

**INTERMOT / IVM Design Contest 2006
on the Occasion of the World Leading Trade Fair for
Motorcycles and Scooters:
INTERMOT COLOGNE 2006 -
5th International Motorcycle and Scooter Trade Fair
October 11-15 2006
"Fashion Motorcycles, Urban Scooters and their modern
surroundings"**

Concept and Call for Entries (as of September 9, 2005)

The German Motorcycle Industry Association calls for the international INTERMOT / IVM Design Competition on the occasion of the INTERMOT Cologne 2006, the International Motorcycle and Scooter Trade Fair taking place every two years. The idea of the contest was brought into life on the occasion of the INTERMOT 2004 in Munich. At the INTERMOT Cologne 2006 contest entries are going to be exposed during the exhibition days from October 11 to 15 on the premises of *Koelnmesse*.

Competition close to the market:

The world's greatest trade fair for motorcycles and scooters offers a perfect platform for young designers who are interested in this fascinating world of products.

The award is supposed to draw the economy's attention to young talented up-and-coming designers and thus ease their way into professional life.

Both co-operating partners, IVM and *Koelnmesse*, have realized design to be an important argument for young consumers especially in the highly emotional motorcycle and scooter scene. The contest will thus emphasize and support the significance of design in this field of products and the accompanying life style of consumers.

During the last decades there has been a clear change of image of two-wheelers: from a pure product of utility to a product expressing life style. And this is why the changed attitudes of young buyers and users are again in the centre of interest of this second edition of the contest. The competition does not only address young scholars, students and trainees but makes their experiences and wishes the topic of future products.

Entrants can compete in two categories - as professionals and as laymen:

Scholars from the fields of transportation design, industry design, product design, fashion design and study courses with the main focus on vehicle technology and

road traffic technology as well as active designers NOT working in the field of motorcycles can compete in the category of **professionals**.

Students, trainees and those simply interested in design and not older than 28 years can participate in the category of **non-professionals**.

IVM has taken into consideration and adjusted the different experiences, targets and available means of these two groups. Both groups will be offered an internet platform ahead of the fair as well as an attractive opportunity to display their work to the public during the fair. It will thus be easy to get into contact with like-minded people and insiders from industry.

IVM is looking forward to enthralling encounters between people who have made their passions their profession or are still working on doing so, people who are already motorcycle riders or who want to become one and all those who are fascinated by the unique and fascinating world of motorized two-wheelers.

Organized under the auspices of:

Will be announced

Topic:

"Fashion Motorcycles, Urban Scooters and Their Modern Surroundings"

Entries are expected to deal with motorized two-wheelers and / or their infrastructure with respect to design and concept (though not exclusively conceptionally).

In this context we are looking for innovative solutions which reflect in particular the world of experience and habits of young two-wheelers and beginner riders.

Contributions should take into consideration recent changes in technology just as the changing world teenagers and young adults are experiencing today.

Entries should deliberately break with common stereotypes of motorcycles and the motorcycle rider scene. In fact, products and concepts are expected to enrich the world of motorized two-wheelers in a reasonable way. They should reduce fears to access this world and offer new ways of access to a purposeful, environmentally friendly and pleasant means of individual transport.

Entrants can turn in sketches for vehicles, rider gear or accessories or works dealing with the modern infrastructure of this special means of transport. Each

submitted piece of work should account for the industrial background of the products.

Please note: Individual items or unique copies for custom reconstructions will not be accepted. This, however, does not apply to products that can be reproduced by the motorcycles industry in order to fit two-wheelers with individual equipment. Furthermore handicraft products and jewellery are excluded from the contest.

Judging Criteria:

- Innovation
- Smartness of design
- Visual impact / form
- Design for manufacture
- Concept
- Target group requirements
- Presentation

The weighting of single criteria for the final decision will be left to the jury. Furthermore, the jury reserves the right to award special prizes and individual awards.

Terms and Conditions for Submission:

A. Professionals

In this category scholars from the fields of transportation design, industry and product design, fashion design and study courses with the main focus on vehicle technology and road traffic technology are authorized to take part, provided that they have not been employed in the motorcycle trade in the year 2005/06.

Contributions must be submitted in form of A3 charts (2 at a maximum).

Furthermore, an accompanying brief description on extra text sheets of paper in A4 format (with a maximum of 1000 characters) and graphical material ready to reproduce have to be submitted (only in digital format 21cm x 14.8cm resolution: 300dpi as tif or jpg on a CD-ROM or sent by e-mail to the IVM server).

Complete application papers have to be submitted with the entry (download possible) - name, date of birth, address, university address and study course, grade, matriculation number, subject, category. Each applicant is allowed to submit one piece of work only. Groups can submit as many products as there are members in the group.

Applicants have to enclose an assertion that copyrights of third parties are not violated and that the product is the intellectual property of the participating group.

All rights will remain with the contributing participant or group even in case of being awarded. The transfer or abandonment of rights after the contest is at the participant's disposal. The decision for legal protection is left to the participant. Since entries will be displayed to the public and / or in a catalogue legal protection is recommended in case that the product includes elements that are worth protecting.

Prototypes and clay models of vehicle studies (on a scale of 1:5 or more), garment models and accessory studies (preferably in original size) will be awarded with a bonus and are going to be displayed at the INTERMOT 2006.

In addition to that, the twenty best entries (according to the jury) will be awarded an additional sum of 300€ each.

Relatives and personnel of jury members are excluded from participation.

B Non-Professionals

This category includes students, trainees, teenagers and those interested in design in general and not older than 28 years of age. Entries will be submitted to public vote on the internet and to the press ahead of the fair. The jury will decide on the winner among the finalists. The prizes will be awarded at the INTERMOT 2006.

The winners and a selection of entries will be published in the catalogue and displayed at the exhibition. You will be able to vote via the internet if you register for voting (registration is necessary in order to avoid fraud by multiple voting).

Entries have to be submitted in form of digital files (at a maximum of 3 files - jpg or gif, not bigger than 350 x 500pixel / 72 dpi or rm, mpeg, mpg, wav, avi, mov, swf of no more than 800kb) and can be supplied by a short text (max. of 300 characters).

Prototypes and clay models of vehicle studies (on a scale of 1:5 or more), garment models and accessory studies (preferably in original size) will be awarded with a bonus and are going to be displayed at the INTERMOT 2006 as well.

In addition to that, the ten best entries (according to the jury) will be awarded an additional sum of 200€ each.

Relatives and personnel of jury members are excluded from participation.

Deadlines

Category A

Entries to the contest must be turned in by September 15, 2006 (date stamp).

Digital entries must be turned in by 24.00 MEZ on the IVM server. Models can be submitted at a later point in time only according to prior agreement and only in case that the general entry has been turned in in time and in the required form.

Category B

Entries to the contest must be turned in by September 1st 2006 24.00h MEZ on the IVM server.

Postal Address

Please send your application and drafts directly to:

Koelnmesse GmbH
INTERMOT Desginwettbewerb
Zustellung Museum
Deutz-Mülheimer-Str. 111
- Messehochhaus -
D-50679 Köln

This is how the prize money will be distributed:

Prizes Category A - Scooters

First Place Prize - 1000,- €
Second Place Prize - 500,- €
Third Place Prize - 300,- € -
Fourth to Tenth Place Prize - material goods

Prizes Category A - Motorcycles

First Place Prize - 1000,- €
Second Place Prize- 500,- €
Third Place Prize - 300,- €
Fourth to Tenth Place Prize - material goods

Prizes Category A - rider gear

First Place Prize - 500,- €
Second Place Prize - 300,- €
Third Place Prize - 100,- € -
Fourth to Tenth Place Prize - material goods

Prizes Category A - Accessories and Infrastructure

First Place Prize - 500,- €
Second Place Prize - 300,- €
Third Place Prize - 100,- € -
Fourth to Tenth Place Prize - material goods

Prize money Category B

First Place Prize- 1000,- €

Second Place Prize - 500,- €
Third Place Prize - 300,- € -
Fourth to Tenth Place Prize - material goods

Presentation of the Awards:

A selection of contest entries will be displayed in the atrium or inside courtyard between the halls 4 and 5 at the INTERMOT 2006.

The organizers of the contest are interested in practical realization of the models. This is why prototypes and clay models of vehicle studies (on a scale of 1:5 or more), garment models and accessory studies (preferably in original size) will be awarded a bonus and displayed in any case.

Additionally, the first 20 best ranked entries (according to the jury's decision) will be awarded 300,--€ each.

Each entry of category A and the awarded entries of category B are going to be published in the IVM annual design report including a photograph, entrant's name or team.

Jury:

The jury consists of expert judges from the motorcycle industry, professional vehicle and industry designers, journalists and counsellors from the target group addressed to in the topic of the contest.

The appointed members of the jury will be made known to the public in spring 2006 on this website.

The jury's decisions will be taken by simple majority. Negative decisions need not to be justified. The decisions of the judges are final and no correspondence will be entered into. Legal process is excluded for all participants.

Exhibition / Fair:

The awarded entries, prototypes and selected work in 2D will be presented at the INTERMOT 2006 in Cologne where they will be appropriately displayed. Entrants have to agree to make their work available free of charge during the time of the fair (preferably starting with the jury meeting at the beginning of October).

The organizers of the fair will provide for all actual costs for the exhibition, presentation material and the construction of the display area. Entrants agree to hand in pictures ready to reproduce and free of charge available for the exhibition, the internet and the planned catalogue.

The organizers reserve the right to decide on the form of the exhibition and presentation. Costs for delivery and re-delivery of entries and models are in the responsibility of the contributors.

Stable, appropriate and re-usable material must be provided for the delivery and re-delivery of models or have to be done by contributors themselves after the exhibition. Entrants are liable to any kind of damage or additional charges occurring for delivery or returning the goods.

The organizers are solely liable to damage occurring during the exhibition, restricted to a maximum liability of 1,000€ per model / prototype.

Any damage to charts or other print media will not be compensated.

Award Show:

Premises of Koelnmesse

INTERMOT Cologne 2006

5th International Motorcycle and Scooter Trade Fair

October 11-15, 2006

Application:

Click here for application documents (pdf): www.intermot-desingpreis.de

In case of any uncertainties which arise due to errors in translation, the German version of this disclaimer is the legally binding one.