

ROCA ONE DAY DESIGN CHALLENGE

Buenos Aires 2019

1st Argentina Edition

Saturday 27th April 2019

Objective: Designing innovative concepts for bathroom-related products.

Topic: The specific brief for the object to be designed will be announced on **Saturday, 27th April 2019**

Context: **Sustainability, personal wellbeing, accessibility and the lack of affordable housing form part of the everyday lives** of the general public and, of course, this applies equally to their homes and bathrooms. However, the products available in this area do not always respond to these concerns.

Our aim is to involve the community of young designers in the research for original and innovative yet simple solutions, which improve the user's interaction with the bathroom products.

Another goal is to offer a platform to promote, facilitate and concentrate creativity in a display of fast and intensive work focused on bathrooms, an area that is traditionally not the subject of a great deal of innovation.

Enrolment: Participants can register at www.onedaydesignchallenge.net until 11:59 p.m. (UCT-03) on **24th April 2019**. They can also register in person at **Centro Metropolitano de Diseño Algarrobo 1041 –Barracas –CABA - Argentina**, on the day of the event itself, **27th April 2019 from 9:00 a.m. to 10:00 a.m.(UTC-03)**.

Notwithstanding the foregoing, the organization reserves the right not to accept new registrations if, in the organization's opinion, the number of registered participants hinders the smooth running of the competition.

When registering, participants should include the following information and documentation:

- Name and surname/s.
- School or company.
- Address (street number, town/city and postal code).
- Contact telephone number and e-mail.
- Copy of the valid ID, passport or residence card as an image file attached. The file name should use the format: SURNAME_NAME

To register, participants registering through the official Roca page www.onedaydesignchallenge.net should send a scan of the ID or passport before **11:59 p.m. (UCT-03) on 24th April 2019**. Registration is not possible without all required documents.

Participants registering in person should bring a photocopy of their ID or passport along with them in order to enroll. Registration will not be admitted without a valid ID or passport.

Any registration submitted without any of the above information shall be null and void.

Only one registration per person can be accepted and, once the registration number has been confirmed, it can no longer be changed. Duplicated registrations by the same person will also be considered null and void.

This competition is aimed at students and young professionals living within the territory of Argentina who were born on or after the 28th April 1989 and on or before the 27th April 2001.

Participants can take part individually or in groups of up to 2 members, on the condition that all members meet the aforementioned requirements.

The following individuals are excluded from participating:

- The winners of the 1st, 2nd or 3rd and We Are Water Foundation prize of the previous editions of the competition in other countries.
- Employees of companies that form part of the Roca Group and their relatives up to 4th degree of consanguinity.

Logistics: At 10:00 a.m. on 27th April, the design topic will be announced live at the venue of the event and on-line at the website (www.onedaydesignchallenge.net) and a **written copy will be given to all of the attendees.**

The design period for the competition will run from 10:05 a.m. to 5:00 p.m. and participants can work on site or wherever they wish.

All participants will be able to submit their projects from 3.00 p.m. to 5.00 p.m. at the stand designated for such purpose at **Centro Metropolitano de Diseño Algarrobo 1041 –Barracas –CABA – Argentina.**

At 5:30 p.m., the jury will deliberate in order to choose the winning projects of the 1st Roca One Day Design Challenge Argentina Edition. The jury will elect substitute winners for the first, second and third prizes just in case any of the awarded projects does not meet the conditions set out in these rules.

The award ceremony will take place at 7:30 pm and the jury will announce the list of winners of the first, second and third prize.

The members of the jury will base their evaluations on the creativity and originality of the designs, as well as their viability, while also giving credit for the clarity, legibility and graphic design of the presentations.

The first prize-winner will receive a prize of \$120.000

The second prize-winner will receive a prize of \$80.000

The third prize-winner will receive a prize of \$40.000

The Jury reserves its right to leave all and any of the said prizes unawarded if in their opinion none of the projects is of enough quality and/or originality. In order for any prize to be declared void, the reasons for such a measure must be fully substantiated.

In addition, the jury may discretionally award a special prize of \$20.000 provided by the We Are Water Foundation to the project which significantly adheres to the value of sustainability. The jury may leave the said prize unawarded if in their opinion none of the projects significantly adheres to the value of sustainability and / or has not enough quality.

The awards specified above shall be paid by bank cheques.

Awards will be paid in Argentinean Pesos. The award amount shall be taxed under the general rules of Argentina.

In order to be eligible to receive the economic prize corresponding to each position (first, second, third and WAWF prizes), **the awarded person** (and in case of groups, at least one of the members of the awarded group) **shall be present in the Award Ceremony** (7.30 p.m. at **Centro Metropolitano de Diseño Algarrobo 1041 –Barracas –CABA - Argentina**) **to collect the award.**

If the awarded person (or at least one member of the awarded group) is not present during the Award Ceremony he/she (the group) will lose his/her right to the economic award but will maintain his/her condition of awarded person/group on the 1st edition of the Roca One Day Design Challenge Argentina 2019.

If at any time before the payment of the prizes the Organization detects that any of the awarded projects does not meet the conditions set out in these rules because it is not an original project or it has not been conceived by the participants or for any other reasons, the project affected by such circumstance will be disqualified and the following winners and substitute winners will move up one position in the winners classification. If any prize cannot be awarded because there are not enough substitute winners, such prize will be declared as not awarded. The jury's decision is final.

All the winners will also be invited to:

- take part in a **masterclass or workshop** that will take place in the Argentinian territory during the second/third trimester of 2019. Both the transport (round-trip) and the lunch of this masterclass or workshop will be contracted and paid by Roca Argentina S.A provided that the transport departure and destination places are both within the Argentinean territory; and

The winners of the first prize will be invited to:

- participate in the 2019 Worldwide Winners edition of the One Day Design Challenge that will take place during the first trimester of 2020 in Barcelona, whose rules and regulations will be later published on-line and announced to the winners of this year's editions. All transport, accommodation and meal allowances for the participants

in the 2019 Worldwide winners edition of the contest to take place in 2020 will be paid by the Roca Group.

Presentation: To design the projects, participants can use any manual or digital 2D, 3D tool, scale model, photograph, collage, etc. However, the concepts must be described and illustrated on two A3 sheets or less.

The projects must be submitted in **Centro Metropolitano de Diseño Algarrobo 1041 –Barracas –CABA - Argentina, at the desk indicated for the purpose, presented on an USB with the participant’s registration number written in marker on the outside. There should be no other files on the pen drive except the final competition files.**

The submission period for projects is from 3:00 p.m. to 5:00 p.m. on 27th April. This deadline and delivery method apply both in the case of participants working on site and those who have worked elsewhere.

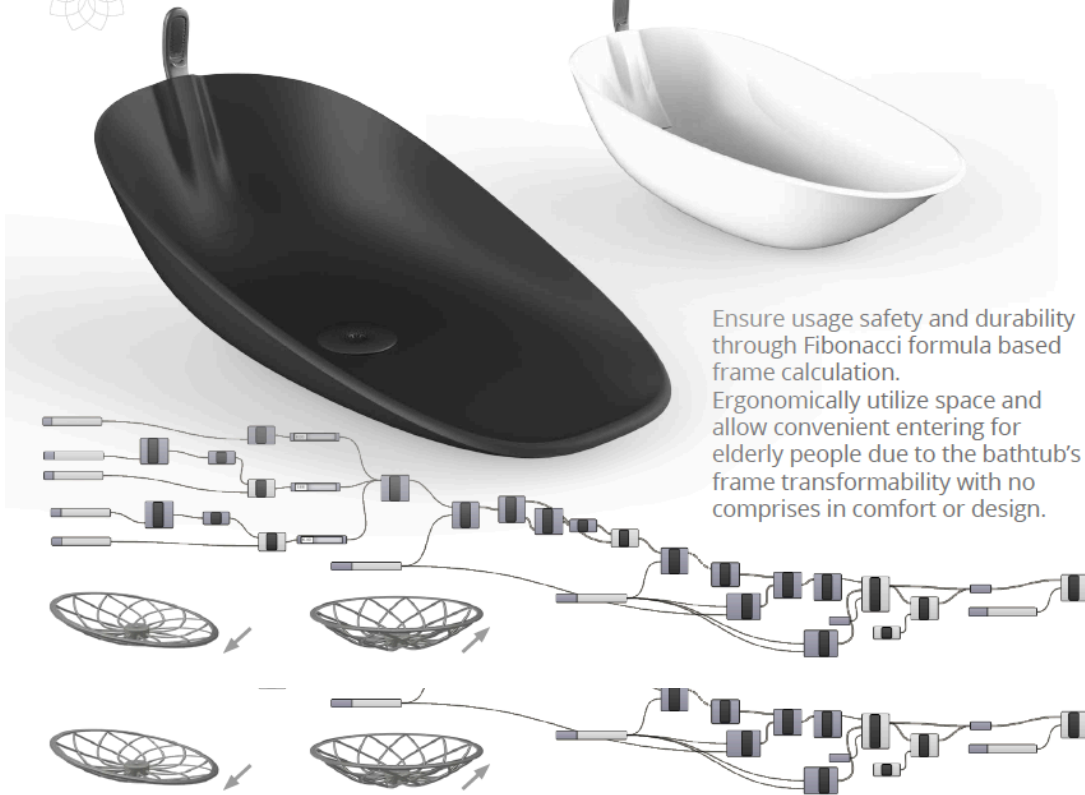
In order to submit a project, it is essential that participants have enrolled previously within the established period. Only one project may be submitted by each registered participant or group.

To guarantee the confidentiality of the participants, the real name of the participating individual or group should not appear on the submitted files. The projects will be identified by the title and registration number.

Each participant or group should submit **2 digital files, which** must comply with the following specifications without exception:

- **A PDF file** with up to two A3 sheets which must contain:
 - Title of the project
 - Image of the design
 - Description in less than 150 words (minimum font size 24 pt)
 - No more than 1,500 Kb

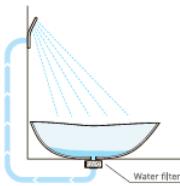
Example of .pdf file:



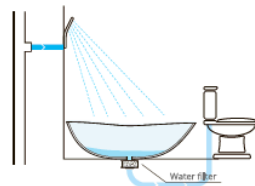
Ensure usage safety and durability through Fibonacci formula based frame calculation.
Ergonomically utilize space and allow convenient entering for elderly people due to the bathtub's frame transformability with no compromises in comfort or design.



The intent of this concept is to take advantage of the bathtub's classic design and enhance it as follows:



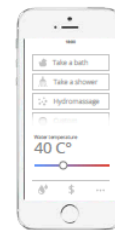
Maintain environmental care approach by introducing a looped water supply system providing stand-alone running mode;



The bathtub can be either connected to water supply system or work in a standalone mode



Prevent dripping and splashing water thanks to an airy water screen. Provide easy washing and drying of the bathtub's hydrophobic coating with the help of accessible valves.



Implement bathtub remote control via phygital technology.

- **A horizontal JPEG file 1280 x 720 pixels with:**
 - Title of the project
 - The most representative image of the project.
 - No more than 1,500 Kb.

Example of .jpg file:



- **The PDF and JPEG files should not take up more than 1,500 Kb each.**
- **The name of both files should be the registration number only without any additional characters.**
- **Although not mandatory, the registration number may also be included in the images of the project.**

The projects must be preferably presented in English but Spanish shall also be admitted.

Any entry that does not meet the above mentioned requirements will not be evaluated by the jury.

Other aspects: The spirit of this event strives to foster the participants' creativity during the time over which the competition runs. As such, the projects submitted must be original and must not have been used previously for any other purpose.

The submitted projects must consist of a realistic object having a good design, which considers functional criteria and is consistent with the Topic of the competition announced by the Organization and feasible according to technologies existing at the date of the competition.

The Intellectual Property of the submitted projects belongs to their authors. However, the company Roca Argentina, S.A (or any company within the ROCA group) shall have priority for 6 months from the date of submission of the proposal to reach an agreement with any participant in this competition on the rights of use of the submitted proposals.

By enrolling in this competition all participants (including the winner/s and finalists):

- (I) assign to the companies that form part of the Roca Group, the reproduction, distribution and communication of their projects submitted to the contest, for all countries in the world and for the maximum period permitted by law in each one of such countries for the purpose of promotion of their projects in publications of general interest and/or specialized magazines, as well as on the websites, editions and publications of Roca, and also on the contest website.
- (II) Roca Group will be entitled to assign to third parties, without the previous written consent of the authors, the right of reproduction and publication of the projects submitted by the authors to the contest for the territorial and temporal scope they deem necessary, for the sole and only purpose of promoting the authors projects worldwide;
- (III) and authorise the companies that form part of the Roca Group to publish any images that may be taken of them during the course of the competition on any medium, whether in photographic or video format. This authorization is deemed to be granted for the entire world and for the maximum period of time authorized by law, but not shorter than twelve months.

Any issues or disputes that may arise in relation to the interpretation of these terms and conditions shall be settled by the jury in accordance with the provisions included therein. Any aspect that is not expressly covered in the

terms and conditions shall be settled in line with the principles of fairness. The jury's decision will be final.

By enrolling in this competition, you agree that your personal details will be included in a file owned by Roca Argentina S.A with registered office in Camino Gral. Belgrano, 2873. B1824JRH Lanús- Buenos Aires-Argentina, which is responsible for processing this file, the purpose of which is to manage the participation in the competition and to send information to the participants. Participants may exercise their rights of access, rectification, cancellation and opposition in writing to Roca Argentina S.A. Exercising the rights of cancellation and opposition shall result in the participant's registration in the competition being withdrawn, as the details are required for managing the participation in the event.

By enrolling in this competition, participants accept these terms and conditions.

For more information, please contact us:

designchallenge.ar@roca.net