

OPEN DESIGN COMPETITION FOR NORDIC DESIGN SCHOOLS

SUBJECT: STAND FOR NORDIC COUNTRIES - FOCUS OF 2011 PARIS BOOK FAIR

The Nordic countries have been invited to be guests of honor at the 2011 Paris Book Fair on March 17-21 at Porte de Versailles Conference Center. The decision was made by the Syndicat National de l'Édition, or SNE, French Publishers Association, in an Nov. 4, 2009 meeting. The Nordic Council of Ministers has incorporated the project into their "Norden i världen" programme on globalisation.

The March *Salon du Livre* book fair is the world's largest French-language book-related event, a six-day fair that attracts about 200,000 people each year, 10% of them professionals in the literary field. The number of foreign visitors to the fair has grown rapidly in recent years. The French media follows the event closely: in 2007 there were 22 hours of French television programming and 61 hours of radio programming concerning the book fair, as well as coverage in other media.

This will be the first time that the five Nordic countries will be presented together as a theme region at an international book fair. The Paris Book Fair will offer a unique opportunity to introduce Nordic literature in all its breadth, the Sami regions, the Faroe Islands and Greenland included, to a French and international audience. It will also be an effective way to present Nordic literary culture to French publishers and to support Nordic publishers' efforts to sell publication rights in France for many years to come.

Nordic stand will be around 200 square meters, next to a bookstore of approx. 200 square meters. Stand will have touch screen monitors for the public.

In order to create a visual identity to the theme (including logo, banners), an open design competition for the Nordic stand is organized in Nordic countries. Reading lounge, meeting corner and a small conference room are needed.

Main themes are sustainability and richness (children's and juveniles books, comics...) of contemporary written culture in Nordic countries. Sustainable development and ecological values are to be respected.

A reduced version of approx. 50 square meters will be exposed as a stand in the Salon du livre in 2012.

Design guidelines: open to all students in Nordic design schools as part of their student work.

All participants must be over the age of 18. Submissions must be in Swedish or English, and should not consist of more than 4 x A3 pages per design and a short written explanation of more than 500 words.

Deadline for submissions: November 30, 2010.

Material: used books OR other.

Eligibility: groups of designers are also invited to participate, however, one individual must be appointed to have sole responsibility and act as contact person for the group. Other group members may be listed as “co authors”

The First, Second, Third & Judges Prizes are awarded to the one individual who's name appears on the registration form.

All designs must be unpublished and must have been developed specifically for this competition.

Each competitor must warrant that it owns the copyright, trademark, and other intellectual property rights in the design except as to material owned by others whom the competitor discloses in its submission.

If it is determined that a competitor is in any material way related to a juror, that competitor's project will be declared ineligible for a prize.

Submission of entries: Submissions must be in Swedish or English, and should not consist of more than 4 x A3 pages per design and a short written explanation of more than 500 words.

Use of colour is permitted.

Competitors can choose whether to illustrate the design using drawings or images which, however, must be included in the above mentioned submission. Photographs of prototypes or samples are also allowed. Submissions by the competitors must not be signed; they should be marked with the registration number, page no. and if you wish project name, in the bottom right hand corner of each page.

Submissions can be uploaded to <http://drop.io/paris2011> as a ZIP archive, which contains all the needed files. Please note that the names of the ZIP archives can be seen by other competitors but the files themselves cannot be downloaded by competitors. Alternatively, ZIP archive can also be sent to the address paris2011@drop.io. Contact person for submissions: Leena Lahti, leena.lahti@lala.fi

Entries must occur no later than November 30, 2010, which cannot be extended.

Judging process: Submissions will be verified for eligibility requirements upon receipt. Entries deemed ineligible will be removed from consideration. Submissions deemed eligible will be stored at until the deadline for entries.

Any information within the submission identifying the contest will be removed.

A panel comprised of international judges from the design industry in Nordic countries will be appointed. Nikolai de Gier (Danish Royal Academy of Architecture), Iris Schwanck, (director of FILI) and Helen Sigeland (Swedish Arts Council) are appointed.

Each judge will examine every submission, and indicate the registration numbers of their preferred designs on a form, to be sealed in an envelope. Judges will rate the entries according to their own personal judgment, but in addition will be asked to take into account the following criteria:

- Degree of Innovation
- Quality and clarity of presentation materials
- Functionality and Usefulness
- Aesthetic Quality

The entry receiving the most votes will be considered the winning entry. In case of a tie, a second round of judging will be held on the merits of the tied entries only. In the case that one of the judges cannot attend this session, then he or she will receive digital scans of all the finalists to allow for the voting to continue within the Competition's timelines.

The judging panel, by a majority vote, has the sole authority and responsibility to recommend winners at the end of the competition. The judging panel's decisions are confidential and final.

Each judge will have the option to select, at his or her own discretion, a particular design which in that judge's opinion warrants a special honorary mention. Such award will be an additional award and will bear that judge's name.

All winners will be notified by December 20, 2010.

Prizes:

The 1st Prize €2000 (Euros)

The 2nd Prize 800 Euros

The three Judges Award winners will each receive €200

It is the responsibility of the prize winners to declare their prize money to their relevant authorities and pay any taxes due.

The winners will be notified by telephone and/or in writing by December 20, 2010 and prizes will be awarded by January 15th, 2011.

Should the Contest end without a merit list and without a winner due to a lack of suitable designs, the Judging Panel may, at its own discretion, split the prize money among the participants, which, according to their opinion, deserve particular acknowledgment.

Exhibition: FILI engages to present the initiative at the Paris Book Fair in 2011 and to give the best value to the results of the contest by means of the most suitable actions. The winner or the contact person of the winning team will have the possibility to supervise the stand's construction.

Return of submissions: The submissions are not returned.

Intellectual property: Copyright holder is the designer, right of use belongs to the commissioning part but so that cooperating parts must be mentioned at all times.

Force majeure/extension: FILI reserves the right to shorten, extend, modify or cancel the contest in the even of force majeure or if so required by circumstance external to FILI, and

shall except no liability therein. FILI shall not be liable in the event that access to the website and/or viewing of the website should prove to difficult or impossible for the participants. No claim shall be accepted on these grounds.

FILI shall not be liable should the data relating to a competitor's registration or submission fail to reach it for any reason for it is not liable (e.g. a problem with the internet connection, momentary failure of our servers for any reason, etc) or reach it in an illegible or non-processable form (e.g. if the competitors computer hardware or a software environment that is inadequate for his/her registration or submission, etc)

The trans-Nordic fair project will be coordinated and directed at FILI – Finnish Literature Exchange by its Director Iris Schwanck.

Further information: project coordinator Nina Paavolainen, nina.paavolainen@welho.com, tel +358 40 5008342

www.salondulivreparis.com