

## 1. Purpose

3rd of "Dreams Come True" Design Competition to be organized by Cemer aims to support innovative and creative ideas for WORLD IS A PLAYGROUND designs that changes the habits of city life, provides freedom to children in a crowded cities and revitalizes the social life.

## 2. Theme

To design future PLAY AND PLAY EQUIPMENT in WORLD IS A PLAYGROUND project that are suitable for today's and tomorrow's children and that will contribute to spiritual and physical development of them.

## 3. Organization

Competition is organized by Cemer Kent Ekipmanları San. Tic. A.Ş.

## 4. Categories and Participation Conditions:

Applications for competition will be held in two categories, Student and Professional.

## 5. General Participation Rules:

The general participation rules for both student and professional categories are given in the following articles.

5.1. Competitors can participate in the competition in only one category (student or professional) with maximum three different projects.

5.2. The competitors must register at [cemerustengercege.com](http://cemerustengercege.com) and the application period must be completed on the website.

5.3. Persons who are partners, employees or first-degree relatives of any of the employees of Cemer Kent Ekipmanları A.Ş. or members of the jury cannot participate in the competition.

5.4. For each project participating in the competition, these features are demanded: it has not been produced before, has not been made available to the public, has not been placed in a similar competition and has not been awarded. In case of nonconformity to the rules, the relevant

project will be disqualified.

If such a project is determined, the prize will be taken back and rank is canceled. If the projects submitted to the competition are not authentic and the third parties put in a claim for the design, the entire responsibility belongs to the competitor / competitors.

## 6. Student Category

6.1. The prerequisite for participation is to be a student at the undergraduate or graduate degree

6.2. Students can participate in the competition individually or as a team.

6.3. Students are required to continue their undergraduate or graduate in all departments of faculties of Fine Arts, Design and Architecture and in all Landscape Architecture departments within different faculties.

6.4. In group participation, all of the group members must be students and at least one student must fulfill the condition in article (6.3).

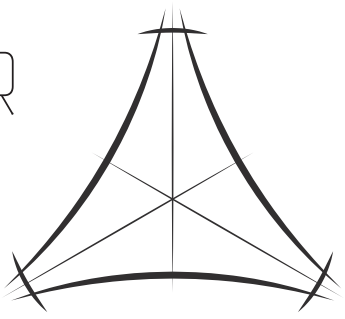
6.5. Persons who have graduated or will graduate from undergraduate or graduate programs of related departments in 2018 have the right to apply in the student category.

## 7. Professional Category

7.1. Professionals can participate in the competition individually or as a team.

7.2. Professionals are required to complete their undergraduate or graduate education in all departments of faculties of Fine Arts, Design and Architecture and in all Landscape Architecture departments within different faculties.

7.3. In group participation at least one professional must fulfill the condition in article (7.2).



## 8. Participation Type

Applications to the competition shall be made on "www.cemerdustengercege.com" web site in two stages and online. Online application is made on website by accepting the competition conditions (digital approval) and completing the application articles listed below on website.

### 8.1. First Stage: Creation of application account

The competitors must register their credentials in the system to create an application account. When the registration is complete, the application account will be created for competitors to upload their projects. Access to the application account will be made through the NICKNAME and ACCOUNT PASSWORD created by the system automatically. This information will be automatically sent to the e-mail address registered during application. When the competitors register their personal information in the system, they are deemed to have accepted all conditions stated in the competition conditions.

### 8.2. Second Stage: Project submission

The project is submitted by entering to the application account and uploading the project's visuals and design explanations. The project visuals will consist of three (3) A3 size design sheet and digital sheet and will be digitally loaded into the system.

8.3. There should be no words or signs in the project sheets and in the written explanations that will specify the identity of the competitor. Otherwise, the project will be removed from the project competition. As NICKNAME will be automatically determined by the system for each application, the uploaded sheets and texts will be matched directly to NICKNAME. For this reason, designers should not add their NICKNAME to the sheets.

8.4. Design sheets will be organized as PRODUCT VISUALS (A), USAGE SCENARIO (B), and TECHNICAL SOLUTION INFORMATION (C).

A: A design sheet with a light colored background bearing visual / visuals containing a perspective view,

B: Design sheet containing product usage scenario or visuals supporting presentation board A,

C: Sheet containing details about product material, production technology, size and technical features.

8.5. Each sheet must be designed with 150dpi resolution and must be maximum 5mb and horizontal. The file extension must be in jpeg format. Written explanations of the project will be uploaded as text to the parts DESIGN PURPOSE (500 characters), INNOVATIVE ASPECTS (500 characters) and PRODUCTION METHOD AND TECHNICAL FEATURES (200 characters). For this reason it is recommended to keep text size at maximum level in the visuals. The project description will be automatically inserted into the digital layout that will be used by the system in jury assessment.

## 9. Competition Calendar

### 9.1.

|                        |                            |
|------------------------|----------------------------|
| Announcement Date      | : 10th April 2018          |
| Final Application Date | : 15th January 2019, 17:00 |
| Jury Assessment        | :                          |
| Prize Ceremony         | :                          |

9.2. The results will be announced on the competition page. In addition, ranking project owners will be informed by e-mail.

9.3 Cemer reserves the right to change the competition calendar. In case of any change in the calendar, updated information will be available on website.

## 10. Prizes

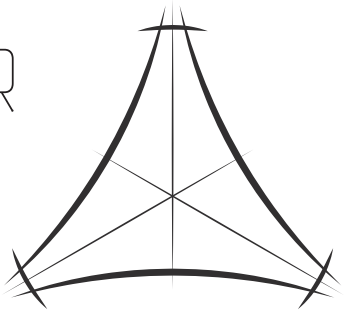
10.1. In each category from the applicants a total of six prizes as the first, second and third will be awarded and honorable mention/s will be granted with public voting.

### 10.2. Student Category

|                   |              |
|-------------------|--------------|
| First Prize       | : 2.500 EURO |
| Second Prize      | : 1.500 EURO |
| Third Prize       | : 1.000 EURO |
| Student Honorable | : 500 EURO   |

### 10.3. Professional Category

|              |              |
|--------------|--------------|
| First Prize  | : 5.000 EURO |
| Second Prize | : 3.000 EURO |



Third Prize : 2.000 EURO  
Professional Honorable : 1.000 EURO

10.4. The jury reserves the right to not award a prize if any project is not deemed suitable for prizes mentioned above.

10.5. Prize-winning participants' prizes will be paid by bank transfer during the prize ceremony which will take place at a date determined by CEMER Kent Ekipmanları A.Ş.

### 11. Jury

11.1. The jury will consist of academic representatives of relevant departments of the Fine Arts, Design and Architecture faculties, representatives of professional organizations and national and international professionals. The jury committee list will be updated during the competition calendar. Updates will be posted on the competition website.

Prof. Dr. Gülay Hasdoğan Middle East Technical University,  
Head of Industrial Design Department

Prof. Dr. Marinella Ferrara Politecnico di Milano, PAD Journal

Prof. Dr. Özlem Er  
Istanbul Technical University, Industrial Design Lecturer

Dr. Oktan Nalbantoğlu Founder of On Design, Professional  
Landscape Architect

Belemir Dalokay  
Dalokay Design Atelier Design Director and Manager

Sertaç Ersayın  
ETMK- President of Industrial Designers Professional  
Association

Kunter Şekercioğlu  
Kilittaşı Design - Industrial Product Designer

Can Kubin  
Professional Urban Planner. M.E.T.U. Urban and Planning  
Department Additional-Time Academician. Co-founder of  
Promim.

Academician. Dr. Deniz Aslan Professional Architect -  
Landscape Architect ITU Department of Architecture.

Sudhir Sharma  
Industrial Designer. Founder of Designindia, Publisher and  
Editor of POOL Magazine, International Design Magazine.  
Part-time Academician.

Ayça Mehliğ  
Landscape Architect  
Geprüfte Sachkundige gemäß DIN EN 1176/17  
ABC-TEAM Spielplatzgeräte GmbH - CEO/Partner

Engin Aktaş  
Landscape Architect

Remzi Adıyaman  
Plant Magazine Editor

Süleyman Zemin  
Patent Endüstriyel Tasarım Danışmanlığı, Destek Patent

### 12. Assessment Criteria

12.1. The competition-participating projects will be assessed by the jury as a whole on these criteria: experience offered during playing, innovativeness and authenticity, creativeness, and practicability and their subheadings.

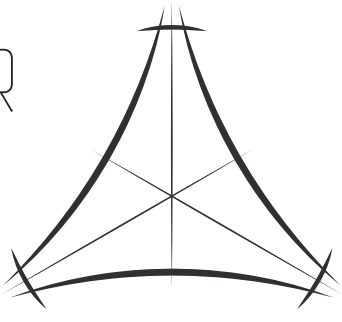
12.2. The jury can make an assessment when the absolute majority is provided.

12.3. After the first 3 prizes are determined by the jury, the honorable mentions will be awarded with the "public voting" system which will be opened on our website.

12.4. The design chosen for the honorable mention will be determined by the public voting.

### 13. Design Rights

13.1. In accordance with the Industrial Property Law, all designers participating in the competition have the right to apply to Turkish Patent Institute and receive an "Industrial Design Registration Certificate" for their designs at their own expense, in order to protect their "new and distinctive" designs. The designers who are interested in the application can get the necessary information from <http://www.tpe.gov.tr>.



13.2. The organizer of the competition, Cemer Kent Ekipmanları San. Tic. A.Ş., reserves the right to exhibit designs which are deemed worthy to be added in the competition exhibition, in different cities and countries. The organizer of the competition, Cemer Kent Ekipmanları San. Tic. A.Ş. shall have indefinite right to publish, archive and exhibit at home and abroad all the projects participating in the competition. On the other hand, it declares to provide security of all designs and documentations to the participants with this document.

13.3. Designs, which are awarded in the competition and are limited to the relevant project, create a work to be protected within the scope of "Intellectual and Artistic Works Law no 5846", financial rights such as processing, duplication, distribution, representation, transmission to the public, and the right of getting patent and utility model certificate for new inventions protected by the Industrial Property Law belongs exclusively to the competitor participating in the competition. The organizer of the competition, Cemer Kent Ekipmanları San. Tic. A.Ş., shall get a license to use of these rights for a definite time or if it wants to take over all these rights, it shall sign a contract with the competitors and the parties shall agree upon the price to be paid. In addition, the license of projects awarded in the competition cannot be given to another company within the boundaries of Turkey out of the organizer of the competition, Cemer Kent Ekipmanları San. Tic. A.Ş.

13.4. Permission of the designers of the designs participation in the competition shall be obtained for commercial use of the designs. The organizer of the competition, Cemer Kent Ekipmanları San. Tic. A.Ş., may attempt to purchase projects that it deems suitable.

13.5. In case the rights of competitors participating in the competition are being used by getting license or via transfer, the rights/moral rights of the competitors to demand for determination of their names as designers, owners or inventors according to the project subject are reserved.

13.6. The organizer of the competition, Cemer Kent Ekipmanları San. Tic. A.Ş., may produce one or more sample models to exhibit the competition participant designs deemed as suitable and exhibit them temporarily or permanently.

13.7. Unless otherwise specified by the competitors, the names of the participants may be announced and published

together with their projects. If the competitors demand during the application that their personal information not be announced;

such projects will take place in the exhibition, booklets and catalogs to be created at the end of the competition, but will not include the name, contact information or photographs of the designers. This means that their identities are closed only to the media and the public. This does not mean that the identities are closed to the Competition Secretariat and Members of the Jury after the application uploading date. If the applicants do not demand their personal information to be kept secret during application, the design owners will be included with their open identity at the exhibition to be organized, in booklets and catalogs to be created at the end of the competition.

13.8. The legal responsibilities arising from the fact that the designs participating in the competition are not authentic, do not bind Cemer Kent Ekipmanları San. Tic. A.Ş. All responsibility belongs to the competitor. In such cases, the prize of the competition is canceled and the prizes taken back after necessary determinations. The canceled project and -if any- other applications of the competitor/s who apply for the competition with the project in question will be disqualified. If the project won a prize, this prize and -if any- all prizes that the competitor/s who apply for the competition with the project in question are demanded back by Cemer Kent Ekipmanları San. Tic. A.Ş. In the contrary case, the necessary legal remedies will be sought.

13.9. The number of the prizes and prize number conditions of the competition can be changed with the joint decision of Jury Committee and if it is deemed necessary in terms of utility of the competition.

13.10. If the prize amount received by the prize winner in the competition exceeds the tax exemption limit according to the laws of Republic of Turkey, the tax liability to be paid belongs to the relevant designer.

#### 14. Competition Secretariat and Contact Information

Address : Cemer Kent Ekipmanları San. Tic. A.Ş. Bahçelievler Mahallesi, 430 Sokak, No: 16 35875 Torbalı - IZMIR / TURKEY

E-mail : info@cemerustengerce.com