



DISCOVER INTERIOR IDEAS

THE INTERIOR BUSINESS EVENT
13.–19.01.2020

CONDITIONS OF PARTICIPATION PURE TALENTS CONTEST



PURE TALENTS CONTEST 2020

INTENTION

The Pure Talents Contest is one of the best known international competitions for young designers. Organised by one of the largest tradeshow for interior design worldwide the competition became the platform for emerging young designers where they could present their products to a wide audience and could achieve first contacts within the interior design business. Over the last sixteen years all in all 456 products from 503 designers from all around the world have been shown in the exhibition of the Pure Talents Contest at imm cologne.

A large number of these products had been taken into production by well-known manufacturers. Up to 20 new works of design students and young designers from around the world, will be preselected and featured in a special exhibition. The three most talented up-and-coming international designers for 2020 will be chosen from these nominees.

PARTICIPATION

Entries are sought from design students and young designers from around the world who have gained their degree not more than three years ago, with a graduation date after January 1, 2016. Applications will also be accepted from groups consisting of a maximum of three people which have to be named upon entry in the competition. All group participants have to fulfil the terms regarding the matriculation/university degree. Late nominations of group members will not be considered.

Products from the following categories are allowed to participate:

Furniture | Home Accessories | Lighting | Flooring | Wallpaper and Textiles | Smart Home

The designs should have been produced within the previous twelve months. Only prototype products may be submitted which have not yet been included in series productions, although those in the preparatory stages of series production may be eligible for entry. Products submitted may have already been on show at other exhibitions or have been featured in publications. Not more than three products may be entered by the same applicant. A 1:1 model(s) of the product(s) submitted should already be available for display in the exhibition or the entrant must be in a position to produce the said 1:1 design model at his/her own expense by the time of the exhibition.

REGISTRATION

Registrations to participate in the Pure Talents Contest must be made online at www.imm-cologne.com/puretalentscontest. With the registration you have to upload three images (JPG) of the product (max. size 2mb per image). With the successful registration you will receive a confirmation by email along with a data sheet of your entry. Together with the registration you will have to upload a matriculation certificate or the university degree through the online form. Preferably the certificate should be in English, respectively at least in Latin characters. In case of diverging languages (non-Latin characters) the organiser of this competition is allowed to request a translation, certified by the university, from the designer to secure the approval for the competition. For all applications of groups it is binding that all information of the group members are submitted with the entry form and that a certificate for each group member is uploaded.

SELECTION

From the applications received, the international jury will nominate a maximum of 20 products, whose designers will be invited to take part in the competition and thereby in the exhibition at imm cologne 2020. Out of these nominees the international Jury will award the first three prizes of the Pure Talents Contest 2020. The jury members are

- › Gesa Hansen, Designer, The Hansen Family, Paris
- › Suvi Saloniemä, Chief Curator, Design Museum Helsinki
- › Giulio Cappellini, Art Director Cappellini, Milan
- › Sebastian Herkner, Designer, Offenbach
- › Johannes Hünig, Editor, IDEAT Magazine, Hamburg
- › Philippe Malouin, Designer, London

The choice of designers will be made taking account of the German General Equal Treatment Act (Allgemeines Gleichberechtigungsgesetz). The judges' decision is final and not subject to legal recourse. Entries will be evaluated first and foremost in accordance with the following criteria:

- › overall concept
- › individuality of the design / originality
- › conceptual and visionary quality
- › functionality / practical value
- › quality of design and presentation

The jury is free to weight the individual criteria as it sees fit.



EXHIBITION AND COMPETITION

All the products included in the exhibition will be on display from 13 to 19 January 2020 at imm cologne 2020. Designers nominated to take part in the exhibition and competition pledge to make a 1:1 model of their product available for collection by 1 December 2019. From the time of collection the model will remain at imm cologne for the entire duration of the exhibition before being delivered back to the pick up address. During imm cologne 2020, the products selected may not be displayed elsewhere at the same time. Before the fair the jury session will be held at which the up-and-coming designers personally present their works to the jury in the exhibition itself. Participants nominated (or a representative from the design group) must undertake to be present for the judging, press activities and award ceremony at least during the period from 11 to 15 January 2020. Furthermore, the designers must organize the dismantling of the exhibits at the end of the fair. Should it not be possible for the designer to be present in person for the dismantling, he is obliged to organize the dismantling of the exhibit by a third party, and to inform the organizer accordingly.

AWARD

All selected participants of the exhibition will receive a »Nominee«-Label. Besides the first three prizes, that are selected by the jury on the occasion of the tradeshow, imm cologne awards for the first time an Audience Prize whose winner will be determined by a Social-Media-based voting until 6 January 2020.

The awards are endowed with the following prize moneys:

1st Prize	3,000 €
2nd Prize	2,000 €
3rd Prize	1,000 €
Audience Prize	1,000 €

The prizes will be awarded during the tradeshow.





COMMUNICATION

All nominees will be integrated actively in the PR communication of imm cologne. Every participant could freely use the »Nominee«-Label for his own communication.

COSTS

The participation for pre-selection is free. Exhibition participants will be entitled to organizing and financial assistance, made available by Koelnmesse, in respect of their transportation, travel and accommodation costs. The level of financial reimbursement awarded will be based on objective in-house regulations of Koelnmesse, that take into account the circumstances of the individual case. Insurance cover for the products on show at the exhibition will be assumed by Koelnmesse.

RIGHTS

Entrants retain at any time the copyright to the products submitted. The nominated competition participants for the exhibition grant the organizers unrestricted user rights in respect of publications, press and advertising activities in the context of the award. No liability whatsoever, not even third party claims, can be assumed by Koelnmesse.

IMPORTANT DATES

Closing date for applications	12 September 2019
Nominee selection	beginning of October 2019
Notification	mid of October 2019
Jury:	12 January 2020
Duration of the exhibition:	13 to 19 January 2020

According to the submission of prototypes all the young designers nominated will be informed individually.

CONTACT ADDRESS FOR ENQUIRIES

Beyer Roth Weis GbR
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PURE TALENTS AT IMM COLOGNE – PLATFORM FOR YOUNG DESIGN

With over 1,200 exhibitors and the expectation of more than 150,000 visitors, domestic and international, imm cologne will be regarded as one of the most important events in the field of interior design in 2020. Pure Talents is the forum of imm cologne for young and experimental design and will be shown in hall 2.1. Here universities, young design studios and the Pure Talents Contest are presenting design concepts for furniture and the living environment of tomorrow as well as creative and sustainable products. The Pure Talents section concentrates the activities of imm cologne for the promotion of international young designers.

imm-cologne.com

**THE YOUNG DESIGNERS'
COMPETITION OF**

