

RESTILE - Release your Creativity REGULATIONS

1_ Subject

RESTILE is the contest promoted by Mirage and directed towards designers, creatives and project designers, aimed at identifying new aesthetic horizons for the production of porcelain stoneware slabs.

It's a project with the aim of finding innovative product solutions driven by style trends and an alternative approach to redefining the Vision of porcelain stoneware.

2 Objectives of the Contest

The objective of RESTILE is to create a product or collection which is, above all, innovative, through an original interpretation of the aesthetic quality of the material.

Collection is considered a series of tiles sharing a common design concept, offered in different colour variants.

Participants are **required to submit one or more product Concepts** following the criteria indicated below, which are considered as binding.

A_ For the 2020 edition, Mirage requires a personal and original reinterpretation of **ceramic decorations in the 1200x2780 mm size, to be used as a covering** with vertical installation, for two different application contexts, hereafter defined as "the Projects":

Wall Project: Linear wall with 3-4 slabs side-by-side, with an application potential that can range from private to public (by way of example, but not in exhaustive terms: living area, wellbeing area, reception, restaurant);

or

Shower box Project: Shower cubicle composed of 2-3 slabs;

The concept of reinterpretation is free and may range from the selection of references to the material's particular natural beauty, arriving at more contemporary or abstract approaches, as far as conceptual deconstruction solutions of the product taken as a reference.

The project therefore can be conceived and structured freely on the basis of new material and graphic references, but concepts based on the reference products already present in the Mirage slabs range available in the 1200x2780 size will also be considered <https://www.mirage.it/en/special-solutions/large-size-slabs/>

The concept must involve **ideas regarding decorative graphic pattern(s)** and a hypothetical **range** (maximum 3/4 colours or graphic subjects per concept), besides the possibility of combinations between them.

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B_ The product must be conceived right from the design phase in such a way that it can be **producible on an industrial scale**.

C_ Concepts that involve patterns or illustrations that do not have graphic continuity between one slab and another are required in order to avoid graphic misalignments deriving from the production process of porcelain stoneware. In the same way, motifs that require precise centring inside the format are to be avoided.

3_ Conditions for participation

Participation in the Contest is free.

The contest is aimed at architects, designers, project designers and more in general creative Italians and foreigners.

Every participant is permitted the presentation of one or more concepts for one or both projects referred to in Point 2 (objectives of the contest), under letter A, with a maximum of 5 concepts in total.

Group participations are admitted and, in that case, a group leader must be appointed to whom reference is made for the sending of any communications on the part of the contest organisation.

4_ Ways of taking part in the Contest

The application for participation must be made exclusively using the online form on the www.miragecontest.com/restile website where certain personal details will be requested as well as an e-mail address, besides an explicit declaration of knowledge of this invitation for participation and its unconditional acceptance.

Any further information or clarification can be requested at info@miragecontest.com

Every participant, having completed registration, will be able to upload their project(s) and working papers as per the following point.

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5_Working papers required

Mandatory and optional working papers are required for participation in the Restile Contest, subdivided as follows:

Mandatory working papers required for participation in the Contest:

- **Brief description** of the project for a maximum of 3,000 characters (including spaces) that indicates the **title** of the project and **the inspiration** behind it; the file must be ISO A4 vertical format, pdf or word.
- **Graphic working papers** (drawings, rendering, etc.) able to reveal the aesthetic qualities of the product, the material characteristics (surface structure, if present), colour range, the possibility of combinations between different proposals; the .pdf file must be in ISO A2 horizontal format. A maximum of 5 design drawings in A2 format may be submitted.
- Power Point/Keynote **presentation** with a maximum of 20 slides, describing the **concept and proposed project**.

Further optional materials can be submitted to present the project:

- The insertion of an original creative proposal inside one or more settings for the purpose of demonstrating the final look of the project.
- Video in any format, for a maximum of 2 minutes.

6_Calendar

The application and the working papers required in digital form must be **submitted via the online form on the www.miragecontest.com/restile website by, and not later than, 11 December 2020 (by 4 PM GMT+2).**

7_Assessment criteria and Jury

The Jury will use the following criteria for assessing the works:

1. The creative quality of the proposal;
2. The feasibility of the solution from a technical and production point of view;
3. The submitted project's compliance with the objectives of the contest (point 2 of these Regulations);
4. The innovative quality of the proposal compared to the current scenario;

The Jury is composed of company figures (Management, Marketing Office, R&D Office).

The decisions of the Jury shall be final and no feedback shall be provided with regards to the selection process for deciding the winners and the candidates receiving special mention.

The result will be published on the site dedicated to the contest, www.miragecontest.com/restile

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8 Prizes

The Jury will proclaim a number of winning projects, with a minimum of 3 for each of the two categories referred to in the "Objectives" section in point A of these Regulations.

Each of the winning projects will receive a prize of € **500.00** (amount net of legal deductions), besides the exhibition of their project on the online and offline channels on which Mirage will organise specific communication activities.

People under 18 years of age can take part with the approval of their parents (or their legal guardians). Mirage SpA reserves the right to request, at any time, written documentation and to make any necessary checks.

9 Dissemination of the projects in the contest

The participants, in taking part in the Restile Contest, authorise Mirage to disseminate, publish and communicate the working papers submitted in any form that the company deems appropriate and on any medium, without the possibility of claiming any compensation whatever and without limits of time and territory, apart from requiring the obligation of citing the author.

10 Miscellaneous

The projects shall be the exclusive property of the Restile Contest until 31 December 2020 and until that date the candidates are obliged not to make the projects submitted known in any form, on penalty of exclusion from the contest.

With the submission of the documentation requested, the participants accept and comply with all the regulations established by the Contest and accept, moreover, not to include material protected in whole or in part by copyright in the working papers and in the documentation submitted, assuming all consequent liability. Any collaborations that may be established between the designer/creatives and Mirage will be regulated subsequently and separately.

11 Intellectual property

All the projects received are subject to Italian law in relation to the provisions regarding intellectual and industrial property rights.

In taking part in the Restile Contest, participants definitively and irrevocably declare to waive any claim of an economic nature and/or exploitation rights on the project submitted to the contest in favour of Mirage, without prejudice to the right to be recognised as author of the project and to be, in all cases, cited as such.

12 Liability

Mirage may not be held liable in the event of modification or cancellation of the contest for causes beyond its control or for causes of force majeure.

Participation in the Restile Contest implies the use of an Internet connection.

Mirage declines any liability for any Internet malfunctioning, as well as for bugs, viruses, damages caused during the uploading of documents or the non-authorized intervention of a third party that compromises the correct functioning of the site in any way.

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13 Privacy statement pursuant to Legislative Decree no. 196/2003 (Code on the processing of personal data)

The data provided by anyone participating in the Restile Contest shall be processed exclusively for the purposes of this procedure and any related procedures.

Identity and contact details of the Data Controller.

The Data Controller is Mirage Granito Ceramico Spa with registered offices in 41026 Pavullo nel Frignano (MO), Via Giardini Nord no. 225, Italy, VAT reg. no./Tax ID code 00175990365, email: contest@mirage.it

a. Contact details of the data protection officer (DPO). The Data protection officer can be contacted at the following address: contest@mirage.it

b. Purpose of the processing (art. 6(1) GDPR).

b1. For the purpose of fulfilling statutory provisions, or those laid down by the contract and/or regulations, community legislation, or by obligations prescribed by the supervisory authorities/bodies, to provide more detailed information for participation in the Restile contest, for purposes of administrative and accounts management of the contest participations, including ancillary, related and instrumental purposes, such as the processing and conservation of the projects presented exclusively online on the website www.miragecontest.com and for pursuing a legitimate interest of the Controller.

b2. For profiling: Subject to obtaining the consent of the Contest participant, Mirage Granito Ceramico Spa may process the personal data provided spontaneously by the latter and any data acquired—automatically and/ or manually—during participation in the Contest, for the purpose of carrying out analyses, including for statistical purposes, which aim to identify its personal choices, preferences and interests, to improve its products and to propose services.

c. Categories of personal data. The data processed include the personal data of the participants and optionally those of any family members or partners who are directly or indirectly connected to their relationship with Mirage, where such data are necessary to fulfil legal obligations. Among the personal data provided, some may fall within particular categories of personal data. Such data may be processed by Mirage Granito Ceramico Spa only with the express consent of the data subject within the meaning of art.9(2a) GDPR.

d. Processing methods. In relation to the above mentioned purposes, personal data will be processed using paper, computer or telematic means. Mirage Granito Ceramico Spa hereby declares that any data provided will be processed by specially assigned persons, both manually, on paper and in computerised form, by inserting such data in archives (containing paper documents) and in its own databases. The Controller and the Processors shall adopt suitable technical and organisational measures to guarantee an adequate level of security, pursuant to the legislation in force, to guarantee the security and confidentiality of the personal data of each participant in the Contest.

e. Storage period of personal data. Within the scope of the above mentioned purposes, the personal data of each participant in the Restile Contest will be kept for the time strictly necessary for performing the activities referred to in the Contest itself and, subsequently, for the time for which the Controller is obliged to store them for tax purposes, or other obligations prescribed by law or by the GDPR or for the already mentioned purposes; after this period, unless expressly confirmed by the data subject, these data will be destroyed.

RIGHTS OF THE DATA SUBJECT

Each participant may exercise, at any time, the rights referred to in art. 15 et seq. GDPR (e.g. they may request access to their personal data and request the rectification, erasure or the restriction of processing of their personal data, or object to such processing, in addition to the right to data portability), by sending an email to the address contest@mirage.it

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14_Applicable Law and Place of Jurisdiction

Any dispute arising in relation to the interpretation and/or execution of these regulations shall be resolved in accordance with the laws and jurisdiction of Italy. The exclusive place of jurisdiction shall be Modena.

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