

6^a Edition Rules

PARTICIPANTS

- University and design college students as well as recent graduates (since 2007) may participate.
- It is possible to participate individually or in teams.
- Each participant or group may present different projects in both categories.
- Participants are not allowed to present the same project in both categories.

CATEGORIES

Category A: **Toys and games to play outdoors.**

Sponsored by: **MIDDION** (www.middion.com/competition/)

To design a modern, simple and fun to play product, based on the real needs of the market. Apply the maximum level of fantasy and imagination bearing in mind the restrictions of price and optimization of the manufacturing process (check the company's requirements on the Competition's web site).

Category B: **Dolls for all**

Sponsored by: **MUÑECAS LLORENS** (www.mllorens.es)

To develop a doll or line of dolls that will allow most kids to play with it. Special designs for children with disabilities is not the goal of the project, but to develop designs that are attractive and adequate for children with or without disabilities.

It is not required, but you are able to include a part from the doll, accessories such as a baby bottle, potty or other small complements that enrich the game play with the doll in the project.

* Check for information about general design advice to have in consideration while developing your product and all the companies' requirements, on the Competition website.

PRIZES

Economic Award: **1st place: 1.800€**

2nd Place: 1.000€

The jury will be able to give a "honorable mention" to projects that are worthy of such a distinction.

The 1st place winner's design colleges or faculties will receive a one-off grant of 1000€

A list with the projects selected will be published at the website: <http://concurso.aiju.info>

The projects selected will be granted a certificate, become part of a publication and an exhibition open to the public.

REGISTRATION

On-line, at <http://concurso.aiju.info> o www.aiju.info. Upon registering the system will assign to the project a number, a username and a password that will be activated in 24 hours.

You'll receive an e-mail with all that information.

Registration deadline: **May 24th, 2010**

ENTRY RULES

Deadline for presenting projects: **May 31st, 2010**

Place of presentation of the **models**: AIJU: Avenida de la Industria, nº 23, CP: 03440, Ibi (Alicante)

DOCUMENTS TO BE PRESENTED: (Spanish, Valencian or English)

With the username and password that you get in your mail after registering, you can access your personal folder and upload your information. In that folder you will need to upload:

- Sworn statement that the project is original. Fill on-line, on the competition website, upload it as a pdf.
- Copy of the academic year's matriculation or a degree awarding diploma for the studies carried out (finished in 2007 or later)
- 3 to 5 rendered images of the product in tiff files with a resolution of 300ppp.
- Short video (approximately 3 minutes) of the designer explaining the workings and ways of using the product.
- Two A4 panels with images of the product that they clearly show how it is used. On one of the panels, the following information should be placed in the bottom right-hand corner:

_____ 7cm _____ 1cm _____

Project's name: Rocosa
Maximum dimensions: 20cmx20cm
Target age range: from 0 to 3 years

Characteristics of the game: A kid takes a ball, press it till there is a mosnter going out form it and then the other kid...

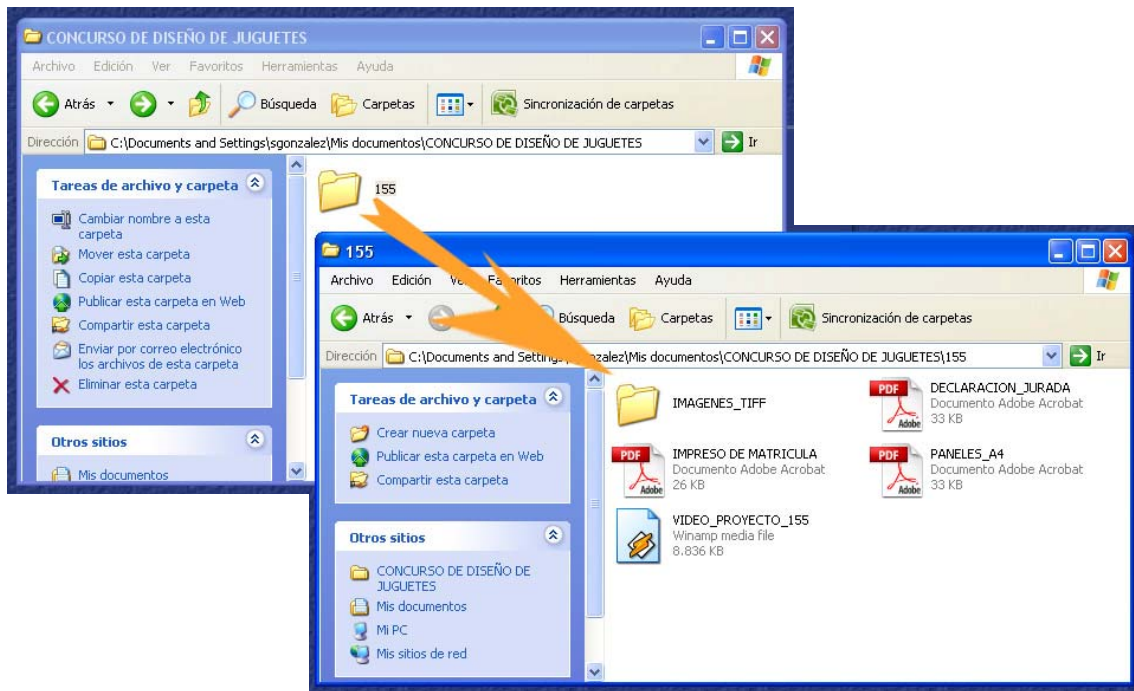
Category: Company's name

Registration number: **56**

Typography used: Arial 8 for the text, Arial 20 for the inscription number.

- Optional presentation of models.

Example of how the space for the folder will look like:



COLLECTION OF THE MODELS

Collection deadline: 30th of September 2010

Location for collection: AIJU

If the models are not collected before the stated deadline, it is understood that the entrant gives up his/her project and so it will become the property of AIJU.

JURY

- Recognised experts; professionals from the world of design as well as specialists in the industry.
- Specialists from AIJU's different departments.
- People in charge of product development from each sponsoring company.
- Kids from different ages.

COPYRIGHT

- When entering a project, it is protected for one year all over Europe, according to Law 20/2003 on Legal Protection of Industrial Design.
- The sponsors have the right to market the winner's projects. If in the following two years after the winners are announced, the company hasn't included the product into their catalogue and do not have interest to develop it, the designers have the right to develop it with other companies, but only after AIJU is informed about it.
- If a company is interested in developing a project presented to the competition, AIJU will be able to help with possible contracts between the designers and the companies.

- The sponsor will have priority in case that there are other companies interested in developing any project presented in its category.
- The projects selected will be used in publications and exhibitions, always giving the designer's name.

LEGAL TERMS

No project will be admitted outside the deadline indicated.

The designs should be new and not have been presented to any other competition.

The jury's decisions will be final.

If there is no project that reaches the level required, it may be possible to declare the prize void.

Participation in this competition means accepting its terms and conditions fully.

MORE INFORMATION

You can check for more information about general design advice, companies' specifications or educational aspects on the websites:

<http://concurso.aju.info>

www.aju.info | www.guiadeljuguete.com

If you have any queries, contact: concurso@aju.info | (0034) 96 339 13 76

