

## DIVA - Display Italia Viscom Award - COMPETITION RULES FOR 2020

DIVA - Display Italia Viscom Award is an international competition organised by **èMagazine (Display Italia)** and **Reed Exhibitions Italia S.r.l.**, which aims to reward the best POS display solutions, resulting from the joint commitment and ideas of creative agencies, design studios, material manufacturers and their clients. The competition will take place alongside **Viscom Italia**, from 22 to 24 October 2020, at Fiera Milano, 28 Strada Statale del Sempione, 20017, Rho (MI).

### PARTICIPATION

All manufacturers, customers and planners (architects and designers) are eligible to participate in the competition and submit their own project (standard and non-standard materials works, used in communication campaigns of the last 2 years) in the following categories established by specific intended uses and the role of primary tools of brand communications and exhibition design:

- POS Materials and permanent Display solutions
- POS Materials and temporary Display solutions
- Shop fittings
- Shelf design
- Digital Signage
- Retail Design
- Display Packaging
- Soft Signage
- New projects\*

\* Branded or unbranded materials that have never been used in official communication initiatives will be entered in this category regardless of the material types.

### REGISTRATION

Entrants may register by filling the attached registration form and submitting it with the appropriate payment for participation in the competition by bank transfer, from January 7, 2020, to September 22, 2020. Candidates can only submit one application for one entry.

Late applications are the sole prerogative/and shall be at the sole discretion of the organizers.

### COMPETITION AREAS

- A) The exhibition space dedicated to the competition will be located inside the trade show in an area set up ad hoc.
- B) The space available for each material is limited to 2.5 square meters. If the space occupied by the object exceeds 2.5 square meters in area, it will be at the sole discretion of the organizers to evaluate the cost for the additional meters of space occupied.
- C) Night surveillance will take place at the location each night from 21 October 2020 7:00 pm until 23 October 2020, 8:00 am.
- D) The exhibition space will be open from 7:30 am to 6:30 pm, on 21 October 2020, (on the eve of the trade show) for entrants to set up their projects.  
The dismantling of all entries will begin at 6:00 pm on the last day of the exhibition (October 24, 2020) until 6:30 pm on Sunday, 25 October 2020. **Responsibility for the surveillance of all projects during this period lies with the respective participant; therefore, the organizers shall not be liable for any loss, theft or damage.**

### JURY

The organizers are committed to setting up:

- A) A **competition jury** composed of Retail Managers and Trade Marketing Managers related to several signs and brands operating in the Italian market.  
The number of jurors will be proportional to the entries: panel numbers are from five up to a maximum of nine, including Chairman, and Vice-Chairman.

- B)** A **technical jury** composed of a Chairman and a Vice-Chairman should be appointed from within Architects, Designers or Production Managers experienced in industrial design concerning the competition categories. Among the members of the technical jury, for a better assessment of the sustainability aspects of the competing projects, there will be an expert from COMIECO (National Consortium for the recovery and recycling of cellulose-based packaging), an entity headed by CONAI (National Packaging Consortium). The Chairman at his sole discretion may vary the competition category, after consultation with the rest of the jury. The composition of the jury will be disclosed one week before competition date.

### COMPETITION RULES AND AWARDS CEREMONY

According to the provisions of Article 6 DPR, no 430, 26 October 2001 the contest does not represent a usual prize competition since the awarding of modest value prizes is to give recognition of personal merit.

- 1) The jury panel will meet on 23 October 2020, the second day of the exhibition, at 10:00 am.
- 2) The organizers will deliver the signed evaluation sheets to the designate Chairman.
- 3) Each judge will be given one (1) evaluation sheet for all entries/each entry.
- 4) The evaluation sheets are set so that the jury members can appropriately evaluate. Points shall be given up to 120. The judges will base their decision on the following four criteria:
  - Quality of communications - 30 pts
  - Innovative response - 30 pts
  - Capacity for engagement - 30 pts
  - The technical execution of the entry - 30 pts.
- 5) Each jury member's assessment of each entry is independent.
- 6) During the evaluation, the representative of the entry (manufacturer designer, industry manager) at his discretion may describe to the jury explaining the technical characteristics and aesthetic qualities of the project.
- 7) After voting by secret ballot is completed, the Jury members will meet to draw up a list of each of the ranking categories.
- 8) The Vice-Chairman will prepare a written report of the voting results.
- 9) The category winners will be announced during the award ceremony, which will take place at the competition area on 11 October, at 4:00 pm.
- 10) The winners' names, along with their photos and photos of their display, together with the entrants' names may be published on the websites at [www.viscomitalia.it](http://www.viscomitalia.it) and [www.displaymagazine.eu](http://www.displaymagazine.eu) one week following the conclusion of such competition and on the first issue of the magazine Display Italia after the contest.

### PRIZES

- A)** According to the score achieved through each entry, a trophy of modest value is assigned to the **first, second and third winners** in each project category that possess the highest scores.  
If a category has fewer than five entrants, the third place will not be assigned.  
If a category has fewer than four entrants, the second and third places will not be assigned.
- B)** Should two or more entries score the same number of points, the Chairman shall have the sole discretion to decide whether to award the prize **ex-aequo** or consider handheld voting to identify the ranking of unique winners (first, second and the third places).  
Should the Chairman opt to assign the prize ex-aequo, the judges will award a third-place winner (the fourth absolute winner).
- C)** Among the special prizes, is included the **DIVA Design** intercategory award given to the work that distinguished itself during the voting regardless of the category.
- D)** The Viscom Italia visitors who go around the exhibition space hosting this competition may get or request an evaluation form to express just one preference on the entries. The project with the most votes will be assigned the **People's Choice Special Award**.
- E)** If a competition category does not have any entrants, the jury may give a **special recognition award** for all those competition projects that suit the specific characteristics of the categories with no entries.

- F)** The most sustainable and eco-friendly projects will be conferred **“Green DIVA”**, one of the special awards. 1) The evaluation and awarding of the “non-durable” and paper projects will be supervised by a jury member representing COMIECO. Once the COMIECO expert has assigned a score based on the evaluation sheet, which considers only “The technical execution of the entry” (as indicated at point 4, “COMPETITION RULES AND AWARDS CEREMONY” section), he will assign 10 additional points to the most sustainable and eco-friendly solution. 2) The second “sustainability” award will be conferred to the project that distinguished itself during the voting regardless of the category (except paper industry), considering only the “technical execution”. Should two or more entries score the same number of points, the Jury will vote again in order to identify a unique winner among those projects registering the highest score. In this case, each jury member will be entitled to assign one additional point to the score of the evaluation sheet for each project. In case of further equality, the Jury Chairman, after consulting the jury members, will be entitled to attribute one more point to one of the works, thus dissolving the ex-aequo result.