

OLIVETTI DESIGN CONTEST 2017

Under art. 6 letter a) of Italian Presidential Decree no. 430/2001, the “Olivetti Design Contest 2017” (in the following “Contest”) does not constitute a prize competition given that its objective is the presentation of projects or studies in commercial or industrial fields where the assignment of awards to the author of the chosen work serves to acknowledge the activities and works carried out, and the intense effort involved, serving also as an encouragement in the interests of the general good.

ART. 1 OBJECTIVES AND CONTENTS

The purpose of the Contest, in its second year, is to confer awards to the best projects able to offer an original contribution to develop of two types of products (the contest themes): a 3D Printer Body and a Business Telephone.

Olivetti, a heritage brand of Italian industry, is a wholly-owned subsidiary of TIM Group and its Digital Pole. Thanks to its wide range of state of the art SW and HW products, Olivetti acts as a Solution Provider, offering solutions that can automate business processes and activities for SMEs, major companies and vertical markets. Levering on the know-how matured in Machine to Machine, Internet of Things, Cloud Computing and advanced multi-channel sectors, Olivetti has leading edge skills in the digital innovation field. The company has a commercial presence in over 50 countries worldwide, mainly in Europe, the Far East and Latin America.

The Contest moreover is sponsored by TIM S.p.A., the Olivetti S.p.A. parent company that has always shown a special interest in cultural innovation-related initiatives. Operating in the ICT and Telecommunications sectors is currently developing team projects with new talents, also through partnerships and competitions with Universities and venture capital exercises for sustaining and supporting innovative companies.

With this Contest, the aim of the Company is to carry forward the noble tradition of collaboration between industry and design, introduced originally by the historic brand over a century ago. The intention is to place collaborations with young people at centre stage, promoting formal experimentations of an original innovative nature while pursuing the concept of beauty as the driver for industrial development. As a result Olivetti, since its foundation, has paid a special attention to design and has established partnerships with well-known respected artists and designers such as Mario Bellini, Michele De Lucchi, Jean Michel Folon, Marcello Nizzoli, Giovanni Pintori, Ettore Sottsass.

The Contest is promoted by Olivetti in collaboration with NABA, Domus Academy, Politecnico di Torino – Department of Architecture and Design (DAD), RUFA (Rome University of Fine Arts), IED Design Milano, IED Roma, IED Cagliari, EASD Escola d'Art i Superior de Disseny de València, ESAD College of Art and Design, Vilnius Academy of Arts, Birmingham City University - Faculty of Arts, Design and Media.

The official Contest regulations and related documentation can be downloaded from the “Olivetti Design Contest 2017” section on the www.olivetti.it, from the www.telecomitalia.com web site as well as from the sites and channels of the institutes involved.

ART. 2 CONTEST PARTICIPANTS AND PRESELECTION

The Contest is open to students over the age of 18 (who can participate either on their own or as part of a team, with a maximum of five students per team) who are regularly enrolled at NABA, Domus Academy, Politecnico di Torino – Department of Architecture and Design (DAD), RUFA (Rome University of Fine Arts) and IED Design Milano, IED Roma, IED Cagliari, EASD

Escola d'Art i Superior de Disseny de València, ESAD College of Art and Design, Vilnius Academy of Arts, Birmingham City University - Faculty of Arts, Design and Media in the current A.A. 2016/2017, as well as those who have graduated from these same institutes adhering to the initiative in the previous A.A. 2015/2016. Promoting institutes can also involve and include other external subjects (young designers and students) among the Contest participants, as long as they have reached 18 years of age on the date of participation in the Contest, and are not engaged, in any form, in company activities or self-employed professional work on subjects covered by the Contest theme.

NABA, Domus Academy, Politecnico di Torino – Department of Architecture and Design (DAD), RUFA (Rome University of Fine Arts) and IED Design Milano, IED Roma, IED Cagliari, EASD Escola d'Art i Superior de Disseny de València, ESAD College of Art and Design, Vilnius Academy of Arts, Birmingham City University - Faculty of Arts, Design and Media will be responsible for preselecting the works by students and/or other Contest participants, supported by their own internal Tutors. A maximum of five projects per Institute for each one of the two Contest themes can be sent to the Contest Secretariat, the chosen works complying with the criteria described in following articles 6, 7 and 8 of the Contest Rules.

All students (or team members, up to a maximum of five members per team) who submit a design project that is chosen by their reference institute, irrespectively of the final outcome, will receive a Contest Participation Certificate from their institute's Secretariat.

ART. 3 SELECTION METHODS

The project material submitted by the students will be subjected to a First Assessment phase by a Commission set up by Olivetti composed of internal personnel and external experts, as required. The Commission will select the projects that can proceed, in their definitive form (see Art. 7), through to the Second Assessment phase.

During the Second Assessment phase, the projects will be analysed by a Jury which will select the three winning projects for each of the two Contest themes, as well as granting Special Mentions to any projects not included among the winners but worthy of particular note.

ART. 4 ENTRY CONDITIONS

Participation in the Contest is free of charge and projects can be submitted for one or both themes (see Art. 6).

Should the project be the fruit of a collaboration between two or more students, the whole team are participants in the Contest. The name of the rightful owner of the project (or of the team) must be explicitly stated in the official documentation submitted for the project.

Contest participation is under the personal responsibility of the competitors and all those working on the project are responsible for guaranteeing the originality of their own works.

ART. 5 OLIVETTI VALUES

The coherence of the project with Olivetti values will be subject to assessment by the Jury, whose decision is final and unappealable.

The Olivetti value system revolves around five essential elements, given below, which must constitute a constant behavioural point of reference for all persons working for the company:

Customer-orientation

Establish on-going relationships with customers so as to understand their expectations and requirements. Be ready to listen to customers and get involved, anticipating demands and providing quick responses.

Innovation

Guarantee the development of innovative solutions and promote new ways of improving existing processes and systems, so as to strengthen the position of the Company on the market.

Experience

Stimulate free expression so as to benefit from the experience of Company personnel, dedicate time and space to information sharing so as to create an environment in which the contribution of each member can be given its correct value, and so attain the best results possible.

Excellence

Dedicate constant attention to every project, aimed always at quality, developing and involving the best skills available to create value for the customer.

Proactivity

Be proactive, anticipating and influencing events. Seize and develop the opportunities that present themselves in the reference context, and formulate offers and initiatives for achieving the Company's objectives. We act quickly to be protagonists of the future and a reference point for the market.

ART. 6 CONTEST THEMES

To participate in the Contest, an Industrial Design project concept must be presented on one or both of the proposed themes, presenting possibly original contributions for the creation of an innovative product having ergonomic features which make it easy to use and resemble more closely other devices used on a daily basis today.

Every competitor (or team of max five students) must therefore produce a single project per theme, inspired by Olivetti productions, which successfully marries ergonomics and innovation of the design object with functionality, following one's own personal inclinations and adhering to the specifications below.

Theme 1: Business Telephone

Technical Specifications:

- Fixed telephone, dedicated to Business, aimed at high-end customers
- Iconic product, possibly resembling other successful Olivetti models
- IP/VoIP standard SIP (Session Initiation Protocol) Telephone
- Cordless Handset connected to base by means of DECT or Bluetooth technology
- 5" or 7" Touch Screen display
- Keypad with numeric keys (1, 2, 3, 4, 5, 6, 7, 8, 9, 0, *, #)
- Speakerphone key
- Mute key with led
- Volume control keys
- Wait key
- Conference call (add call) key

- Multicolour LED to indicate ringing and/or presence of voicemails
- Possibility of synchronising contacts with external mobile phones via Bluetooth
- Android operating system
- Calendar and diary synchronisation with own mobile phone / account
- 2 Ethernet ports 10/100
- SIP Line management, max six lines
- Optional 2 MP Camera for video calls
- Micro SD
- Optional ZigBee module for connecting illumination and external sensors
- Full duplex HD speakerphone with volume control
- Handset volume control during conversation
- Answering machine, memo, call recording
- Keyboard with rear-lit keys
- Programmable hotkeys
- Built-in temperature / humidity sensor
- Powered by external power unit
- Lithium batteries for both base and handset
- Microphone located at a distance to avoid all traces of Larsen effect
- Handset seat providing a stable secure support for the handset, with protections on electrical connectors in conformity with EC norms
- 2 LAN 10/100 connectors
- Socket for connection with external power unit

Theme 2: 3D Printer Body

Technical Specifications:

- Desktop Printer, technically deriving from Olivetti 3D DESK (<http://olivetti3d.olivetti.com/it/prodotti/olivetti-3d-desk>)
- Standard use: industrial prototyping/development; design and engineering studies; schools and universities
- Printing capacity (LxWxH): 35x30x30 cm
- Single or double extruder (printing mechanism) (double extruder could be offered as an option)
- General printer dimensions: WxDxH: 600mm x 550mm x 750mm approx.
- Normal installation of printer on medium-sized table of height 80 cm approx.
- Full access to internal parts, in particular the extruder unit (printing mechanism)
- Transparent structure (at least front and upper parts) to permit maximum visibility of machine movements during printing
- Display:
 - Front LCD 128x64 dot matrix with jog dial knob for command selection
 - or - alternatively - a 5" touch screen display
- Front door with handle for opening and lock with key
- Upper hinged cap (hinge on rear side), with closing hook that can be opened only from the inside.
- Power on-off keys
- Interfaces:
 - power cord input
 - 1 USB device
 - Wi-Fi connectivity with optional card

ART. 7 PROJECT MATERIAL REQUIRED

To be admitted to the first assessment phase, students must present:

- a) Descriptive report of the project to be created, in black Arial font text with 10 pt body, 13 pt interlines, together with any images, on one A4 format sheet max (front side only)
- b) initial graphic design of project

For projects selected by the Commission to access the second assessment phase the students must present:

- c) project descriptive report, black Arial font text with 10 pt body, 13 pt interlines, together with any images, on 1 A4 format sheet max (front side only);
- d) Two computer drawings (*renderings*) with perspectives, sections and any other details necessary for illustrating the project fully, A3 format, provided also on 3 mm or 5 mm *forex* or similar media;
- e) Curriculum vitae;
- f) Video 3 mins maximum (AVI or MOV formats), in which students present their project: ideas, original features ...
- g) Waiver form appropriately filled in and signed by participants - as described in Appendix 1.

The images must be in pdf, jpg or tiff formats, average size 210x297 mm, with a resolution of 300 dpi pixel/inch.

Prototypes and other project material considered useful for providing a better understanding of the project are permitted.

All project material is produced under the responsibility and expense of participants.

ART. 8 DELIVERY AND/OR SENDING METHODS

It is the responsibility of the Institutes to send the project material in digital format by email to the address info@kanso.it

Non-digital project material must be delivered by the Institute to Olivetti S.p.A., Viale Parco de Medici 61, 00148 Rome (Italy), Building D3 - D4, Second Floor, for the attention of Bernarda Lancia.

Project material must be delivered to the Contest Secretariat by the deadline date stated in Article 9 below.

For project material sent by post and posted by the deadline date, the postmark is accepted as proof provided that notification of posting is sent to the Secretariat via email, also by the same deadline date. Failure to observe the deadlines for submission of works, irrespective of the reason, will lead to elimination of the project from the contest.

ART. 9 CALENDAR

12/12/2016 – Announcement of Call for Participation in Italian and English.

By 30/01/2017 – Deadline date for delivery to Contest Secretariat of project material for First Assessment phase.

By 06/02/2017 – Selection by the Commission of the projects that, after being presented in their final form, will continue through to the Second Assessment phase.

20/03/2017 – Deadline for delivery to the Contest Secretariat of the project material necessary for proceeding to the Second Assessment phase.

28/03/2017 – The Jury holds a meeting to discuss and vote for the winning projects (first, second and third places) for each of the two themes of the contest, awarding special mentions when appropriate.

31/03/2017 – Communication of the decisions of the Jury via www.olivetti.com

05/04/2017 - Presentation Ceremony for winning projects and granting any Special Mentions.

ART. 10 AWARDS

The winning projects (placed first, second and third for each of the two themes of the Contest), will each be awarded a monetary prize. The project awarded first place will receive a monetary prize of €2000.00, the second placed €1500.00 and the third €1000.00. The Company promoting the initiative does not intend to exercise the “*right of recourse*” referred to in Art. 30 of Presidential Decree No. 600/73, and accepts to pay the tax liabilities that would otherwise be levied on the winners.

The project awarded the first place will also have the right to a Return airline ticket to London to visit the Design Museum.

There is only one monetary prize (and only one airline ticket for the project awarded the first place) for the winner, also in the case that the winning project is the work of a group.

ART. 11 RESTITUTION OF MATERIALS AND ACCEPTANCE OF RULES

The materials submitted and/or sent will not be returned, including all works produced by students.

The intellectual property rights of the works will continue to belong to their inventors. Participation in the Contest implies acceptance of the rules for this Call for Participation.

ART. 12 PERSONAL DATA HANDLING

Pursuant to article 13 of the Code on the subject of personal data protection (Leg. Decree No.196/03 and successive amendments), the personal data collected for the Contest.

JURY REGULATION

The Jury of the Olivetti Design Contest is composed of persons nominated by the Olivetti Executive Committee and chosen from experts operating in art, marketing, design, communications and business fields. The Jury will evaluate the projects, taking into account the concepts behind the works presented, the quality of their design/manufacture and the feasibility of pursuing their development in commercial terms.

In particular, the evaluation will take into account the following criteria:

- 1 – coherency with Olivetti values / Contest brief
- 2 - originality
- 3 - functionality/ergonomy
- 4 - aesthetics
- 5 - feasibility

The Jury will assign the above-mentioned Awards at its sole and absolute discretion. Similarly, it has the power to award Special Mentions to any project of particular merit that is not included among the winners. The Jury will be able to consult Olivetti technical experts on specific technological or feasibility issues; in the case of legal questions the Jury can request the assistance of an expert.



The Jury and anyone else possessing information regarding prize awards and special mentions commit to keeping this information totally secret until the final results of the Olivetti Design Contest 2017 are published.

Appendix 1

Waiver for submission of Projects

I, the undersigned _____ date of birth _____

Resident in _____ at address _____,

Italian Tax Code:

Given that, I

1. am aware of the criminal penalties in the event of false declarations pursuant to and by effect of articles 47, 48 and 76 of Presidential Decree No. 445 of 28/12/2000 (which prescribes that making false declarations, the preparation and/or use of false acts or documents are punishable under the penal code and the specific laws on this subject);
2. have read the Privacy Statement and the Official Rules of the Contest named “Olivetti Design Contest 2017” (in the following referred to as “Contest”) and accept them fully and without reservation;

All this having being said

I DECLARE

1. that the project submitted for the Contest (in the following, the “Material”) has been developed and presented observing all provisions of current legislation including, but not limited to, law no. 633 of 1941 on copyrights and successive amendments and additions, and observing also the provisions of current legislation in relation to the protection of brands and patents
2. that I cede to Olivetti free of charge the right to exploit and publish the Material on the web site l “www.olivetti.it” and its international web sites, also the sites of universities involved, media and social
3. to be the rightful owner and/or to have full legal access to the Material submitted, as well as being the rightful owner of all related exploitation rights and therefore to have requested and obtained from all rights holders, in conformity with all currently applicable laws, every consent or authorisation necessary for the use, publication and distribution of the Material by Olivetti, totally free of charge, for the purposes of the Contest.
4. that the Material does not infringe any distinctive mark, intellectual property right, industrial or other third-party rights (including, but not limited to, image rights), nor existing laws or regulations, and that the information contained is legal and correct, does not offend any person or entity, and conforms with the principles for maintaining law and order and public decency;
5. that use of the Material by Olivetti and its successors takes place under their own exclusive responsibility, given that I have legally disposed of the Material in favour of these Parties, and that its use does not conflict with any mandatory legislation provisions or infringe any copyright, trademark, distinctive mark, patent or other third-party right deriving from laws and/or customs;
6. to commit to indemnifying and holding Olivetti harmless from any third-party claim, cost, direct or indirect damage, loss, expense or injury, resulting from use of the Material sent;

7. that should the Material contain the Olivetti name and/or Olivetti brand names, to refrain from using the Material in any way outside of the Contest, unless written authorisation is obtained from Olivetti;

8. to consent to post-production interventions, to the Material being treated freely, and to extrapolation of parts of the Material for distribution, authorising its use by Olivetti without any constraints in terms of time, space or means, for the purposes of the Contest;

9. to recognise that nothing is due from Olivetti in relation to copyright and declaring to make no claims for the distribution of the Material by Olivetti on web site l “www.olivetti.it” and its international web sites, also the sites of universities involved, media and social, and irrevocably waiving any request or claim in relation to the rights conceded;

10. to be fully entitled to concede to Olivetti the rights and faculties in this declaration not having undersigned any agreements or assumed any obligations with third-parties which are in contrast or incompatible with that which is agreed herein;

11. to be aware that, on termination of the Contest, the Material which results as the winner will remain fully available to Olivetti and its successors for the uses authorised within the context of the Contest, and that Olivetti has the right to save the Material as well as communicate it to third parties when necessary for fulfilling the requests of judicial/administrative authorities and/or responding to claims according to which the Material violates the rights of third-parties;

12. to have read the Privacy Policy for the Contest Rules and to accept them totally and without reserve;

13. to accept without reserve, by signing this application, all regulations governing participation in the Contest contained in the Contest Rules, declaring that I have read them and accept them in their entirety, explicitly approving each single paragraph also pursuant to and by effect of articles 1341 and 1342 of the Civilian code.

Place _____

Date _____

Participant's signature

Information pursuant to article 13 of Legislative Decree no. 196/2003 (Privacy Code)

Pursuant to article 13 of Leg. Decree no 196/03 (Privacy Code), Olivetti S.p.A. provides in the following information regarding the processing of personal data provided in relation to the “Olivetti Design Contest 2017”.

1) Purposes for which data processing is necessary

The personal data provided by the participants in the Waiver form will be processed by Olivetti S.p.A. in full compliance with applicable Privacy laws for the following purposes:

- to permit participation in the Contest and to carry out all activities necessary for its roll-out as foreseen by these Contest Rules & Regulations (including, as examples, but not limited to: administrative management, communications related to winning, assignment of prizes to those entitled using the methods indicated in the Rules & Regulations);
- to inform participants of initiatives and/or news within the context of the Contest or anyway linked to it in some way;
- to publish and disseminate the personal data of the winner and/or participants on the site www.olivetti.it, unless the participant exercises their right to remain anonymous with a communication to this effect;
- to manage any requests and/or complaints.

In addition to the purposes described above, the participants' data may be processed also to fulfil the obligations of law, EC rules or regulations, or the provisions of Supervisory Authorities for the sector. The communication of this data is necessary for participation: failure to provide this data, or its provision in an inexact or incomplete form may make participation impossible.

2) Data processing logic and methods

Data processing will take place manually (e.g.: using paper supports) and/or using IT and telematic instruments (for example, using electronic supports and procedures), with organisational logic and data processing suited to achieving the purposes indicated above and, anyway, in a way so as to ensure data privacy and protection.

3) Data Controller and Data Processor

The Data Controller is Olivetti S.p.A., with company offices in via Jervis n. 77, 10015 Ivrea, Italy. The Data Processor is Dott.ssa Federica Moroni resident at the Olivetti S.p.A. registered office in Via Jervis 77, 10015 Ivrea. A complete, up-to-date list of all Data Processors can be consulted on the site www.olivetti.it. The data will be processed by employees of Olivetti S.p.A., in particular by Institutional & External Relations functions: said employees are assigned responsibility for the data processing, having received adequate operating instructions in this regard, and will operate under the direct authority of the Data Processor.

4) Third-party categories to whom data may be disclosed for their role as Data Controller or who may gain knowledge of the data carrying out their role as Data Processor or other processing provider.

Aside from the employees of Olivetti S.p.A., certain types of data processing may also be carried out by third-parties, including Olivetti S.p.A. firms to which certain activities are assigned (either entirely or in part) for the purposes referred to in Point 1). In these cases, the third-parties will either operate as Data Controllers in their own right or will be designated as Data Processors or processing providers.

In particular, the data will be processed by Kansa s.r.l., with registered office in Via Pie' di Marmo 12, 00186 Rome acting in the role of Data Processor.

5) Right to access personal data and other rights pursuant to article 7 of the Personal Data Protection Code (Leg. Decree 196/03).

Any participant who so desires has the right, at any time, to access their own personal data and to exercise the other rights prescribed in article 7 of Leg. Decree 196/03 (e.g. to know the source of data held, to request that it be corrected or updated, that any incomplete or inexact data be rectified or completed, to request that any data being processed in breach of the law be either deleted or its access blocked, or oppose use of the data for legitimate reasons) by contacting the Data Processor referred to at point 3).