

RULES OF THE 7th L'ARGUS DESIGN COMPETITION

« *Invent a vehicle that is useful for Society* »

Article 1: Organisers

SNEEP SAS, mother company of French magazine *L'argus de l'automobile* whose headquarters is located at 1, Place Boieldieu, 75002 Paris, is holding the "Trophées de L'argus" event on January 2009. On this occasion, the design brief is entitled "*Invent a vehicle that is useful for society*".

Article 2: Participants

The competition is open to students attending design colleges within the European Union (Austria, Belgium, Bulgaria, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, The Czech Republic, The Netherlands, United Kingdom) and Switzerland.

Participants must be less than 28 years old (born after 1st January 1981).

Participation in the competition is individual. Groups are only authorised to enter, if the project's co-participants appoint one member of the group to represent them.

Article 3: Schedule

Registration

The competition is open from 21 June to 21 December. The projects must be submitted by the participants and received before midnight GMT+1 on 21 December 2008.

Project Selection:

The short listing of the projects will take place between the 21 December and the end of January 2009.

Announcement of Results and Awarding of Prizes:

The results will be announced at the end of January 2009, on the occasion of the "Trophées de *L'argus*" Award ceremony.

Article 4: Competition Registration Procedures and Entry Requirements

The competition is open to all students of design, architecture, industrial design and automobile design. Students can be supervised by their tutor, although this is not necessary.

The design colleges involved in the competition will receive, by post, in the first 2 weeks of June:

- Brochures explaining the 7th Design Competition and the 2009 *L'argus* Trophy Event;
- The competition rules;
- Competition posters.

Candidates will be able to register for the competition:

- Directly via the website www.argusauto.com/trophees by completing the entry form on-line. This form will be available this coming June 2008
- by e-mail, by requesting an entry form, completing it and duly returning it to the following address: concoursdesign@argusauto.com
- by post, by requesting an entry form, completing it and duly returning it to the following address: Concours *L'argus*, c/o Hopscotch, 19 rue Pierre Sépard, 75009 Paris, France

Once the entry form has been duly completed and registered by the competition organisers, a confirmation e-mail will be sent to each candidate.

For those candidates who registered via the competition website, they will receive an e-mail confirming their user name and password which they will need to submit their project at a later date.

Submission of Projects on the argusauto.com website

Candidates wishing to hand in their projects via the www.argusauto.com/trophees website must first log in (with the user-name and password sent to them when they registered on the website) and then complete the form specifying: the name of the project, a brief description of it, the participant's name, and the format the documents have been sent in. The different sections of the project must then be downloaded onto the website.

Submission of projects by e-mail or post

Candidates can also return their projects by e-mail or by post to the addresses mentioned above.

Accepted formats

Projects submitted by e-mail must:

- be in Acrobat (.PDF) format or in any other universal format (jpg, gif, doc, ppt, ai, psd...) and the size must be in A4 or A3 format, ready to be printed;
- not exceed 2 MB in total.

Projects submitted by post must be sent in the form of a CD or A3 plates.

It is the candidate's responsibility to comply with the formats indicated above; the organisers refuse any responsibility if, for technical reasons, they cannot read the document sent to them.

Important:

All information demanded on the form is essential and compulsory for participation in the competition. It is imperative that Candidates have an e-mail address. In the instance that registration is incomplete, incorrect, or if a candidate does not meet the entry requirements for the competition, registration will be declared null and void.

Article 5: Competition Theme

"Invent a vehicle that is useful for Society".

Context:

Automobile markets in the West are said to be "mature". They reached saturation in the 1990s and their main activity today involves updating their existing fleet. This is far from the vitality of emerging markets. To keep up with economic, political and social developments on their historical markets, manufacturers are trying to come up with new concepts.

But more than satisfying the new needs of individuals, the real challenge lies in designing new travel systems, vehicles or services to benefit society as a whole.

Guidelines:

The student will have to put forward an innovative and useful vehicle concept to be manufactured and sold on Western markets. He or she shall explain their choices at every step of the project (interest of the concept, selection of materials, production method, functionalities, design, etc.).

The different aspects of the vehicle to be taken into account are:

- Its general aesthetic (design, colours, shapes...);
- Its goal (delivery, public transportation, services...);
- The types and ways of use anticipated;
- Its environment integration;
- Its functional innovations (on-board electronics, ease of maintenance...).

Article 6: Requirements

> Participants' projects must include 4 plates:

- 1 context plate with the project explanations and the guided commentary;
- 1 sketch plate;
- 2 drawing plates, including:
 - Views from different angles (exterior, interior, and focusing on certain functions);
 - Captions (chosen materials, labels of the interior lay out, the vehicle architecture, the ergonomic design, the dimensions, the specific functions, etc.).

> Each project will have to include at least one picture drawn "by hand" (pencil, gouache or a graphics palette). Projects that have been entirely done with the help of numeric simulator will be refused.

Only projects written in English or French will be accepted.

Article 7: Selection process

There are 3 steps in the selection process.

1. *Eligibility*

Projects that do not fulfil the technical requirements are automatically set aside when received.

2. *Shortlist*

A shortlist of the best projects is drawn up during January 2009. 8 to 10 projects are shortlisted.

Projects will be judged on the following criteria:

- relevance of the response provided by proposal to the problem set by the Competition
- simplicity of use / incorporation of innovative features
- originality of the design
- quality of the written presentation of the project

The designers of the shortlisted projects will go forward to the final. They will be invited to make an oral presentation in support of their project before the panel of judges on the morning of the award ceremony at the end of January 2009.

3. *Election of the winners*

For the oral presentation, candidates will be given individual examination times. Each finalist will have 15 minutes to convince the judging panel of the relevance of their project:

- 5 to 10 minutes of presentation
- 5 to 10 minutes of questions & answers

During this examination, candidates are free to present additional plates, models, animated pictures, development and/or improvements regarding their project, **within the limits of 10 minutes of presentation** (as said before). **Those developments should not change the concept itself.**

After all finalists have ended their oral presentation, the judging panel will vote for the projects. The project that best meets the selection criteria will win the competition.

Article 8: Judging Panel

A judging panel made up of 12 to 15 members will vote to elect the winner.

These members will include:

- Representatives of *L'argus de l'automobile*
- Representatives of the competition partner automobile manufacturers
- Journalists from the design press

- Professionals and experts from the field of design
- Qualified VIPs

The decisions of the jury are final.

Article 9: The Prize

A sum of 5,000 €, donated by *L'argus*, will be shared between the 3 winners in the following way:

- 3,000 € for first place, winner of the competition,
- 1,500 € for second place,
- 500 € for third place.

The 3 winners, as well as their college, will feature in a special report about "The 2009 *L'argus* Trophy for Utility Vehicle of the Year".

In addition to this, the winner will be offered an internship in the style office of the competition's partner automobile manufacturer.

The projects short-listed for the final will be exhibited at the "2009 *L'argus* Trophy for the Utility Vehicle of the Year" award ceremony evening on Wednesday 5th December 2007 at the Eiffel Tower.

The organisers reserve the right not to exhibit the designs if they feel they are contrary to present rules.

Article 10: Reimbursement of Expenses

Participation in the present competition is free. Travel and accommodation expenses for the shortlisted candidates, who are invited to give an oral presentation supporting their project on the day of the award ceremony, will be paid by *L'argus de l'automobile* (Return ticket country of origin/ Paris + one night's board in a hotel in Paris).

Article 11: Ownership of the projects and rights to reproduction

All rights are reserved to the participants as exclusive owners of the intellectual property submitted to the competition and their right to exploit this intellectual property. However, it is their sole responsibility to protect their design, if need be, by patenting or registering it. The organisers refuse all responsibility in case of damages resulting from negligence on the part of the participant and concerning the protection of intellectual property.

To participate in the *L'argus* Design Competition, all candidates must accept that their projects may feature in a special report about the competition. Candidates must therefore authorise the organisers to mention the shortlisted projects and the designer's name (notwithstanding art.12 below) in the reports and articles, promotional documents or brochures, and to exhibit them on the website www.argusauto.com/trophees or in public events of their choice without limits of time and with no obligation on the part of the organisers to make further payments other than that of the prize to be awarded.

For this purpose, the organisers will be able to reproduce graphics or photographs from the shortlisted and winning projects as well as photographs of the designers, subject to mentioning their names.

All candidates promise that their projects do not in any way violate the rights of a third party and guaranties any recourse or claims in this matter, to the organisers.

Article 12: Personal Data

In accordance with article 34 of French law « Informatique et Libertés » of 6th January 1978, each candidate entering the competition has the right to access, modify, and revoke any data concerning them.

To exercise this right, write to:

Concours *L'argus*
c/o Hopscotch
19, rue Pierre Sépard
75009 Paris
France

Article 13: Responsibility of the Organisers

The organisers reserve the right to cut short, postpone, change or cancel the competition without explanations or fear of incurring legal action against them.

In the same way, the organisers will not accept legal responsibility in cases where access to the website www.argusauto.com or consultation has transpired to be difficult, even impossible for participants.

Article 14: Acceptance of rules

Participation in the competition is understood to mean complete compliance with the competition rules.