



TERMS OF ENTRY
Call for the 6th Edition

hi-cooking
C a s t e y d e s i g n a w a r d s 2 0 1 1



HI-QUALITY FOR HI-COOKING

+Information at: www.casteys.com

The **CASTEY** Company, recognized for the quality and design of its products for cooking food in the professional and domestic sphere, has created this international-level prize.

CASTEY wishes to offer students a new occasion to compare their talent and make a name among professionals and industrialists. The objective of the competition is to discover new values in the practice of industrial design among the new generations of students and young designers.

1 TERMS OF ENTRY

Any last year student registered with a design or engineering school and professional designers up to 30 years old may enter. In both cases, they will be required to provide proof of their current situation.

Each contestant is able to present up to two different designs.

To enter the competition, those interested should send an e-mail to the following address: hicooking@castey.com. The e-mail should contain the candidate's full name, address and telephone number, age, school and how did they find this. Design Competition. Castey will answer to this e-mail awarding a number of participation.

The contestants have to present the project in a CD before the stipulated deadline:

- Two visual panels in DIN A4 specifying the intentions of design in pdf format. The first panel must show and explain the most outstanding features of the design. Technical points such as use, general sizes, materials and the production processes will be represented in the second one.
- A minimum of 6 images of the development and graphical information of the project (photo realistic images, sketches...) in format jpg or tif with a resolution of 300 dpi.
- A 3D of the design in the following format: step. or iges.

The project should be accompanied by a declaration signed by the candidate, certifying that the design has never been the object of publication or public presentation of any kind and that it is the candidate's own work.

Any complaint regarding the authorship of the designs and any possible plagiarism will be the exclusive responsibility of the designer.

Projects should be presented in a sealed envelope identified as: "Hi-cooking Castey design awards 2011" with the number of contestant. Inside of it, apart from the CD, it will contain the full details of the competitor and the declaration accrediting intellectual copyright, a curriculum vitae and a copy of the e-mail sent by Castey awarding the number of participation.

Projects should be sent to:

CASTEY GLOBAL
Hi-Cooking Castey Design Awards 2011
Avinguda Mas Vilà, 4-6
17457 Riudellots de la Selva
GIRONA - SPAIN

2 THEME OF THE COMPETITION

Cutlery Design

The idea is to develop a new form for three pieces of a cutlery (table fork, table knife and table spoon) respecting its traditional functions, as well as its aesthetics design and industrial viability.

The product proposed is available on the market. Points of sale will be the best research medium for the contestants.

3 ASSESSMENT CRITERIA

The members of the jury will place relevancy on:

Innovation: creativity-originality

Function: the adaptation of the product to its function

Ergonomics: the adaptation of the product to the user

Industrial viability: real manufacturing possibilities

Presentation: the presentation quality of the project

4 SCHEDULE

Dissemination of the competition: June 2011

Presentation of the project (deadline for its reception): January 31st 2012

Meeting of the jury and declaration of the results: February 2012

5 PRIZES

The jury will select 10 projects finalists. Two prizes will be awarded among five special mentions:

First prize: 6.000 €

Second prize: 3.000 €

A mention to the most innovating project

A mention to the most original project

A mention to the most ergonomic project

A mention to the most functional project

A mention to the most viable project

6 JURY

The members of the jury will represent various areas:

- A recognized industrial designer
- A prestigious chef
- A communication consultant
- A member of Castey

7 SUNDRY CLAUSES

The projects must be technically and economically feasible.

Entry for the competition implies the acceptance of these terms.

Castey will reserve the right of production and/or the exclusivity commercial running of the 10 selected proposals with any territorial limitation for 10 years, as well as the right to register the projects to his name or in that of the natural or freely determinate juridical person, in any form of the industrial property area.

In the event of the commercial running of anyone of the 10 finalist projects, an economic reward of 2000 € will be established for the author of the project. This reward will be regulated by means of specific contracts with the authors of the projects, who in any case, will be always the holders of the moral rights of the intellectual property of the projects.

The prizes are subject to IRPF's regulation currently in force.

The candidates whose projects have been selected authorize to the organizers to promote their projects in all the media.

All the candidates selected will be informed of the results of the competition within a period of no longer than two weeks following the announcement of the results. In case of non-compliance with any of the points mentioned in these conditions, the work presented may be excluded from the competition. The jury reserves the right to solve any point not envisaged in these conditions. The jury reserves the right to solve any point not envisaged in these conditions.

* QUERY

Please send any query you may have to:
hi-cooking@castey.com