



## OLIVETTI DESIGN CONTEST 2016

Under art. 6 letter a) of Italian Presidential Decree no. 430/2001, the "Olivetti Design Contest 2016" (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 intention of the Contest, in its first edition, is to offer a reward to all projects offering an original contribution to the design and development of a cash register for use predominantly in local shops found in Italy (typical examples being fashion shops, bars and grocery stores). Apart from including the components/modules required by current tax legislation, the machine must be connectable to the network to allow subsequent functionality upgrades or the provision of value-added services.

Olivetti operates on the market as a Solution Provider, enhancing its product offer with particularly advanced customer services, provided as a partner rather a simple IT supplier, and proposing turnkey solutions for the automation of business processes and activities.

The latest generation of Olivetti products are integrated with innovative services and business applications.

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 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 ISIA Roma, NABA Domus Academy, Politecnico di Torino – Department of Architecture and Design (DAD), Rome University of Fine Arts (RUFA). The official rules governing the Contest and its documentation can be downloaded from the "Olivetti Design Contest 2016" section on the [www.olivetti.it](http://www.olivetti.it) web site as well as on the sites of the universities involved.

The Contest is under the patronage of TELECOM ITALIA S.p.A, owner of Olivetti S.p.A, both of which have always shown a special attention towards cultural initiatives connected with innovation. Operating in the ICT and Telecommunications sectors, the companies are currently developing initiatives aimed at promoting collaborations with new talent, also through partnerships and contests with universities and venture capital exercises for sustaining innovative companies.

### 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 ISIA Roma, NABA Domus Academy, Politecnico di Torino –

Olivetti S.p.A.



Department of Architecture and Design (DAD), Rome University of Fine Arts (RUFA) in the current A.A. 2015/2016, as well as those who have graduated from these same institutes adhering to the initiative in the previous A.A. 2014/2015. 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.

ISIA Roma, NABA Domus Academy, Politecnico di Torino – Department of Architecture and Design (DAD), Rome University of Fine Arts (RUFA) 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 can be sent to the Contest Secretariat, the chosen works complying with the criteria described in following articles 5, 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

To increase the knowledge young students have of design processes and industrial phases, and to reduce the gap between university and industrial spheres, the Contest Jury selects five projects for participation in the final phase of the Contest (prize awards and on-the-job training).

Three projects will be chosen by the Jury from the five finalists; the authors of the first two projects winning the right to a period of on-the-job training at Olivetti S.p.A.

#### ART. 4 ENTRY CONDITIONS

Participation in the Contest is free of charge.

Should the design project be the fruit of a collaboration between several students, the whole team will participate in the Contest and on the on-the-job training. The name of the rightful owner of the design project (or of the team) must be explicitly indicated in the official documentation submitted for the project.

Participation in the Contest is under the personal responsibility of competitors and workers 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

#### 6.1 PRESELECTION

To participate in the Contest you are required to create an Industrial Design, possibly presenting original ideas for an innovative product with ergonomic features that make it simpler to use and more similar to the devices used commonly today on a daily basis.

Every competitor (or team of max. five students) must therefore produce a single project, inspired by current Olivetti productions, which successfully marries ergonomics and innovation with the functionality of a design object, following their own personal inclinations and guided by the following suggestions:

- first product of the new design for the Olivetti cash register line (based on «family feeling» concept);
- typically for use in small local shops;
  - heterogeneous user base, not always «technologically aware»



- types of commercial activities targeted: fashion shops, retail stores, bars, small grocery shops  
etc;...
- able to blend in seamlessly with any type of shop décor;
- dimensions allowing it to be placed above the cash drawer of dimensions: 330mm Width x 335mm Depth x 100mm Height;
- used "on feet" attending to the customer and not the device
  - instantly accessible
- "fiscal" device that must respond to legal requisites and include
  - a customer display (2 row x 16 characters, rear-lit alphanumeric LCD)
  - a receipt printer (roll width 57 mm)
  - an accessible "fiscal seal"
- other functionalities:
  - operation in touch-like mode, programmable keys
  - printing unit:
    - "easy loading" paper loading: opening of paper tray with "roll placement"
    - paper cutting: manual
    - electronic journal on SD card
  - Interfaces:
    - 2 USB hosts of which 1 on front of machine
    - 1 USB device
    - 1 std RJ for cash drawer
    - 1 RS232
    - 1 Ethernet LAN
    - Wi-Fi connectivity with optional board
  - connectable with PC and/or external devices (e.g. barcode reader)
- device connected to Internet for service provision
- plastic material used for the Industrial Design parts: ABS or similar
- serial production with volumes requiring the use of dies for manufacturing the plastic parts
- production at Contract Manufacturer site using assembly lines not requiring highly qualified personnel

## 6.2 ON-THE-JOB TRAINING

With regards to the projects selected as finalists, the opportunity will be offered to two participants/teams to engage in an on-the-job training course when they will be able to contribute to the actual production of product prototypes.

During the phases for learning about the techniques and materials used, it may be possible also to gain real experience creating product accessories, always under the constant guidance of company *tutors* at the Olivetti site.

### ART. 7 DOCUMENTS REQUIRED

The documentation to be sent to the Jury at the Contest Secretariat – which is the responsibility of the Institutes – consists of a single envelope containing all the chosen projects, in paper and digital format, as in the details below:

a) a descriptive report of the project, in black Arial font text, 10 pt character size, 13 pt interline, optionally including images, maximum 1 A4 format page (no back page);



- b) 2 computer drawings (*rendering*), with perspective drawings, sections and any other details necessary for illustrating the project completely, A3 format, presented on forex support or similar of 3 mm or 5 mm;
  - c) 1 CD with the complete project and optionally a *Curriculum vitae*.
  - d) Waiver Form correctly filled out and signed by the participant - text as in Appendix 1
- The images must be in formats pdf, jpg or tiff, of average dimensions 210x297 mm with a resolution of 300 dpi *pixel/inch*;
- d) The project can be represented by means of an illustration, photo or digital drawing.
  - e) Videos are permitted in the formats AVI or MOV.
  - f) Prototypes are allowed.

#### ART. 8 DELIVERY AND/OR SENDING METHODS

Hand delivery of projects or their transmission via email to the Secretariat Contest organisers, at Kanso Srl, Via G. G. Belli 39, 00193 Roma, to Caterina Cittadini (caterina.cittadini@kanso.it, 06-3614881), must take place by the deadline date indicated in following article No. 10.

If works are sent by post, posted by the deadline date, the postmark is accepted as proof provided that notification of posting is sent to the Secretariat by email, also by the deadline date.

#### ART. 9 CALENDAR

##### PHASE I: PUBLICATION OF CONTEST RULES AND PROJECT SUBMISSION

18/01/2016 – Public notification of contest in Italian and in English

01/03/2016 - Deadline for submitting and/or sending all preselected projects to the Contest Secretariat, chosen by the Tutors of the various academic institutes.

##### PHASE II: JURY MEETING FOR EXAMINING PROJECTS AND FINAL VOTE

01/03/2016 - Meeting, discussion and voting by Jury for choosing the projects to be placed first, second and third together with any special mentions.

##### PHASE III: ON-THE-JOB TRAINING

15.06.2016- Deadline for the Secretariat to communicate the names of the participants for the on-the-job training.

20.06.2016 - Deadline for the two students and/or teams chosen for the on-the-job training to formally accept the offer, also by email.

24.06.2016 – Deadline for officially selecting a second chance competitor, based on the classification, should any of those nominated choose not to participate in the on-the-job training.

05.07.2016 - 15.07.2016 (two weeks) - On-the-job training at an Olivetti site.

##### PHASE IV: AWARD CEREMONY

#### ART. 10 ON-THE-JOB TRAINING ROLL-OUT

The on-the-job training will take place at an Olivetti site over a two week period from 5th July 2016 to 15th July 2016, with a total of ten actual training days.

For the whole duration of the training, the trainees will be provided with board and lodgings free of charge, including the two intervening rest days, and including also local transfers and transfers organised by Olivetti between its production sites. No



reimbursement is provided, on the other hand, for the travel costs to reach the training location or the final award-giving ceremony.

The presence of the trainees on site will be covered by a personal insurance formula agreed with their respective Institutes. Each finalist will be able to submit their CV and, if desired, a book with their works and/or projects undertaken.

#### ART. 11 AWARDS

The first classified out of all Contest participants will be awarded a monetary prize of €2.000,00, the second classified € 1.500,00 and the third € 1.000,00. 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 will shoulder the tax liabilities that would otherwise be levied on the winners.

#### ART. 12 RESTITUTION OF MATERIALS AND ACCEPTANCE OF RULES

The materials submitted and/or sent will not be returned, including all works produced by students during the on-the-job training.

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. 13 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 are used for the purposes of carrying out and promoting the contest, in conformity with current legislation. The provision of the data is obligatory for achieving the purposes described above.

Data is handled either manually (for example, on paper supports) and/or using automated tools (for example, using electronic procedures and supports), and always in conformity with current legislation on the subject of privacy protection.

#### JURY RULES AND REGULATIONS

The Jury of the Olivetti Design Contest is composed of members prechosen and nominated by the Olivetti Executive Board from experts of art, marketing and design.

Every member of the Jury has the right to a vote; in the case of an equal number of Jurors and of votes, the President's vote will have a double value. At its sole discretion the Jury will assign the three Awards and, when appropriate, Honourable Mentions to those solutions that have received a favourable vote from the majority of the members. The Jury will be able to consult technical experts from Olivetti, without voting rights, on specific issues related to technology or feasibility; in the case of legal matters, the Jury can request the involvement of a expert chosen by the Jury President.

The Jury must:

- produce a general written Report on the "state of design" and on the project selection generally



- for the winning solutions only, produce a written report indicating the motivations in terms of the assessment criteria used for selection

When attributing the Awards, five basic criteria should be taken into account, each of which can be assigned a score between 1 and 5 points:

- 1 - coherence with Olivetti values / contest brief
- 2 - originality
- 3 - functionality/ergonomy
- 4 - aesthetics
- 5 - feasibility

The criteria used for the assessment will therefore be mathematic in nature, based on the score obtained by each single project (the sum of all Jurors' votes).

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 2016 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 2016" (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 | "www.olivetti.it" and its international web sites, also the sites of universities involved, media and social, as well as to the Jury the right to view it.
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 | "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