

An Initiative By



DESIGN WARZ 09

Instructions for completing the Application Form

A. Objective of this event is:

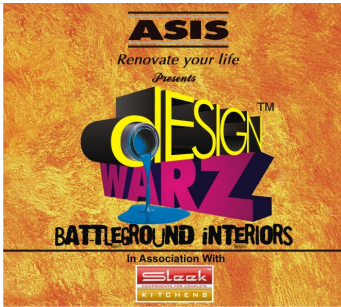
- 1) To recognize and honor excellence in the field of interior designing
- 2) When completing the application forms:
 - a. Use permanent ink only
 - b. The entry form needs to be signed on all pages, at the space provided, by the participant.
 - c. Attach the relevant documents which might assist the jury in their evaluation, but please keep these to a minimum. Not more than 3 pages will be accepted as attachments to the form.
 - d. Each participant can send in only 1 entry.
 - e. The form will have to be downloaded from the website, filled, signed and submitted along with the entry submission by the participant
 - f. The completed and signed form must be submitted at the mentioned dealer locations or must reach us by courier before 1800 hrs., 22nd August, 2009 in the name of Design Warz 2009, Alternate Brand Solutions India Limited, 4th Floor, A Wing, Matulya Center, S.B.Marg, Lower Parel West, Mumbai 400013, India.
 - g. Once we receive the application form, we will send an acknowledgement e-mail confirming the same. In case we do not revert within 5 days please call on 022-66520360.
 - h. If you have any questions about the application form, please contact at 022-66520360 or mail to designwarz@timesgroup.com
 - i. Please refer to Rules & Regulations document for additional guidelines on participation.

IMPORTANT

- 1) Every form is in 2 parts:
 - a. Part 1: Instructions and participant details - This needs to be completed only once
 - b. Part 2: Information on the competition and Terms and Conditions - This is to be signed by the participant on all pages and submitted.

Thank you.

Participant Signature: _____



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**Part I
Registration Form**

Name of Participant _____

Address _____

_____ City _____ Pin _____ State _____

Tel. Off _____ Mobile _____ Residence _____

E-mail _____ Birth Date _____

Category: Professional* Non Professional Student
(Tick Applicable)

**A professional should submit his/her college passing certificate at the time of submitting the project*

Region West South East
(Tick Applicable)

 North Central

PROJECT INFORMATION

Area in Sq.Ft _____ Completion / Start Date _____

Cost in Rupees _____ City _____

SUBMISSION

No of Panels _____

No of Photographs _____

Consent:

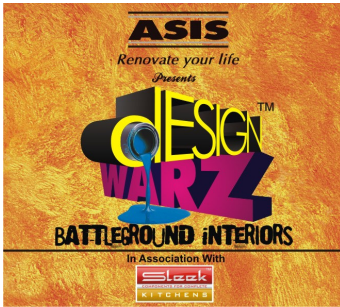
I am a Indian National above 18 years of age. The above work submitted is done by me and demonstrate my creative skills. If proved otherwise I stand to be disqualified.

I agree to come and stay for 21 days from 4th Sept to 24th Sept at a stretch if short listed and I agree to enter into definitive agreement with ABSIL recording in detail the rights and obligations of ABSIL and me

I confirm the information given above is accurate to the best of my knowledge.

LAST DATE OF ENTRY: 22ND AUGUST 2009

Participant Signature: _____



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Part II Rules & Regulations

Definitions

- Competition - ASIS Design Warz - Battleground Interiors
- Competition Management - The Times Group - Alternate Brand Solutions Limited
- IIID - Institute of Interior Designers, process advisors to the competition
- Participant - Any individual who sends in an application to participate in the competition
- Short listed entries - Any individual short-listed and called for the Regional Round
- Finalists - Any individual short-listed and to be evaluated by the Jury during the Finale
- Jury - Group of persons / subject matter experts who will conduct voting on finalists

Competition Stages & Timelines

The competition will be conducted as per the following stages & timelines:

- Call for Entry - 8th August till 22nd August 2009
 - All persons interested in participating in the competition must send in their entries in the mentioned format
- Regional Round in Mumbai, Delhi and Bangalore - 28th, 29th & 30th August 2009
 - Jury will short list entries and call them for the regional round for further short listing. All short listed participants will be intimidated by ABSIL to be present at the regional round.
- Finale - 4th till 24th September
 - Finalists will be selected by the Jury members and will be invited to be apart of a realty competition to be shot across 21 days in Pune.

Efforts will be made to follow the above timelines. However, in the event of circumstances beyond the control of ABSIL, these timelines may need to be altered.

Call for entries

Eligibility

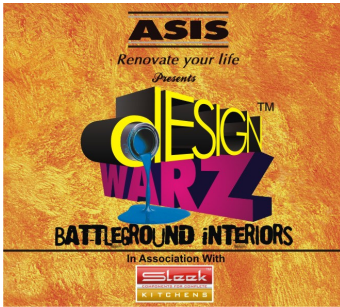
Non Professional:

- Declaration of being non-professional - not having a formal training in any design stream, including architecture, Interior Design, Fine Arts, Photography, Web Design etc. Disqualification on finding otherwise.
- Age under 40 years at the time of the end of the competition. i.e. 30th September. i.e. Those born after October 1 1968.

Professional:

- Declaration of graduation in the stream of architecture / Interior Design not before

Participant Signature: _____



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- June 01 2007. Copy of their Certificate, duly attested by a notary public
- Students Participants (only from fields of architecture / Interior Design) have to get declaration from their Institutes regarding their academic program

Format for Entries Submission

Non Professional:

1. Illustration indicating a good eye / flair for design of any work they would have done - their home interiors, objects, colour schemes, anything demonstrating a skill towards interiors

OR

2. Creative Flair for soft skills in Interiors Like
 - Embroidery Work
 - Pottery Work
 - Soft Furnishings - Quilts / bedspreads / Curtain design / etc
 - Fashion Design
3. An essay of around 300 words in either English / Hindi stating the nature of their flair for interior design

Please note the submission should address the parameters for judging

Professional:

1. Any of their latest Interiors of a Residence or part thereof for self or others with following details: (Two Nos A-3 Size Panels) / Design

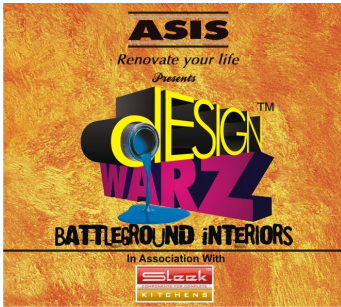
OR

2. Design Ideas for a Residential Project

Submission Requirements

- Interior Layout on an appropriate scale,
 - Salient features / Concept of the project
 - Coloured photographs / 3-D images Min 3 and max 6
 - Project Size in Sq.Ft
 - Location of the project
 - Cost of the Project
 - Date of Completion / Start of Execution
3. Working drawings / Details of the above project (Two Nos A-3 Size Panels)

Participant Signature: _____



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4. FOR STUDENT PARTICIPANTS / FRESH GRADUATES

- Portfolio of their latest design submission (Two Nos A-3 Size Panels)
- Working Drawing Plates (Two Nos A-3 Size Panels)
- The same has to be attested by their Dean / Principal / HOD

Please note the submission should address the parameters for judging

Parameters for Judging:

Non Professionals

1. Display a flair for Design
2. Creativity
3. Sense of detail
4. Sense of colour / texture / scale / proportion
5. Articulation
6. Quality of Workmanship

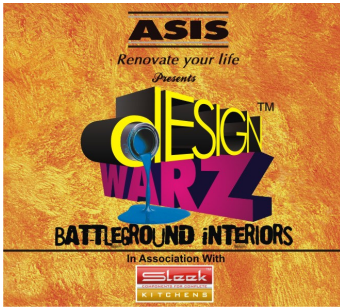
Professionals

1. Originality, Innovation & Creativity - with respect to regional, national & international standards
2. Functionality, efficiency & fidelity to clients brief - space planning, built - in constraints & opportunities, design methodology
3. Contextual reference & environmental concern- appropriateness of the design - in terms of suitability / effectiveness / functionality & general environmental / climatic concerns addressed by the designer
4. Detailing / use of material- Innovative use of material, experimentation with new material, depth of detailing, innovative details
5. Cohesion to concept in design development- how the concept has been successfully translated into the finished product
6. Sensorial & spatial experiences- *the total experience generated by the project*

Participation

- 1) Only projects which are completed by that respective individual can be submitted as part of the entry form.
- 2) Individuals of Indian Origin are permitted to participate in the competition.
- 3) Participants need to complete the participation form as attached in order to submit their entries.

Participant Signature: _____



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- 4) Right to permit participation is reserved with ABSIL Management.

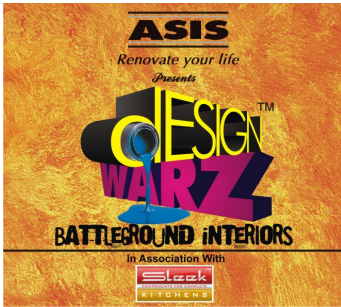
Receipt of Entries

- The participation form needs to be completed and submitted by 1800 hrs, 22nd August, 2009
- Receipt of entries after the last date of receipt specified may be permitted only at the discretion of ABSIL management.
- Competition Management will not be responsible for entries that are lost in transit / received late.
- Incomplete forms in any manner will disqualify a participant from participating in the competition.
- Entries will be accepted in English only.
- Entries need to be received on or before 22nd August, 2009 in the name of Design Warz 2009, Alternate Brand Solutions India Limited, 4th Floor, A Wing, Matulya Center, S.B.Marg, Lower Parel West, Mumbai 400013, India.
- Once we receive the application form, we will send an acknowledgement e-mail confirming the same. In case we do not revert within 5 days please call on 022-66520360.
- The registration form needs to be signed - off by the participant's signatures on all the pages.

Incorrect information

- Competition Management has the right to ask for proof of information provided / audit the information provided in the entry form. If such a request is made and the participant does not agree, the participant could be disqualified from participation in the competition.
- If at any time, any information provided by any participant is found to be incorrect in any manner, then the participant will not be permitted to continue participation in the competition.
- If, after the conclusion of the competition, any information provided by any participant is found to be incorrect in any manner, the participant will be liable to return the Award and any monetary / non-monetary incentives provided as part of the Award.
- Determination of whether information is incorrect or not rests with Competition Management

Participant Signature: _____



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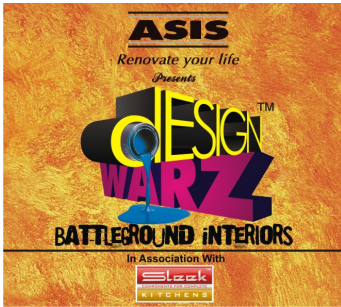
Short-listing of entries for the competition

- An initial jury will evaluate collated list of entries based on pre-defined evaluation criteria to determine the short listed entries for the regional rounds.
 - The decision of the above short listing is binding and final on all Participants.
 - Short listed entries could be contacted with further relevant information and called for the Regional round.
 - Finalists will be selected during the regional round and called of the Final Competition to be shot in a realty shoot format
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- The internal jury may decide that no entry is worthy winning and disqualify all participants at its discretion.
 - In the event no entries in a category are found to be worthy of inclusion in the competition, the category could be cancelled at the discretion of Juries or ABSIL Management.
 - Jury decision is binding on all participants.

Determination of finalists

- The short listed participants need to answer the jury member's questions in the Question and Answer Round and provide a sample product for the final jury with all technical specifications and details must be given for any queries raised by the jury.
- The jury will score and/or rank each participant based on pre-defined evaluation criteria.
- Jury votes will be collated and tabulated to determine the finalist in the competition.
- Jury's decision is final and binding on all Participants.
- Participants understand and agree that mere participation in the competition does not entitle Participants to be selected
- The Jury may decide, in order to maintain high standards of this competition, that there could be no finalists in a particular category.

Participant Signature: _____



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General

- Decision of Competition Management on all matters is final and binding on all entries and no correspondence will be entertained on the same.
- Participants and Winners permit free of cost the use of their name and factual information about their participation in the public media (for the build-up to the Finale, during finale, the finale ceremony and after the finale ceremony) and do not have any right to any revenues earned through intellectual property rights generated by the Awards, if any.
- All Intellectual Property Rights (“IPRs”) including but not limited to copyrights etc in the visuals, pictures, drawings, photographs, animations, contents, information, software materials etc, prepared, in pursuance of this contest/event by the Contestant and / or its agents, suppliers, contractors or other persons associated with it in various capacities, will in perpetuity remain the property of ABSIL and such ownership will always vest exclusively and irrevocably with ABSIL notwithstanding whether the contestant is a winner or not
- The Company will not be liable for any claims / disputes made by the Participants, Winners in relation to the competition.
- The Company reserves the right to withdraw, or amend these terms at any time and does not take responsibility for any loss or damage that any person or organization may suffer as a result of participating or attempting to participate in the competition, the competition being withdrawn or its terms amended.
- The Company cannot and shall not be accountable / liable for any disruptions / stoppages / interruptions or cancellation of the competition. The Company and its contractors can not be held responsible for matters out of its control and for force majeure reasons.
- Additions, deletions and/or modifications to these Rules are at the discretion of the Company and the Company may make such additions/deletions and/or modifications, at any time before or after the competition.
- All disputes relating to or arising out of the competition shall be subject to the laws of India, and shall be subject to the exclusive jurisdiction of the courts of competent jurisdiction at Mumbai, India.
- The Participants, Nominees and Winners agree that they shall hold harmless the Company and Sponsors, its employees, officers, contractors or other persons and shall defend them against any loss, claim, demands, costs, damages, judgments, expenses or liability arising out of or in connection with any or all claims whether or not groundless, that may be brought against the Company by any third party in connection with participation in or winning the competition.
- If Participants are unclear as to the rules or any element of the Awards or experience difficulties of any kind, they can write in their questions, problems or queries to the following address: designwarz@timesgroup.com and can be contacted at 022-66520360.

The Company shall Endeavour to the best of its ability to respond thereto.

Participant Signature: _____