

PURE TALENTS CONTEST 2024

CONDITIONS OF PARTICIPATION

imm-cologne.de/puretalentscontest





Intention

The Pure Talents Contest is amongst the most highly recognised international design competitions for up-and-coming talent. Organised by Germany's largest Interior Business Event, the competition's 20th edition at imm cologne 2024 will once again be the stage on which designers present their creative ideas and innovative concepts to a large audience, giving them the opportunity to establish valuable contacts in the industry. Many of these ideas and concepts have found their way into the collections of renowned manufacturers.

The Pure Talents Contest has an impressive track record and will celebrate its 20th edition at imm cologne 2024 with an exciting new concept. From now on, the competition will recognise students and young professionals who engage with the challenges of the future. In addition to designs for products, interior design concepts can now be entered for the first time. The aim of the Pure Talents Contest is to find promising designers who will have a lasting impact on global issues and the interior design industry.

The themes for 2024

Lifestyle and home living in cities with limited space

It's highly likely that 70 per cent of the world's population will live in cities by 2050. Because less and less residential property is available in metropolitan areas, more and more people are living in small spaces. Can minimalist living also offer certain freedoms?

The revised competition concept will focus on three major themes intended to stimulate and inspire the entrants:

Lifestyle and home living in cities with limited space

Lifestyle and home living in a circular society (with circular-ready materials and products)

Lifestyle and home living as a statement/message/concept

Responses to these themes may be submitted in the form of product designs and/or interior design concepts. A shortlist of twelve nominees will be chosen to present their submissions at imm cologne, of which nine will be products entered in the "Objects" category and three will be interior design installations from the "Spaces" category. One winner for each of the themes will be selected by the jury and will receive prize money of Euro 1,000.

Wanted: The jury will be looking for clever designs that will help people to live comfortably even within a small footprint - modular furniture and spaces that are both functional and flexible, giving us the freedom to adapt our surroundings to meet our needs.

FOCUS ON THREE MAJOR THEMES.

Lifestyle and home living in a circular society (with circular-ready materials and products)

The way resources are used in today's social and economic model largely follows linear paths. The linear product life cycle can be described in three words: make, use, waste. This approach leads to high levels of resource consumption and environmental pollution. To be more sustainable, our society must shift towards a model based on a circular economy, resource efficiency and lower levels of consumption.

Wanted: How can we break free of the linear "make, use, waste" model? The jury will be looking for products, materials, processes, spaces and concepts that will help to bring about a systemic change by using circular-ready materials and service concepts.

Lifestyle and home living as a statement/message/concept

Our lifestyles and homes can be very individual and express certain values and beliefs. Products, spaces and concepts can be a statement on socio-political issues and trends or communicate a message.

Wanted: Avant-garde furniture designs, one-off pieces, items produced in low volumes and installations ranging between expressiveness and purism, flamboyance and embellishment, a mix of styles and a juxtaposition of incongruous styles - all conveying inspiring artistic visions.

Participation

The competition is open to students and professionals (18 years or older) from all over the world who are active in product design, interior design, industrial design, scenography, architecture, interior architecture or a related discipline. Entrants must still be in education/training or have been working in their field for up to five years.

Entries from groups of up to three members are also welcome as long as each member meets the requirements. Group applications

must be identified as such during the online registration process. The subsequent addition of participants to the group is not permitted.

Participants can apply to enter both the Objects category and the Spaces category.

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Objects

Each participant may submit up to three products addressing the above-mentioned themes. A full-sized model of the submitted product or products must already be available for presentation in the exhibition, or it must be possible for the entrant to produce a full-sized model in time for the exhibition at his/her own expense. The designs should be recent. 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. The products may have already been shown at other exhibitions or may have already featured in publications. Products may be entered from any of the following segments:

**Furniture | Home Accessories | Lighting |
Floor Coverings | Wallpapers and Textiles |
Smart Home | Kitchens |
Kitchen Accessories | Outdoor**

Spaces

Each participant may submit up to three interior design concepts addressing the above-mentioned themes. The interior design concepts or spaces should bring the chosen theme to life and depict visions of future living. Each designer will be free to choose how to present their interior design concept within the following guidelines: It must be possible to display the concept on a circular area with a diameter of 5 metres (20 m²).

Koelnmesse will provide each of the shortlisted interior design concepts with a stand area of 20 m² with wall elements and lighting, plus a budget of Euro 5,000 with which to style and furnish their space. The nominees may also seek sponsors to support the realisation of their designs.

Registration

Designers wishing to enter the Pure Talents Contest in either the Objects or the Spaces category - or both - must register online at www.imm-cologne.de/puretalentscontest

Up to three product images in JPG format (maximum 2 MB per image) can be uploaded when registering for the Objects category. Koelnmesse will print the entry onto A4 for the jury meeting.

When registering for the Spaces category, entrants may upload a maximum of two floor plans and three renderings (drawings) of their interior design concepts. Koelnmesse will print the entry onto A3 for the jury meeting.

As part of the registration process, each participant will be asked for certain information about their education and work experience. Only complete applications that meet the conditions of participation will be accepted. By registering for the Pure Talents Contest, entrants agree to be bound by these conditions of participation.

Once their entry has been approved, the participants will be sent a fact sheet by e-mail, confirming their registration. Registrations must be received by **Koelnmesse GmbH no later than 11:59 p.m. CEST on 16 October 2023**

Selection process

The panel of distinguished jury members - this year consisting exclusively of former Pure Talents Contest participants - will review the submissions at a meeting in October 2023 and shortlist twelve products and interior design concepts: nine products from the Objects category and three concepts from the Spaces category. Then, on the first day of the trade fair, the same jury will select the three winners of the Pure Talents Contest 2024 from the twelve shortlisted projects.

The international jury is made up of design experts and will comprise:

- Marco Dessí, Studio Dessí, Designer, Vienna
- Esther Jongsma, VANTOT, Designerin, Eindhoven
- Jonas Wagell, Studio JWDA, Stockholm
- N.N.
- N.N.

The German General Equal Treatment Act (AGG) will be taken into consideration in the selection of the designers. All legal claims are excluded. The submissions will be judged primarily according to the following criteria:

- Overall concept
- Independent nature of the design/ originality
- Quality of the concept and vision
- Functionality/quality in use
- Quality of the design and its presentation
- The submission's sustainability and circularity potential, for example in terms of:
 - Materials (renewable or recycled materials, reusable or degradable materials, minimal materials)
 - Components (separability, modularity, reuse of existing components)
 - Systems (product-service systems, design concepts, services supporting the whole life cycle)

How the individual criteria are weighted in the evaluation is at the discretion of the jury.

Exhibition and competition

The shortlisted projects will be exhibited as part of imm cologne 2024 from 14 to 18 January 2024.

The entrants in the Objects category who are selected to participate in the exhibition undertake to make their products available as full-sized models for collection in a crate of their own design from 1 December 2023. This crate should both protect the product during transport and be designed in such a way that the product can be displayed on or in the crate at the trade fair. The nominees in the Objects category will receive an allowance of Euro 500 towards the cost of constructing their presentation crates. 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 collection address provided. The selected products may not be simultaneously exhibited at another location for the duration of imm cologne 2024. The participants in the Objects category (or a representative in the case of a group of designers) undertake to be on site for the period from 12 to 16 January 2024 (excluding arrival and departure days) for the jury meeting, PR activities, the trade fair and the awards ceremony. In addition, the participants will be responsible for organising the dismantling of the exhibits at the end of the trade fair. If they cannot be present to dismantle their exhibits themselves, the participants will be required to arrange for them to be dismantled by a third party and to inform the organiser of the relevant details.

The participants shortlisted in the Spaces category undertake to be on site during the build-up of the exhibition (scheduled for the period from 10 to 12 January 2024, depending on the complexity of the installation), for the jury meeting on Saturday, 13 January 2024, for PR activities during the trade fair from 14 to 16 January, and the awards ceremony.

In addition, the participants will be responsible for organising the dismantling of the installations at the end of the trade fair. If they cannot be present to dismantle their installations themselves, the participants will be required to arrange for them to be dismantled by a third party and to inform the organiser of the relevant details.

Koelnmesse will assist the participants with the implementation/build-up and any transport that may be required. The following optional services will be included in each 20 m2 stand area:

- A 10-metre length of exhibition stand wall, painted in a colour of the participant’s choice
- Dark flooring
- 3 kW power supply, three earthed safety sockets
- General lighting for the exhibition
- Suspension systems if required

Designs must comply with Koelnmesse’s technical guidelines:
<https://tinyurl.com/233os493>

Prizes

Following confirmation, all twelve shortlisted projects will receive a “Nominee” label. Prize money will be awarded as follows:

Winner of the Lifestyle and home living as a statement/ message/concept category	Euro 1,000
Winner of the Lifestyle and home living in a circular society category	Euro 1,000
Winner of the Lifestyle and home living in cities with limited space category	Euro 1,000

The awards ceremony will take place on the first day of the trade fair.

Communication

The nominees agree to provide Koelnmesse with photos/renderings, written information about the product or installation, portrait photographs and videos (if available) of their project for communication purposes. The nominated entrants will be actively involved in imm cologne’s press relations. This will include:

- Incorporation into press releases distributed to around 7,500 journalists worldwide
- Press tours through the exhibition
- Publication of the image material in Koelnmesse’s image database
- Involvement in imm cologne’s activities on social media.

The trade fair’s PR activities reach large numbers of journalists and media outlets across the globe. Publication in print and online magazines cannot be guaranteed by Koelnmesse and is the responsibility of the individual media organisations. Each entrant will be presented on the imm cologne website and will be actively included in imm cologne’s social media activities for imm cologne. All entrants granted Nominee status may use the “Nominee” label in their own communications.

Costs

Entry in the contest is free of charge.

Koelnmesse will organise and bear the cost of transporting the products for the participants shortlisted in the Objects category. The nominees will receive an allowance of Euro 500 towards the cost of constructing their transport/presentation crates. They will also receive a travel and accommodation allowance of Euro 600 per person. Koelnmesse will arrange insurance for the products presented in the exhibition.

Koelnmesse will provide the nominees in the Spaces category with a budget of Euro 5,000 with which to style and furnish their space (see details under Exhibition and Contest). Koelnmesse will organise and bear the cost of any transport required. They will also receive a travel and accommodation allowance of Euro 600 per person. Koelnmesse will bear the costs of insuring the installations that are presented in the exhibition.

Important dates

Closing date for registration: 16 October 2023

Jury meeting: Late October 2023

Notification of nominees: Early November 2023

Duration of the exhibition: 14 to 18 January 2024

Presence of Objects nominees required: 12 to 16 January 2024

Presence of Spaces nominees required: 10 to 16 January 2024

The selected participants will be contacted individually with information about sending in their prototypes and realising their interior design concepts.

Attachement to the Conditions of participation Pure Talents Contest 2024

Liability

Subject to the stipulations stated below, the organiser is liable — irrespective of the legal basis - for all damages caused by intentional or grossly negligent actions on the part of its legal representatives, employees or agents.

- Liability for damages caused by simple negligence on the part of agents of the organiser is limited to such damages as may be typically expected to arise in the context of the existing contractual relationship.
- The organiser is only liable for damages not due to intentional or grossly negligent actions on the part of the organiser, its legal representatives, employees, or agents insofar as an essential contractual obligation (cardinal obligation) has not been fulfilled. An obligation is considered to be essential if it is of particular importance for the fulfilment of the purpose of the contract, and upon the fulfilment of which the user should particularly be able to rely. In such a case, the limitation of liability shall apply with respect to the damage to be compensated, as described under the first point.
- Insofar as the liability of the organiser is excluded or restricted in accordance with the above paragraphs, this also applies to the benefit of the representatives and vicarious agents of the organisers or sponsors should the participant file a direct claim against them.
- Koelnmesse is not liable for the actions and the decisions of the jury members.
- Koelnmesse is not liable for damages or loss of the delivered prototypes or other property of the nominees or of individuals acting on his/her behalf.
- Koelnmesse assumes no liability for ensuring that the prototypes are presentable and technologically functional.
- Koelnmesse is not liable for the ability to implement the concepts.
- The aforementioned limitation of liability does not apply to liability under the German Product Liability Act.

Premature termination, exclusion and change of procedures

The organiser reserves the right to break off or end the competition at any time without giving notice and without giving reasons. The organiser may especially exercise this right if the proper execution of the competition cannot be guaranteed due to technical, legal or organisational reasons. The organiser reserves the right to exclude individual

participants from participation at its sole discretion. This may especially be the case if participants violate the terms of participation or use improper aids or third-party services during their participation. The organiser reserves the right to change individual procedures of the Pure Talents Contest 2024 without prior consent of the participants. This is particularly the case if national or international risk situations, such as pandemic restrictions, necessitate these changes.

Property rights

- The participant assures that they hold unrestricted utilisation rights to the objects, especially all product information, photographs, parts of images and other data. The participant is responsible for assuring that the objects registered by them and all documents and other data submitted in connection therewith - e.g. photographs, plans, sketches, models, etc. - are free of third party rights. Items that violate an industrial property right - trademark, utility model, patent, copyright or the like - are excluded from participation. All participants must inform Koelnmesse upon registration if any legal proceedings - disputes relating to competition law, patent law, trade mark law or copyright law that are associated with the registered object - are pending with respect to the object. The same applies to corresponding disputes out of court.
- If Koelnmesse is sued by third parties on the grounds that their rights were violated by the participant, the participant agrees to indemnify Koelnmesse against all such claims. The participant shall be liable for any damages caused by a violation of these conditions, particularly claims by third parties, and he/she shall indemnify Koelnmesse from any such claims to the same extent. This obligation to exemption applies in particular for the infringement of copyright and brand rights.
- Photographs processed electronically or otherwise must not contain elements that are subject to the rights or claims of third parties - e.g. parts of images from magazines, books, purchased CDs, etc. Here, too, the liability lies solely with the participant.
- These obligations for the comprehensive exemption from liability of Koelnmesse are deemed to continue to exist if the affected objects, product information, photographs, parts of images, etc. have already been withdrawn.
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Special note:
Koelnmesse is not obliged to delete data in the cache of websites belonging to other providers, especially of search engine providers, after corresponding links have been established. If Koelnmesse is sued by third parties on the grounds that their rights are being violated by participants' data in the cache of websites belonging to other providers, especially search engine providers, after corresponding links have been established, the participant indemnifies Koelnmesse from all such claims. The participant shall be liable for any damages caused by a violation of these conditions, particularly claims by third parties, and he/she shall indemnify Koelnmesse from any such claims to the same extent.

Granting of rights of use

- The copyrights to the submitted products, product information, concepts, photos or other data remain with the participant.
- The participant grants the organiser the non-exclusive right to use the products, product information, concepts, images and other data without any limitation with regards to place or time, free of charge. This applies for the following uses in particular:
- the usage rights in other media, e.g. in advertising films, videos or books and in brochures and on the Internet;
- reproduction and distribution rights, i.e., the right to reproduce and distribute as they wish;
- archiving rights, i.e. the right to collect photographic material and if applicable to also release it as a trade fair and/or product-related collection;
- the right to partially and fully assign the rights granted to Koelnmesse to third parties;
- the right to process or otherwise alter the photographic material.

Insofar as utilisation rights of third parties that have collaborated in the development and production exist with respect to the product information, photographs and other data, the participant also transfers these rights to Koelnmesse and independently guarantees that these transmissions of rights are effective for all listed types of utilisation. The participant has ultimate responsibility for ensuring that such usage rights are validly transferred to the rights of third parties. The participant shall be liable for any rights that have not be transferred. The participant holds the organiser harmless from having to pay any royalties and from all claims from third parties, regardless of the legal grounds. Beyond this, the participant's liability is governed by the legal provisions

General notes

- At the attendance event in Cologne, participants will have the opportunity to obtain a Certificate of Priority from the German Patent and Trade Mark Office upon request during imm cologne 2024.The notes on the procedure of the „Pure Talents Contest“ are part of the present terms of participation.
- Legal recourse is excluded.
- Employees of Koelnmesse GmbH are excluded from participation.
- The law of the Federal Republic of Germany shall apply, i.e. excluding UN Sales Convention.
- Deviating or supplementary conditions of the participant shall not become part of the contract, even if these are not expressly contradicted.
- Should individual clauses of this agreement be or become invalid or unenforceable, this will not affect the effectiveness of the remaining provisions of this agreement. The organiser and the participant shall undertake to replace the invalid provision by such valid provision, which comes closest to the legal and economic intent of the invalid provision.
- These conditions can be changed at any time without further notification.

