

## DESIGN Canberra x BMW car wrap competition 2021



DESIGN Canberra and Canberra BMW are calling for students and professionals to submit designs for the 2021 BMW Car Wrap Competition.

The 2021 car wrap competition is proudly presented in partnership with Canberra BMW, the University of Canberra and ROJO Customs.

Originally conceived by our valued festival partners Canberra BMW five 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 M3 Competition sedan  
Theme: Garden City

"Canberra is one of the few designed national capital cities. The foundations for the contemporary design of Canberra were laid down by Walter Burley and Marion Mahony Griffin. The design was unique and beautiful drawings by Marion recognised the need to celebrate nature and respect the land. The Griffins' vision for the urban landscape was expressed through a strong geometry derived from the natural topography of the surrounding mountains."

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 8-28 November 2021. They will also receive a fantastic prize pack (valued at \$1000 each) including:

A \$250 cash prize and a BMW for the Weekend\* from Canberra BMW (\*conditions apply) and a private wine tasting with cheese board and a bottle of wine from Lake George Winery.

Entry to the competition is free.

Submissions must be received by Sunday 19 September, 11.59pm and will be judged by a panel of Canberra-based design professionals.

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

# DESIGN CANBERRA FESTIVAL



Canberra  
BMW



#### Key Dates:

18 August – Competition opens

19 September – Competition Closes

8-28 November – Winning wraps will be displayed at events during the DESIGN Canberra festival

#### Instructions and technical requirements:

You are required to create a Garden City inspired look and feel for the BMW M3 Competition sedan.

Please submit an A3 portrait or landscape presentation document that will include exterior design for the BMW M3 Competition 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 M3 Competition.

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 M3 Competition.
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 school student category must be currently enrolled in an Australian Primary/High School or College.
  2. Submission dates: Wednesday 18 August – Sunday 19 September 2021.
  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 Canberra BMW are ineligible for consideration in the Canberra 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. BMW 420i Coupe (Craft ACT members), BMW 330e iPerformance sedan (open), BMW M3 Competition sedan (university students) and BMW X2 M30i (school student category). The winner of the university, open and Craft ACT member categories will receive a \$250 cash prize and a BMW for the weekend from Canberra BMW, private wine tasting with cheese board and a bottle of wine from Lake George Winery. The winner of the school student category will receive \$250 cash prize and a BMW for the weekend from Canberra BMW, a DESIGN Canberra gift bag including a tote bag, badge and Craft ACT voucher. Total prize value = \$1000. The winners will be recognized on the Canberra 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. Canberra BMW prize to be claimed before 30 October 2022. The car is arranged through Canberra 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 1st 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 2 October and 5 November 2021.
  15. This award may be cancelled at any time at the discretion of DESIGN Canberra and Canberra BMW.
- COPYRIGHT, MORAL RIGHTS, PRIVACY, AND LIABILITY:** Copyright in the design remains with the artist.
16. 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.
  17. 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.
  18. 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.
  19. 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.
  20. 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.

