria described below** (A, B, C, D, E):

A _ The concept of the product must be a **personal interpretation** of one of the references in the list below:

- A new interpretation of cement and/or resin
- A new interpretation of terracotta
- A new interpretation of cocciopesto
- A new interpretation of natural stone
- A new interpretation of metal
- A new interpretation of fabric
- A new interpretation of wood

The new interpretation must include a **study of the decorative graphics and patterns, the surfaces, the level of shine (or matt)** and a suggested **range of colours** (3/4 colours), as well as possible combinations between the colours in the range itself.

There are no limits to the concept of the new interpretation: it can range from a selection of natural references that are particularly beautiful, or new and ultra modern interpretations, or even ideas based on the conceptual deconstruction of a product used only as a reference. Even **blend experiments are allowed**, whose interpretation can combine more than one of the above references in a single collection.

B _ The concept of the **product** must be designed so that it can actually be **manufactured on an industrial scale**.

C _ The product must be **designed primarily for flooring** and any use as a wall covering will be considered secondary.

D_The proposed product must be suitable for **residential or "light commercial" applications** namely premises subject to low-traffic, like restaurants, shops or cinemas.

E_The shape of the product must be square or rectangular. Any other shapes obtained by cutting will be considered secondary.

3_ Conditions for participation

There is no charge for taking part in the Contest.

The contest is open to architects, engineers, designers, students/graduates or people with a creative mindset from Italy or abroad. People may participate as a group. In this case, a team leader must be nominated who will receive any notifications sent by the competition organisers.

Each participant may only enter one project.

4_ How to take part in the Contest

The application form is available online on the website www.miragecontest.com/restile . Contestants are asked to provide some personal details and an email address, and to confirm they are familiar with the terms of the competition and accept them unconditionally. Please contact info@miragecontest.com for any further information or explanations

After registering, participants will be able to upload their design/ project as described below.

5_ Documents for submission

To take part in the Restile Contest, you must submit the following documents, some of which are obligatory and others are optional:

Obligatory documents for taking part in the Contest:

- ✓ **A short description of the project** with a maximum of 4000 keystrokes (including spaces) including the name of the project and stating what inspired it; the .pdf file must be in a vertical ISO A4 format.
- ✓ **Designs** (drawings, renderings, etc.) that clearly show how the idea looks, its texture (the surface structure), the range of colours and shapes; the .pdf file must be in a horizontal ISO A2 format. A maximum of 5 A2 pages may be sent.
- ✓ **Power Point Presentation** with a maximum of 12 slides, presenting the concept and the proposed project.

Additional optional materials for presenting the project:

- ✓ A rendering of the creative proposal in a setting in order to illustrate how the product will look;
- ✓ Video in the preferred format lasting maximum 3 minutes.

6_ Timeframe

The application form and the required documents in a digital format must be **submitted via the online form to the website www.miragecontest.com/restile no later than March 1st, 2015.**

7_The Jury and the assessment criteria

The Jury will base their assessment of the entries on the following criteria:

1. The creative scope of the entry;
2. The feasibility of the solution from a technical and manufacturing point of view;
3. The compliance with the contest's goals in terms of the product presented (section 2 of the contest rules);
4. The level of the entry's innovation compared to what is currently on the market;

The Jury is made up of company personnel and internationally acclaimed industry professionals.

The Jury's decision will be final and no feedback will be offered relating to the selection process or the decision regarding the winners and the special mentions.

The results will be published on the special website for the contest, www.miragecontest.com/restile

8_Prizes

The Jury will announce one winning project and a maximum of six special mentions.

There will be three cash prizes of different amounts, assigned by winning order, with total prize money of EUR 10,000.00:

- ✓ **1st prize worth € 7,000.00** (net of statutory withholding tax). The winner (first classified only) will have the right to **personally display the work at the MIRAGE PROJECT POINT during the Salone del Mobile 2015; travel and lodging expenses will be paid by Mirage.**
- ✓ **2nd prize worth € 2,000.00** (net of statutory withholding tax). The project will also go on display at the Mirage Project Point in Milan for one week during the Salone del Mobile 2015 Furniture Fair;
- ✓ **3rd prize worth € 2,000.00** (net of statutory withholding tax). The project will also go on display at the Mirage Project Point in Milan for one week during the Salone del Mobile 2015 Furniture Fair;
- ✓ **4th to 7th prizes:** Special mentions. These projects will also go on display at the Mirage Project Point in Milan for one week during the Salone del Mobile 2015 Furniture Fair;

Minors may take part provided they have the approval of their parents (or legal guardian). Mirage SpA reserves the right to request documentation in writing and carry out any controls it feels necessary at any time.

The award ceremony will take place at the Mirage Project Point during the Salone del Mobile, during the "Restile Awards" evening, in the presence of representatives of national and international architecture firms.

The Mirage Project Point is a **multi-purpose space available to designers and artists**, set in a creative setting to consult, experiment and find new ideas and solutions, in the heart of Milan,

in the **Brera Design District**.

A constant focus for the city's commercial, artistic and cultural development, Brera is the ideal stage for art and design in the many forms and manifestations, and acts as a primary showcase during the Fuorisalone/Milan Design Week.

9_Publication of completion entries

By taking part in the Restile Contest, the participants authorise Mirage to disclose, publish or share the entries submitted in any form that the company deems suitable and via any medium, without demanding payment and without imposing limits of time and territory, provided the author's name is mentioned.

10_Other terms

Projects will remain the exclusive domain of the Restile Contest until April 19th, 2015. Until that date, the participants must refrain from disclosing the projects submitted in any form, under penalty of being withdrawn from the competition.

By submitting the documents required, participants accept and comply with all of the Contest rules and agree that no material protected entirely or partially by copyright will be included in the materials and documents submitted, assuming all ensuing liability.

Any professional relationships that may be formed between the designers / creator and Mirage will be subject to separate terms stipulated at a later date.

11_Intellectual property

All projects submitted are subject to Italian law relating to intellectual and industrial property. By taking part in the Restile Contest, participants definitively and irrevocably waive any claim of financial recompense and/or rights relating to the use of the entry submitted to the competition in favour of Mirage, notwithstanding their right to be acknowledged as the author of the entry and to be mentioned as such.

12_Responsability

Mirage is not liable for any changes or the cancellation of the competition for reasons out of its control or for reasons of force majeure.

Taking part in the Restile Contest requires access to an Internet connection. Mirage is not liable for any Internet malfunction, including bugs, viruses, damage caused when uploading documents or unauthorised third party intervention resulting improper conduct of the website in any way.

13_Authorisation

According to Italian law 675/96 and subsequent amendments concerning the protection of data relating to persons and other subjects, the contestants hereby authorise the organisers of the competition to process their personal information for the purposes of this competition. The controller in charge is Mirage Granito Ceramico SpA.