



PRÊMIO
SALÃO
DESIGN | 17



Regulations and registrations:
salaodesign.com.br

AWARD REGULATIONS

PART **OF THE BEST** RESUMES.

 facebook.com/premiosalaodesign

 [@premiosalaodesign](https://instagram.com/@premiosalaodesign)

 salaodesign.com.br/blog/

ORGANIZED BY



Sindmóveis
Bento Gonçalves

SALÃO DESIGN 2017 AWARD REGULATIONS

1st Art. - DESCRIPTION

- I. The Salão Design Award is a Product Design competition organized by SINDMÓVEIS – Furniture Industry Association of Bento Gonçalves, RS.
- II. The Salão Design Award is held annually.

2nd Art. OBJECTIVES

- I. To encourage creativity, entrepreneurship and technological innovation through design.
- II. To enhance the capacity and the talent of professionals, students and manufacturing companies of the sector through different kinds of awards.
- III. To encourage the use of design to add value to products in order to improve their competitiveness in the global market.

3rd Art. SCHEDULE

I. The Salão Design Award will follow the schedule below:

a) Regulations available for down load	August 2016
b) Start of registrations	August 22, 2016
c) Deadline to register	November 21, 2016 at 11:59 pm
d) Judgment of the first phase	December 1 through, 2016
e) Disclosure of the first phase results	January 24, 2017
f) Deadline to deliver the selected products	May 10-12, 9 am - 11:30 am and 1:30 pm – 5 pm Brasília time
g) Judgment of the second phase	May 22 and 23, 2017
h) Disclosure of the award winners	June 5, 2017
i) Exhibition	August 8 – 10, 2017
j) Award ceremony	August 2017 – SP
k) Removal of the products	Place, period and time to be determined

II. Dates and venues subject to change;

III. The registration, selection of the projects and the choice of the award winners will be carried out in two phases;

IV. During the First Phase (items a, b, c, d and e set forth in the schedule), virtual projects are registered and evaluated to select the products that will take part in the Second Phase;

- V. During the Second Phase (items f, g and h set forth in the schedule) life-size products are submitted and judged for the choice of the Salão Design award winners;
- VI. The Award Ceremony will be held during the 2017 Salão Design Award exhibition, in São Paulo – during the High Design Home & Office Expo, held from August 8 – 10;
- VII. Products exhibited at the 2017 Salão Design Award show must be removed by their designers in São Paulo - date and venue to be determined. .

4th Art. JUDGING PANEL

- I. The Judging Panel will consist of five or seven members, representatives of national and international entities, including professors, design journalists/critics, representatives of manufacturing companies that are not competing, associations of designers with renowned experience and professional designers, supporters and partners of the present competition;
- II. The name of the judges will be disclosed at the Salão Design Award blog (<http://www.salaodesign.com.br/blog/>), no later than the registration deadline;
- III. No justification will be provided on the grounds of the elimination or qualification of products;
- IV. The results announced by the judging panel cannot be disputed in any way, in both the first and the second phases.

5th Art. FIRST PHASE

V. CLASSES

Participation will be allowed in the following classes:

a) Student

Who can participate:

- students enrolled in a graduate or technical course in design or architecture;
- postgraduate students must register in the Professional class.

Participants in this class must present:

1. Proof of enrollment in a Design or Architecture course provided by their institution of higher education.

b) Professional

Who can participate:

- Designers, architects, design studios or offices, joineries / cabinet making workshops (with small-scale production capacity).

Participants in this class must present 01 (one) of the following items:

1. a copy of their college degree or publications that prove their work in the market;

2. copy of the registration number of their company;
3. a statement from the company they work for, confirming they work as a designer or architect;
4. CAU – the Brazilian Council of Architecture and Urban Planning Card.

c) Industry

Who can participate:

- product manufacturing companies, with a large-scale production capacity, will designate the author of the piece, either a designer of the company or a professional/studio hired by the company.

The company must present:

1. A copy of its tax ID number card – mandatory.

Designer / Architect in charge of the project – the manufacturing company's professional or in-company team or professionals / offices hired by the company:

At least one of the following items:

2. a statement from the company they work for, confirming they work as a designer or architect;
3. a copy of their college degree or publications that prove their work in the market;
4. a copy of the tax ID number of their company;
5. CAU – the Brazilian Council of Architecture and Urban Planning Card.

VI. CATEGORIES

a) When registering for the competition, participants have to choose a category for their products. All categories are open for three classes: student, professional and industry:

1. **Social Spaces** – furniture, accessories and lighting for living and dining rooms, kitchens and outdoor living areas;
2. **Private Spaces** - furniture, accessories and lighting for bedrooms, bathrooms and laundry rooms;
3. **Work Spaces** – furniture, accessories and lighting for offices / home offices and commercial sites;
4. **Innovation in Materials and Surfaces** - furniture, accessories and lighting that feature innovative materials or surface design;
5. **E-commerce** – furniture, accessories and lighting aimed at electronic commerce.

b) In case it is necessary to change a product category during the qualifying phases, the management of the competition will contact the participants to request their approval.

VII. REGISTRATION FEES

- a) Participants may include several projects in their registration form. The registration fee, depending on the class, is valid for the first project entered. Other projects have an additional fee;
- b) Registration of products selected or awarded in previous Salão Design Award competitions will not be accepted;
- c) Registration fee:
 1. **Brazilians**
 - 1) Student: R\$50 (fifty reais);
 - 2) Professional: R\$100 (one hundred reais);
 - 3) Industry: R\$150 (one hundred and fifty reais);
 - 4) Additional entries: R\$25 (twenty-five reais) each entry.
 2. **Foreigners**
 - 1) Registration fee for the three classes US\$30 (thirty dollars);
 - 2) Additional entries: US\$10 (ten dollars) each entry.
- d) Brazilian participants must pay their registration fees via PagSeguro. The first project registered will generate the payment slip of the registration fee, according to the class of the participant. In case an additional entry is registered, the participant shall pay for the fee of the chosen class and an additional fee of R\$ 25 (twenty-five reais) per extra entry;
- e) Foreign participants must pay their registration fees via PayPal. The first project registered will generate the payment slip of the registration fee of US\$ 30 (thirty dollars). In case an additional entry is registered, the foreign participant shall pay the fee of US \$ 30 (thirty dollars) plus the additional fee of US\$ 10 (ten dollars) per extra entry;
- f) The access to the sites for paying the registration fees will be available after filling out all fields in the registration form, posting the PDF file, JPG images and all required documents, according to the class of the participant. Click on "My Projects", on the upper left side, to have access to all the fees generated;

VIII. COMPLETING THE REGISTRATION FORM AND SUBMITTING THE PROJECT

- a) Registration forms of entries for the Salão Design Award are available at www.salaodesign.com.br;
- b) The project has to be registered and posted on Salão Design Award website no later than 11: 59 pm on November 21, 2016 – Brasília time - following the steps below:
 1. **Complete the Registration Form available at www.salaodesign.com.br**
 - 1) At this point participants will create a login and a password that will be used to access their registration form and their project(s).

2) Make sure the fields containing the address and telephone for contact are filled out;

3) The e-mail address informed in the registration form will be the means of communication between the participant and the management of Salão Design Award.

4) It is possible to register groups. Choose the head of the project and name the others in the "participants" field contained in the registration form. Make sure to include all the required documents for all the "participants". The head of the project will be the contact person with the management of the competition. In case the project wins an award, the prize money will not be proportional to the number of participants in the registered group;

2. Posting the project:

1) PROJECT REGISTRATION FORM:

After completing a registration form, participants must enter their projects by filling out a registration form for their product:

- Name of the project (**the name of the participant must not be informed**);
- Category (choose one of the options available);
- Name of the company that owns the project (if applicable);
- Name of the person in charge of the company (if applicable);
- Name of the master teacher (if applicable);
- Names of the participants (if there are other participants);
- The year the object was created or produced;
- Concept;
- Function;
- Competitive advantage/ benefits in relation to what already exists;
- Materials used;
- Manufacturing technology;
- Finish;
- Product dimensions;
- Product weight – with and without packaging;
- A link to a demo video (if applicable).

2) IMAGES:

- Technical schematic drawing in JPG format;
- Perspective drawing of the product;
- Images of the product(s), or manual or electronic rendering, showing it from different angles, in JPG format;
- Photo of the product packaging, in JPG format – mandatory for the E-commerce category;

Images in JPG format:
Image minimum size: 120 x 180 pixels.
Image maximum size: 2MB each.

IMPORTANT: the participant's name must not appear on the images posted. Should the participant's name be identified, the project will be disqualified by the judging panel during the period of the First Phase.

3) **PHOTO OF THE PARTICIPANT:** the photo of the participant or the group will be used in the catalog containing the award winning and the selected projects, in case the entry is chosen to take part in the Second Phase of the competition. Minimum size: 120 x 180 pixels. Maximum size: 2MB each image. Make sure not to use special characters to name the photo.

4) **DOCUMENTS:** a copy of the documents requested in the 5th Art. herein in compliance with the class entered. When it is a group registration, provide the documentation of all members.

The Judging Panel of the Salão Design Award does not have access to the participants' photo, their names or their documents. This information will be checked by the organizers of the competition.

- c) When products involve the participation of the manufacturing company and the professional, both parties must express their agreement on registering the product for the competition;
- d) The registration number supplied by the system after the project is posted will be used to identify the project entered;
- e) In case the project does not meet the requirements set forth herein, the registration will be cancelled.
- f) The registration of the same product in more than one class and/or category is not allowed;
- g) Lines of products must be registered in the most suitable category. Should you have any question, contact the management of the competition;
- h) The access to the sites for paying the registration fees will be available after filling out all fields in the registration form, posting the PDF file, JPG images and all required documents, according to the class of the participant. Click on "My Projects", on the upper left side, to have access to all the fees generated.

V. EVALUATION CRITERIA FOR THE FIRST PRELIMINARY PHASE

- a) The judging panel will take the following evaluation criteria into consideration during the first preliminary phase:
 - Project creativity and originality;
 - Concept;
 - Form and function;
 - Competitive advantage/ benefits in relation to what already exists;
 - Materials used;
 - Manufacturing technology;
 - Finish;
 - Level of sustainability;
 - Production feasibility;

- Images and presentation of the product entered.
- b) The following aspects will be evaluated in the e-commerce category in addition to the above-mentioned criteria:
- Simple assembly system (online buyers normally assemble their products);
 - Few or none tools required (remember that few consumers have tools to assemble products);
 - Few packaging units (when a product has more than one package, it might get lost on the way to the customer's address);
 - Photos or images of the product package;
 - Small and easy to transport packaging (Packages must fit into elevators, staircases, doors and sometimes windows);
 - Maximum weight: 50kg per package (the customer must be able to carry the product easily);
 - ~~It must be an exclusive product—never available on the market before.~~ – Excluded from the regulation on 11/16/2016

6th Art. SECOND PRELIMINARY PHASE

- The author of the selected project must produce a life-size prototype or the product to submit it to the final evaluation of the judging panel. Authors will be informed by e-mail about the deadline and the address to send their product(s);
- All the projects selected for the Second Phase will receive a Participation Certificate, which will be e-mailed by October, 2017.
- The award winning products will receive a Participation Certification and a Salão Design Stamp, which can be used on the product in question, in recognition of excellence in design;

IV. LIABILITIES:

- Participants are responsible for making prototypes or products and for seeking parties interested in manufacturing or developing these products or prototypes;
- Participants are responsible for sending an assembly manual and all the tools required if the product submitted to the second preliminary phase is disassembled;
- Participants are responsible for providing the product with any kind of support required for its presentation to the judging panel during the second phase;
- Participants are responsible for shipping the products selected for the Second Phase properly packed and in perfect conditions. The packaging must be identified with the name of the participant and the product registration number;
- Participants, both Brazilians and foreigners, will be responsible for all the arrangements concerning the freight and packaging for shipping and removing the products and their respective fees;

1. Salão Design Award is in charge of the packaging and shipping of the products that will take part in the show in São Paulo. The participants will collect the products in São Paulo on a date and venue to be determined. Salão Design Award is in charge of:

- providing the product packaging;
- issuing the invoice to return the product;
- hiring a transport company to collect the product – the transport company must present the voice for the identification of the product to be removed;

Participating products are not insured by Salão Design. Although Salão Design is committed to safeguard products, it does not take responsibility for unexpected accidents or damages.

IX. SENDING THE PRODUCTS / PROTOTYPES:

- Taxes and expenses to send to Brazil by airmail the prototypes of the foreign projects qualified for the Second Phase must be paid by **the sender when shipping the product**;
- Participants will be liable for the freight to the final destination and the national and international customs clearance and their respective costs and taxes (INCOTERMS 2000 – “DDP” – DELIVERED DUTY PAID). **Check reverse rates with the contracted delivery service**;
- Special attention should be given to the deadlines regarding freight and customs clearance at the destination, in order to meet the delivery deadline established in the Salão Design Award regulations;
- In case the delivery deadline of the Brazilian or foreign products is not met, these products will be disqualified;
- At the end of the exhibition, participants are responsible for the providing the packaging, issuing the invoice to return the product and hiring a transport company to remove their products, according to the deadline to be informed by the award organizers.

X. EVALUATION CRITERIA FOR THE SECOND PRELIMINARY PHASE:

- The following basic judging criteria will be taken into consideration during the selection and choice of the award winners:
 - compliance of the product with the project entered in the first phase;
 - project concept;
 - form and function;
 - ergonomics;
 - finish;
 - creativity / originality;
 - degree of technological innovation;
 - sustainability / environmental impact
 - production feasibility;

- quality and safety;
- products that require safety precautions may be submitted to the technical analysis of SENAI/CETEMO, during the Second Preliminary Phase.

b) The following aspects will be evaluated in the e-commerce category in addition to the above-mentioned criteria:

- Simple assembly system (online purchasers normally assemble their products);
- Few or no tools required (remember that few consumers have tools to assemble products);
- Few packaging units (when a product has more than one packaging unit, it might get lost on the way to the customer's address);
- Small and easy to transport packaging (packages must fit into elevators, staircases, doors and sometimes windows);
- Maximum weight: 50kg per package (customers must be able to carry the product easily);
- Clear assembly instructions – consumers need to understand how to assemble the product.

c) Copies of existing products identified by the judging panel will be summarily excluded;

d) The use of raw materials produced by the sponsors of the award will not affect the judges' decision in any way.

e) The organizers suggest that the participants consult the safety standards, especially for products that require safety precautions. Consult with SENAI/CETEMO in Bento Gonçalves – phone 55 (54) 3449-7500 or e-mail: ricardo.piva@senairs.org.br luana.bombassaro@senairs.org.br.

7th Art. - AWARDS

- The 2017 Salão Design 2017 will give the following prizes;
- Each of the five categories will have 1 (one) award winner in each class, as follows:
 - Student class:** R\$5,000 (five thousand reais)
 - Professional class:** R\$10,000 (ten thousand reais)
 - Industry class**
 - Designer:** R\$ R\$10,000 (ten thousand reais)
 - Company:** a total of R\$30,000 (thirty thousand reais) to promote the award winners in the industry class.
- The judging panel of the Salão Design Award thoroughly evaluates all products, in accordance with the 6th Article, item VI. In case no product meets the requirements of the award regulations, the judging panel may choose not to award categories / classes at their own discretion.

IV. Award winners will receive at no additional cost:

- a) The 2017 Salão Design Award Trophy;
- b) The 2017 Salão Design Award Stamp;
- c) Promotion of the product in the 21st Salão Design Award catalog;
- d) The product will take part in the 21st Salão Design Award show;
- e) Participation certificate;
- f) Promotion in the Salão Design Award media.

V. In addition to the prizes, the judging panel is authorized to bestow honorable mentions at their own discretion. The recipients will be given:

- a) The 2017 Salão Design Award Trophy;
- b) Promotion of the product in the 21st Salão Design Award catalog;
- c) The product will take part in the 21st Salão Design Award show;
- d) Participation certificate;
- e) Promotion in the Salão Design Award media.

VI. **Master Teacher Award:** the master teacher informed in the Registration Form by the award winner in the student class will receive:

- a) The 2017 Salão Design Master Teacher Award Trophy;
- b) Promotion in the 21st Salão Design Award catalog;
- c) Promotion together with the product exhibited during the 2017 Salão Design Award show;
- d) Participation certificate;
- e) Promotion in the Salão Design Award media.

VII. **Alternative Woods Award:**

- a) Participants in the second phase of the competition will compete for this award, as long as they are entered by an individual or a corporation that does not have any dispute with the environmental municipal, state and federal bodies. Any species of Brazilian wood will be considered as alternative wood, even the ones known, as long as they are not part of those considered by the **Forest Products Laboratory of the Brazilian Forest Service** as very much used, in the past or at present, for furniture manufacture and other products.

The award winner will receive:

- Alternative Woods Trophy;
- A week-long trip, arranged with the Brazilian Forestry Service to visit a logging area under a sustainable management method in Amazonia and also to get to know

the Laboratory of the Brazilian Forest Service in Brasília, DF;

- Promotion of the product in the 21st Salão Design Award catalog;
- Participation in the 21st Salão Design Award show;
- Participation certificate;
- Promotion in the Salão Design Award media.

b) Woods defined as very much used by manufacturing companies and which therefore CANNOT compete for the award are: AÇOITA-CAVALO - *Luehea divaricata*; AROEIRA - *Myracrodruon urundeuva*; BÁLSAMO (CABREÚVA-VERMELHA) - *Myroxylon balsamum*; CASTANHEIRA - *Bertholetia excelsa*; CAVIUNA/PAU-FERRO - *Machaerium scleroxylon*; CEDRO - *Cedrela fissilis/C. odorata*; CEREJEIRA - *Amburana cearensis/A. acreana*; COPAÍBA - *Copaifera spp.*; FREIJÓ - *Cordia goeldiana*; IMBUÍ - *Ocotea porosa*; ITAÚBA - *Mezilaurus spp.*; JACARANDÁ-BAHIA - *Dalbergia nigra*; JACARANDÁ-PARDO (JACARANDÁ-PAULISTA) - *Machaerium villosum*; LOURO (CANELA) - *Licaria spp.*, *Nectandra spp.* e *Ocotea spp.*; LOURO-PARDO - *Cordia trichotoma*; LOURO-PRETO - *Cordia gerascanthus*; MOGNO - *Swietenia macrophylla*; PAU-BRASIL - *Caesalpinia echinata*; PAU-FERRO - *Caesalpinia ferrea*; PAU-MARFIM - *Balfourodendron riedelianum*; PAU-ROSA - *Aniba duckei/Aniba rosaeodora*; PERÓBA-DO-CAMPO - *Paratecoma peroba*; PERÓBINA-DO-CAMPO - *Sweetia nitens*; PINHO-DO-PARANÁ - *Araucaria angustifolia*; SUCUPIRA - *Bowdichia spp.* e *Diplotropis spp.*; SUCUPIRA-AMARELA - *Sweetia fruticosa* (sin.: *Ferreira spectabilis*); VINHÁTICO - *Plathymenia foliolosa/P. reticulata*.

c) None of the species of *Pinus* and *Eucalyptus* can compete for the award once the competition has the purpose of encouraging the sustainable management of native forests, mainly of the Amazon Biome.

VIII. The winners of the Master Teacher award and the Alternative Woods award will be responsible for their travel expenses including airfares, transfers, meals and other incurred costs to attend the award ceremony.

8th Art - THE 21st PRODUCT SHOW

- I. The management staff will decide, in a second analysis, the products that will take part in the 2017 Salão Design Award show – held during the High Design Home & Office Expo from August 8 -10.
- II. All award winning projects of the 2017 Salão Design Award will remain with the management until their exhibition takes place in São Paulo at the High Design Home & Office Expo from August 8 -10, 2017.
- III. The removal of the products after the show will be the sole responsibility of the participant and will take place on a date to be determined;

IV. **Salão Design management shall bear no responsibility for the products not removed in the allotted time and reserves the right to dispose of them at their own discretion.**

9th Art. – AWARD CEREMONY

- a) The developers of the winning projects (prizes and honorable mentions) take part in the 2017 Salão Design Award Ceremony;
- b) The Salão Design Award Ceremony is an invitation-only event, taking place during the 21st Salão Design Award show – date and venue to be determined;
- c) During the Award Ceremony, the winners will receive the prizes and honorable mentions;
- d) Only the award winners present at the 2017 Salão Design Award Ceremony will receive the awards and the cash prizes;
- e) The cash prize corresponding to each award will be deposited on the day of the said ceremony;
- f) The award winners will be responsible for their travel expenses including airfares, transfers, meals and other costs incurred to take part in the 2017 Salão Design Award Ceremony.

10th Art. – COPYRIGHT

- I. The Salão Design Award management recommends that competitors register their projects and products with a copyright office so that they are protected by copyright and intellectual property laws;
- II. The Salão Design Award management will not accept responsibility for any problems that may arise concerning copyright and intellectual property related to Law no. 9.610/98 and Law no. 9.279/96 of projects and products of its participants and third parties;
- III. Participants will be held fully liable for any compensation in the cases referred to in items I and II, even if the Salão Design Award is held joint and severe liable.

11th Art. - GENERAL PROVISIONS

I. **Participants not eligible for this competition:**

- a) members, first-degree relatives and spouses of members of the promoting and sponsoring bodies, both as individuals and as corporations;
 - b) first-degree relatives and spouses of the members of the Judging Panel.
- II. By registering for the Salão Design Award the participant agrees with the terms of the Regulations herein;
 - III. At the end of the selection phases, the minutes of the work will be drawn up;
 - IV. The management of Salão Design reserves the right to use the selected material to exhibit and promote in the means of

communication and other places, without implying that participants have copyrights or the right to any indemnity for copyright infringement;

- V. The jury's choice of products for the preliminary phases and their decisions are final and unbiased;
- VI. Disputes not foreseen in the Regulations herein shall be settled by the Salão Design Award Board of Directors and Sindmóveis.

For more information:

Site: www.salaodesign.com.br
Blog: <http://www.salaodesign.com.br/blog/>
Facebook: <http://www.facebook.com/salaodesign>
Instagram: @premiosalaodesign

Contacts:

Manoela Pietta Lorenzi – Coordinator of Salão Design
manoela@sindmoveis.com.br

Natália Maragno Basso – Assistant of Salão Design
natalia@sindmoveis.com.br

FREQUENTLY ASKED QUESTIONS:

FIRST PHASE

1 – I participated in previous competitions and I am unable to change my class.

R: Please contact the organizers of the competition.

2 – Will the deadline for registration, delivery or withdrawal of products be extended?

R: There will be no extension.

3 – Is it necessary to send the project of my product in a PDF file as required in previous competitions?

R – This is not necessary. All the information the judging panel needs will be provided in the project form that will be completed by the participant. The members of the jury will have no access to the names of the participants, therefore, do not identify the images posted in the project.

SECOND PHASE

1 – If my product is selected for the second phase, can I send it dismantled?

R: Yes, you can. However, the assembly instructions and all the required hardware must be provided with the product.

2 – My product needs support to be presented to the jury. Do I have to send this support?

R – Yes, you do. The product must be sent with the infrastructure required for its presentation.

3 – Will the Salão Design Award pack the products for their removal?

R: The packaging for the removal of the products is the sole responsibility of their creators.