



# DESIGN Canberra x BMW car wrap competition 2020



DESIGN Canberra and Rolfe Classic BMW are calling for students and professionals to submit designs for the 2020 BMW Car Wrap Competition.

The 2020 car wrap competition is proudly presented in partnership with Rolfe Classic BMW, Midnight Hotel, Autograph Collection, the University of Canberra and ROJO Customs.

Originally conceived by our valued festival partners Rolfe Classic BMW three years ago, this year's car wrap competition has expanded to wrap four brand new BMW models. The university category will bring exciting new perspectives to this unique design opportunity.

Category: University students  
Assigned car: BMW i8 Roadster  
Theme: Urban Design

**'Celebrating Canberra's iconic urban design identity. From the time of Walter and Marion Griffin's visionary design a century ago through to contemporary and sustainable design developments today, Canberra has been – and will always be – a living design laboratory'.**

The winner of the university category will see their design wrapped around a brand new BMW which will be exhibited throughout the DESIGN Canberra festival at signature events from 9–29 November 2020. They will also receive a fantastic prize pack (valued at \$1000 each) including:

A \$250 cash prize and a BMW for the Weekend\* from Rolfe Classic BMW (\*conditions apply) and a dinner for two at Braddon Merchant from Midnight Hotel.

Entry to the competition is free.

Submissions must be received by Wednesday 30 September, 11.59pm and will be judged by a panel of Canberra-based design professionals.

For more information, contact Meagan Jones, Communications + Membership Manager at Craft ACT on [membership@craftact.org.au](mailto:membership@craftact.org.au) or 02 6262 9333.



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## Key Dates:

4 August – Competition opens

30 Sep – Competition Closes

9 Oct – Winners notified

9–29 November – Winning wraps will be displayed at events during the DESIGN Canberra festival

## Instructions and technical requirements:

You are required to create a Urban Design inspired look and feel for the BMW i8 Roadster.

Please submit an A3 portrait or landscape presentation document that will include exterior design for the BMW i8 Roadster that encompasses the brand values of BMW. You will generate a document that visualises the design and if essential, research process involved in creating the exterior design. The document should include photographs or mock-ups of the application of the design. The PDF file should present your design and project description (up to 300 words) to support your design approach. Please provide separately a working Illustrator file of your exterior design for the BMW i8 Roadster.

Submit your application form and supporting documents via DESIGN Canberra Festival website.

The submission form must include:

1. An Illustrator working file of your exterior design for the BMW i8 Roadster
2. The Adobe Illustrator file must be accompanied with all fonts outlined and designs in vector format.
3. All images or illustrations must be high resolution.
4. A PDF of your A3 presentation document.
5. A project description and a short biography of the artist/designer/ group proposing the design.



## **TERMS AND CONDITIONS:**

1. Entrants to the High School category must be currently enrolled in an Australian High School or College.
2. Submission dates: Friday 31 July – Wednesday 30 September 2020.
3. All submissions must be made via DESIGN Canberra website. Emailed or posted entries will not be accepted.
4. Incomplete entries, or entries submitted past the submission deadline, will be deemed ineligible.
5. Entries must not have been previously published or won a prize in another competition.
6. Current employees of Rolfe Classic BMW are ineligible for consideration in the Rolfe Classic BMW Car Wrap competition.
7. Competition entries must be submitted as per the provided Instructions and Technical Requirements.
8. One winning design will be selected for each of the four categories for execution and the designs will be applied to the assigned car for each category. 2 Series Gran Coupe (Craft ACT members), 4 series coupe (open), i8 roadster (university students) and X5 M Competition (High school student). The winner of the University, Open and Craft ACT Member categories will receive a \$250 cash prize and a BMW for the weekend from Rolfe Classic BMW, a dinner for two at Braddon Merchant from Midnight Hotel, Autograph Collection. The winner of the High School category will receive \$250 cash prize and a BMW for the weekend from Rolfe Classic BMW, a Midnight Store \$50 gift voucher from Midnight Hotel, Autograph Collection and a Bev Hogg, ceramic takeaway cup and Sean Booth, ACT Brooch, courtesy of Craft ACT. Total prize value = \$1000. The winners will be recognized on the Rolfe Classic BMW and DESIGN Canberra social platforms.
9. Prize Winners: All drivers of the vehicle must hold a full license and sign an indemnity form prior to driving the car. A copy of each driver's license will also be required. The vehicle must stay within the ACT & surrounding areas during this period. The vehicle provided will depend on availability and can be discussed upon arranging the date of collection. Pick up of the vehicle will be on a Friday afternoon and it will need to be returned on the Monday morning. Rolfe Classic BMW prize to be claimed before 30 October 2021. The car is arranged through Rolfe Classic BMW.
10. Entrants submitting to the Craft ACT member category must have up-to date membership at the time of submission.
11. Entrants must retain a copy of their entry.
12. Entrants warrant that: (i) they have personally created their entry and own all rights to it; (ii) all related intellectual property belongs to the entrant; and (iii) the entry does not violate any laws of any country or infringe upon another party's trademark or copyright. Entrants indemnify the Prize and its Administrators against any loss or damages resulting from a breach of this warranty.
13. The winners will be notified by the 9th of October and may be asked to supply further information and images for marketing and communications purposes.
14. Selected works will be required to be produced and installed between the 10 October and 7 November 2020.
15. This award may be cancelled at any time at the discretion of DESIGN Canberra and Rolfe Classic

## **BMW. COPYRIGHT, MORAL RIGHTS, PRIVACY, AND LIABILITY:**

16. Copyright in the design remains with the artist.
17. By submitting an entry, the winners grant a worldwide, non-exclusive, non-commercial license, in perpetuity to the Prize Administrators (Craft ACT) to (i) permit it to publish the entry as a car wrap, in print and on the Craft ACT website; and (ii) permit it to record and broadcast the selected entries, online and in any other media, for a period of 3 years from the date that the design was submitted to the Prize, without fee, for the purpose of promoting Design Canberra and Craft ACT.
18. Designs must be available to be published as a car wrap to be eligible to win the competition. Refusal by an entrant to accept the Prize or to allow publication will disqualify the entry from eligibility.
19. Designs may need to be modified to meet technical specifications inherent in the car wrap process. This will be done in consultation with the artist. We will not modify or edit the work without the permission of the artist.
20. By entering the Prize, you guarantee that the personal information you provide is accurate. Personal information will only be used in administering the Prize. When you provide this information, you consent to it being used for this purpose.
21. Except for any liability that cannot by law be excluded, the Administrators (including its respective officers, employees and agents) are not responsible for and exclude all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under the Administrators' control); (b) any theft, unauthorized access or third party interference; (c) any entry that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Administrators) due to any reason beyond the reasonable control of the Administrators; and (d) any variation in prize value to that stated in these Terms and Conditions.

