



CITTA' DI MONOPOLI

Provincia di Bari

IDEAS COMPETITION FOR THE DESIGN OF AN AREA/QUALITY BRAND OF THE CITY OF MONOPOLI

Announcement of competition - Regulations

Introduction

This Municipality is planning the establishment of an area/quality brand for local products, activities and services promotion. The brand – with the indication of the geographical area – will distinguish local enterprises and their products and it will be for them warranty of quality. The aim of the establishment of an area/quality brand is to support local economy promoting its typical features.

1. Ideas competition

Object

The ideas competition's goal is the invention and the realization of a new collective quality brand of the city of Monopoli. The brand has to be representative of local products and services and has to certificate their origin and quality.

Graphic project must include:

- slogan
- logo

Brand Features

The brand must be represented by the indivisible union between logo and slogan. It must also be liable to reduction and/or enlargement without thereby losing its communicative power.

The brand must contain typical features of the territory of Monopoli in order to promote it in a national and international context. The creation of the brand must respect the principles of originality and recognizability.

The brand must be reproduced in four-colour process and black and white.

Elaborates required

Candidates must deliver the creative proposal in the following way:

- a graphic of the brand in four-colour process, on white background, printed on A4 paper;
- a graphic of the brand in black and white, printed on A4 paper;



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- a graphic of the brand computerized (CD-Rom/DVD – storage mass), on jpeg format;
- Report describing the project idea.

2. Candidates admitted

The competition is allowed to everybody individuals and/or associated, public or private, institutions.

Each individual can participate only once, either individually or as part of a group, under penalty of exclusion from the competition both for the individual and the group with whom he has participated. Participation is free.

Each group should appoint a project manager who is delegated to represent it with the municipal administration.

The possible use of consultants or freelancers is free and does not invest in any way the relationship between the candidate and the municipality of Monopoli.

Incompatibility

Employees of the City of Monopoli, either as individuals or as part of a group, are not admitted.

3. How to participate

Sending

The envelope must be delivered directly by hand to the Protocol Office of the City of Monopoli or delivered by postal service or courier to the following address:

“Comune di Monopoli – A.O. VII “Servizio Marketing Territoriale”, Via Garibaldi 6, 70043 - Monopoli (Ba)”.

The envelope must report only the following words: “CONCORSO DI IDEE - MARCHIO D'AREA/QUALITA' CITTA' DI MONOPOLI”; It is forbidden to write down any indication about the sender, under penalty of exclusion, in order to ensure the anonymity of the same.

Participation

The documentation shall reach the town hall of Monopoli not later than the **day june 11, 2010**. It is considered in due time the documentation sent within the specified data attested by the postmark affixed by the accepting postal office. The documentation sent after the deadline will not be taken in consideration and will be excluded from the selection.

The sending of the package is at the exclusive risk of the sender.

The material will not be returned.



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Required Documentation

Inside the envelope must be included the following documents:

- A. a white envelope, sealed and clearly marked "Busta A", containing a copy of a valid identity papers of the subscriber and the application form (according to the model annexed to this notice) which shows full name, date and place of birth, place of residence and its address (in case of a group for each component is sufficient to indicate full name, date and place of birth). The application form must also contain express statement:
 - The waiver of any rights or royalties on the brand created for the competition, including all members in the case of group, regardless of the outcome of the contest;
 - Acceptance of all rules of the competition;
 - Consent to the processing of personal information in accordance with "D.Lgs. 196/2003".

In the case of a competitor in the form of group, the application form must indicate the name of the component delegate to represent the group and must be signed by each member of the group itself which bind each self to observe all the rules of this ideas competition.

- B. An envelope clearly marked "Busta B" contains the papers of the competition.

Non-compliance of anonymity (for example, any indication of a sender on the envelope "A" and "B") is ground for exclusion from the competition.

4. Evaluation of the projects

Examining Board

A special examining board, composed by the Director of Organizational Area VII "Sviluppo Locale" of the Municipality of Monopoli and by two graphic experts with national and/or local experience, will evaluate the projects. The examining board check the correctness of the envelopes received, the documentation and graphics design, and select the proposals by assigning a score to each of them.

The examining board will judge the projects according to the following criteria:

- Identity. The brand must be able to give its link with the territory, representing the town and its cultural history being able to provide immediate link with it.
- Originality. The brand must be different from those already existing.
- Simplicity and brevity. The strength of the brand must be simplicity and ability to be recalled.

The examining board may propose the award even in the case of a unique but worthy project.

The City of Monopoli is empowered to not award the prize if the quality of works is not considered sufficient by the examining board.

Examining board's decisions are unquestionable.



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Reward

The best project will receive an all-inclusive fee of EUR 1.000,00.

The winner will obtain the reward after having given up all the rights about the use of the brand.

The winner will not claim no further economic right.

5. Copyright

Properties and use of the projects

Competitors assign to the City of Monopoli all rights of ownership and use of the brand proposed.

Therefore, the City of Monopoli acquires all rights on the projects without space and time limits, by any means of reproduction, even today unknown, and it becomes the exclusive owner of them. The City of Monopoli can freely use all the projects, or even some of them, for further communications campaign or publications.

While fully respecting the original idea, the City of Monopoli has the right to adapt the designs to any possible technical need.

By signing the application form the transfer of property rights and use involves all components of any working group.

Non-subscription of the application form is cause of exclusion from this ideas competition.

6. Advertising

Publication of the announcement of competition.

This announcement of competition has been published in uncut version:

- Municipal notice board City of Monopoli;
- On the City of Monopoli website: www.comune.monopoli.ba.it ;

This announcement of competition will be made available also through the following ways:

- On the "Corriere della Sera", italian daily newspaper;
- On the "Corriere del Mezzogiorno Bari";
- On the website <http://corrieredelmezzogiorno.corriere.it/bari/>;
- Social network: "Facebook" e "Twitter";
- Institutional communication City of Monopoli.

Results of the competition

The outcome of the competition will be published on the Municipal notice board City of Monopoli, on the City of Monopoli website: www.comune.monopoli.ba.it, and will also be publicized through a press release, newspapers and local broadcasters. Participants and winners selected will be informed in writing of the outcome of the competition.



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Information

For information please contact:

Ufficio Marketing Territoriale – Comune di Monopoli

Via Garibaldi 6, 70043 Monopoli

Tel. 0804140258 Fax 0804140268

www.comune.monopoli.ba.it

Mail: vincenzo.carrieri@comune.monopoli.ba.it

7. Attachments

Historical and cultural description City of Monopoli

Assessore PMI - Industria - Artigianato
Rag. Antonio Rotondo

Dirigente A.O. "Sviluppo Locale"
Dott. Pietro D'Amico



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Application form

COMUNE DI MONOPOLI

Ufficio Marketing Territoriale

Via Garibaldi, 6

70043 Monopoli

The undersigned _____ (Surname) _____ (Name)

_____ il _____ resident _____
(Place of Birth) (Date of Birth) (Hometown)

way _____
(Home Address)

**Seeks to join the "IDEAS COMPETITION FOR THE DESIGN
OF AN AREA/QUALITY BRAND OF THE CITY OF MONOPOLI" issued by the city of
Monopoli as**

Single competitor

(Description of the work activities of the applicants. Example: graphic, designers, architects)

Legal Representative of public and / or private subject

(Specify name, company name and location of the participant)



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- Representative of the group, consisting of the undersigned, the following people

(Name and Surname)

(Place and date of birth)

Myself and the members of the group declare to:

- Accept all the rules of the "ideas competition for the design of an area/quality brand of the City of Monopoli";
- Accept specifically and fully according to article 5 "Copyright" of this ideas competition that provides: *"Competitors assign to the City of Monopoli all rights of ownership and use of the brand proposed. Therefore, the City of Monopoli acquires all rights on the projects without space and time limits, by any means of reproduction, even today unknown, and it becomes the exclusive owner of them. The City of Monopoli can freely use all the projects, or even some of them, for further communications campaign or publications. While fully respecting the original idea, the City of Monopoli has the right to adapt the designs to any possible technical need. By signing the application form the transfer of property rights and use involves all components of any working group. Non-subscription of the application form is cause of exclusion from this ideas competition"*.
- Authorize the processing of personal data according to D. Lgs. 196/2003

(Date and place)

(Signature)

(Signature of the group)