



the interior business event
17–23 January 2022

Pure Talents Contest

Conditions of participation

[imm-cologne.com/
puretalentscontest](https://imm-cologne.com/puretalentscontest)





PURE TALENTS CONTEST 2022

Intention

The Pure Talents Contest is amongst the most highly recognised international design competitions for up-and-coming designers. Hosted by one of the world's most important interior design trade fairs, it is the platform on which emerging talent can showcase their products to a large audience and make their first contacts in the industry. In the past 18 years, a total of 502 products by 555 designers from all over the world have been presented at imm cologne as part of the contest exhibition.

Many of these products have found their way into the collections of well-known manufacturers. Up to 20 current pieces of work by design students and young designers from all over the world will be nominated. From this selection, the three most talented international up-and-coming designers in 2022 will be chosen by the jury.

Participation

Design students and up-and-coming designers from all over the world are invited to enter, providing that they graduated no more than three years ago, i. e. after 1st January 2018. Entries from groups of up to three members are also welcome as long as each member meets the requirements concerning their current course of study or their date of degree. Group applications must be identified as such during the online registration process. The subsequent addition of entrants to the group is not permitted.

Entries will be accepted in the following product categories:
**Furniture | Home Accessories | Lighting | Floor Coverings |
Wallpapers and Textiles | Smart Home**

The designs should be no more than one year old. Product entries are restricted to prototypes that are not yet in series production. At most, they may be in the preparation stage for series production. Products submitted may have already been on show at other exhibitions or have been featured in publications. Every participant may enter up to three products. The submitted product(s) should already exist as a 1:1 model for presentation in the exhibition. If this is not the case, the participant can produce a 1:1 model at his own expense until the time of the exhibition.

Registration

All entrants to the Pure Talents Contest must register online at www.imm-cologne.com/puretalentscontest. Up to three product images in JPG format can be uploaded when registering (maximum 2 MB per image). If the product is approved, the entrant(s) will receive a data sheet by e-mail as confirmation of their registration. Upon registration, entrants must also upload a confirmation of their university enrolment or their degree certificate via the online form. Preferably the certificate should be in English or German, 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. In the case of group registrations, data must be provided on all the group members, and a certificate of enrolment or a degree certificate must be uploaded for each member.

Selection

In a qualifying stage in end of September 2021, the renowned jury will review the applications and nominate a shortlist of up to 20 products. Furthermore, this jury will select the three winning products of the Pure Talents Contest 2022 from the 20 nominated products. The jury is made up of design experts and will comprise:

- › Eva Marguerre, Designer, Studio Besau-Marguerre, Hamburg
- › Jennifer Reaves, Management DesignFest, Stuttgart
- › Sebastian Herkner, Designer, Offenbach
- › Norbert Ruf, Creative Director Thonet, Frankenberg / Eder

The German General Equal Treatment Act (AGG) will be taken into consideration in the selection of the designers. Legal recourse is excluded. The submitted works will be evaluated primarily based on the following criteria:

- › Overall concept
- › Originality of the design
- › Conceptual and visionary quality
- › Functionality / usability
- › Quality of design and presentation / sustainability

The jury is free to determine the weighting of the individual criteria.

Exhibition and competition

The exhibition of the 3 winning products will take place at imm cologne 2022 from 17 to 23 January 2022. The designers selected for the exhibition and the



competition undertake to make their products available as full-sized models for collection from 1 December 2021. The models will remain at imm cologne from the time of collection throughout the entire duration of the exhibition, after which they will be returned to the stated collection address. The selected products may not be simultaneously exhibited at another location for the duration of imm cologne 2022. The designers of the three winning products (or a representative of the design group) undertake to be on site for the period from 16 to 19 January 2022 (excluding arrival and departure days) for press relations, the fair and the awards ceremony. In addition, the dismantling of the exhibits at the end of the fair must be organised by the designers. If personal presence for dismantling is not possible, the designer is obliged to organise the dismantling of his / her exhibit by a third party and to inform the organiser of the corresponding details.

In addition to the winning products, the nominated products will be presented in the exhibition in the form of photos and texts on a “nominee wall” and supplemented by video contributions by all designers.

Awards

Upon confirmation, all of the 20 entrants will receive the label »nominee«. Prize money is awarded to the entrants who receive the following places:

- First prize: 1,500 €
- Second prize: 1,000 €
- Third prize: 500 €

The awards for the Pure Talents Contest are presented during the trade fair.





Communication

The nominated designers agree to provide Koelnmesse with photos, product texts, portrait photos and videos (if available) of their product for communication purposes. The nominated designers will be actively involved in the imm cologne's press work. This includes:

- › Integration in press releases and dispatch to around 7,500 journalists worldwide
- › Press tours of the exhibition
- › Publication of the image material in Koelnmesse's image database
- › Integration in the imm cologne's social media activities

These PR activities reach a large number of journalists and media around the world. Koelnmesse cannot guarantee publication in print and online magazines and is the responsibility of the media concerned. Each entrant will be presented on the imm cologne web pages and will be actively included in the social media activities for imm cologne. All entrants granted nominee status may use the »nominee« label in their own communications.

Costs

Participation in the application process of the competition is free of charge. Koelnmesse makes reasonable financial and organisational support available to the exhibition participants for the transport of their products as well as travel and accommodation costs. The amount of the financial expenses awarded is based on the objective internal guidelines of Koelnmesse, which take the circumstances of the individual case into account. Koelnmesse bears the costs for insuring the products that are presented in the exhibition.

Rights

The copyrights in the submitted products are retained by the individual participants at all times. The nominated participants shall provide the organisers with unlimited rights of use with respect to possible publications, press activities and promotional measures in connection with the contest and the exhibition. Koelnmesse assumes no liability including for potential third-party claims.

Important dates

Deadline for entries:	15 September 2021
Jury session:	end of September 2021
Announcement of the nominees:	Mid-October 2021
Duration of the exhibition:	17 to 23 January 2022

The selected up-and-coming designers will be informed individually about sending in their prototypes.

Contact address in the event of queries

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the young designers'
 competition of

