

SMART WORK LIFE – THE CONTEST

REGULATIONS

NO PAYMENT IS REQUIRED TO PARTICIPATE.

1. **PROMOTER:** “Smart Work Life – The Contest” (the “**Contest**”) is promoted by C-Zone Srl and ps+a palomba serafini members (the “**Promoters**”).
2. **GEOGRAPHICAL AREA:** the Contest takes place worldwide.
3. **SUITABILITY:** the purpose of this Contest is to generate a collective interest in the potential and perception of the house as a living and working place. It calls to all creative minds willing to share ideas that could enhance the household through various elements such as furniture, accessories and objects. Anyone who is interested can participate - regardless of nationality, residence country and age. The participation is free and open to everybody, regardless of the interests of each creative individual (for example: interior design, graphic design, product design, sound design, light design, interaction design, fashion and textile design, scenography, writing, art, painting, sculpture, etc). Candidates can attend one or more projects.
4. **TIMING:**

Sending projects / illustrations etc starting from November 6th to December 20th

Public vote from March 9th to April 9th

Panel vote within April 16th

Finally on the 30th of April the 10 winners will be announced and entitled to attend these initiatives: ‘Smart Work Life – The Production’ and ‘Smart Work Life – The Exhibition’.

On the occasion of ‘Smart Work Life – The Production’ the 10 candidates who will have stood out for the quality and innovation of their ideas, will be asked to develop them in partnership with selected companies.

These companies will support the winners, giving them an opportunity to develop their projects and realize their prototypes.

At a later time, on the occasion of the “Salone del Mobile 2021” in Milan, these prototypes will be exhibited through a dedicated set-up, designed and produced by the Promoters. This will give birth to ‘Smart Work Life – The Exhibition’.

- **IN ORDER TO PARTICIPATE:** starting from the 30th of September 2020 but no later than the 30th of October 2020 (the “**Applications and public voting stage**”) you will need to provide your first and last name, a valid email address, your phone number, your nationality and your

age. Candidates will also have to provide a brief description (not longer than 1,500 characters) that illustrates their ideas for the household development (the "**Description**"). Furthermore, five images that explain the idea of the project. The technique of these pictures can be created at your choosing (for example: freehand drawings, illustrations, render, photographs, visualizations, collages, etc.). Alternatively, candidates can provide a 60-second max video, that shortly, clearly and directly explains the idea of the project. The Description will have to include the following: the creative idea and particularly the product/s or service/s proposed; the innovation and novelty of the idea; a recap of how the project will enhance the household as a living and working space. The material will have to be sent to this email address:

Candidates may be asked to provide information or documents that confirm their identity.

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Description Guidelines

- the Description must clarify the proposed idea to improve the household
- the Description cannot exceed a thousand five hundred (1500) characters
- the Description must be written either in English or in Italian
- the Description must include the following information: the product/s or service/s proposed; the innovation key; a recap of how the idea would enhance the household as a living and working space.

Guidelines concerning the material to be sent for the Unicef competition, children and teenagers:

- the Description must clarify the proposed idea to improve the household
- Two images that explain the idea of the project. The technique of these pictures can be developed at your choosing (for example: freehand drawings, illustrations, renders, photographs, visualizations, collages, etc.). Alternatively a 60 seconds maximum video will be accepted.

Kids and youths will attend the contest divided by age into two special groups: kids (8-13 years old) and youths (14-18 years old).

Kids and youths will be asked to submit ideas that would adapt the household to the needs of the same age group. Parents will have to enroll minors providing all children's information and authorizing the use of their creativity.

- Among the young candidates panels will select two people (one from each subgroup) whose ideas will be evaluated as the most interesting and original. The two selected ideas will be narrated later on at the exhibition in a dedicated corner.

Content Restrictions

- The Application must not contain materials that violate third party rights, including, with no limitations, materials that violate author rights such as privacy or intellectual property rights
- The Application must not discredit the Promoter or any other person or party
- The Application must not include or refer to brands or trade names
- The Application must not include images or illustrations that were not created by the candidate or his working team
- The Application must not include inappropriate, indecent, obscene, hateful, detrimental or defamatory materials
- The Application must not include materials that encourage bigotry, racism, hate or violence against any group of people or individual. Materials must not encourage discrimination based on race, gender, religion, nationality, disability, sexual orientation or age
- The Application must not include illegal materials based on the Italian legislation

By participating the Contest, each candidate declares and ensures that the Application is original and does not contain materials that defame or violate third party's rights, such as: patents, brands or privacy rights. The Application also must not violate the national legislation. The candidate declares and ensures that he/she has undersigned the privacy letter and has obtained the necessary consent from any third party to which he/she has referred within his/her Application. The candidate also declares and ensures that will provide such consent in writing if requested by the Promoter. The Promoter reserves his right to disqualify any Application that includes obscene, offensive or inappropriate content not compliant with the regulation. Uploading the Application, Candidates authorize the Promoter to utilize their ideas, as part of the communication of the Contest and of the subsequent activities part of the 'Smart Work Life' initiative ('Smart Work Life - The Production' and 'Smart Work Life - The Exhibition '). Candidates also authorize the Promoter to modify and / or integrate the Application and use it in association with other contents, provided that such modification, integration and use do not affect the honor and reputation of the Candidate.

Limit

In order to attend the Contest, candidates must provide all the required information, specified in the Application Form. All the applications received beyond the established deadline will be considered invalid. For the purposes of a valid participation in the Contest, each Candidate must use his/her personal e-mail address. Applications generated with scripts, macros or other automated processes will be invalidated.

7. SELECTION OF THE 10 WINNERS: the 10 winners will be announced after the conclusion of the Contest.

- **Applications and of public voting phase:** during this phase of the Contest, all the Applications will be examined by a designed staff (from which it is excluded anyone who is attending the Contest) in order to verify that their content observe the guidelines and the restrictions. If an Application satisfies these criterias, it will be reviewed and evaluated by a panel of 10 members during the Evaluation Phase. Throughout this phase, public voters will express their opinion, "Liking" their favorite idea/s on the Instagram profile of the Contest (smartworklife), with no restrictions.
- **Panel evaluation phase:** throughout the Evaluation Phase, a panel of 10 members will select the 10 best Applications, based on the following criteria: innovation and originality of the proposed idea; functionality, practicality and flexibility of the proposed product/service; eco-sustainability. The Panel's vote will be integrated with the public's vote ("likes" on Instagram). The first one will count for the 80%(Panel) of the overall final vote while the second one for the remaining 20%(Public). The 10 Candidates who will have achieved the highest number of votes will be proclaimed as winners.

8. NOTIFICATION TO THE WINNERS AND CHECK: on April 30th potential Candidates will be notified about the result of the Contest. Winning is influenced by the full satisfaction of all the established requirements in this Regulation. If a potential winner does not respect this Regulation and/or does not accept the victory within 7 days, he/she will be disqualified and no longer considered for the purpose of the Contest. After being selected as potential winners, candidates will be requested to complete/provide required documentation (identity document, potential disclaimers) and to take part in the following initiatives 'Smart Work Life – The Production' and 'Smart Work Life – The Exhibition', within 7 days from the communication. The Promoter reserves the right to select an alternative potential winner if another potential winner does not provide the required documents.

9. REWARD: no reward is expected for Winners, who, however, will be invited to attend the mentioned events.

As soon as one of the companies decides to start producing a prototype, the forenamed company and the designer will draw up a contract with royalties and with an established remuneration.

11. DECLARATIONS: BY PARTICIPATING THE CONTEST, EACH CANDIDATE ACKNOWLEDGES (TO BE CONFIRMED IN WRITING IF REQUESTED BY PROMOTERS) THAT PROMOTERS CAN PRINT, PUBLISH, TRANSMIT AND UTILIZE, WORLDWIDE AND ON EVERY MEDIA ALREADY EXISTENT (INCLUDED, FOR EXAMPLE, INTERNET) THE CANDIDATE'S NAME, PORTRAIT, PICTURE, VOICE, ASPECT, OPINIONS AND BIOGRAPHICAL INFORMATION (INCLUDING FOR EXAMPLE, CITY AND COUNTRY OF BIRTH) FOR ADVERTISING, COMMERCIAL AND PROMOTIONAL PURPOSES (INCLUDING ON TELEVISION AND RADIO SHOWS).

BY SUBMITTING THE APPLICATION, CANDIDATES ACKNOWLEDGE THAT SUCH APPLICATION AND EVERY CREATIVE SUGGESTION, IDEA, NOTE, CONCEPT OR OTHER MATERIAL DELIVERED TO THE PROMOTERS FOR THE CONTEST'S PURPOSES, ALL RIGHTS INCLUDED, WILL HAVE TO BE CONSIDERED NOT CONFIDENTIAL AND NOT EXCLUSIVE PROPERTY. MOREOVER, CADIDATES ARE AWARE THAT PROMOTERS WILL NOT HAVE ANY OBLIGATION TOWARDS SUCH APPLICATIONS.

13. CONTROVERSIES: Candidates acknowledge that any sort of controversy, claim or action arising as a consequence of the Contest, will be reviewed by the courthouse of Milan. Any matter and doubt related to validity, interpretation and application of the current Regulation, or related to Candidates' and Promoters' rights, will be regulated and interpreted based on Italian legislation.

14. INFORMATION FOR THE PROCESSING OF CANDIDATES PERSONAL DATA: in accordance with the art. 13 of EU Regulation 679/2016, we inform you that the personal data made available to C-Zone Srl (hereinafter, also, the "Company"), as Data Controller, is related to candidates. Specifically first and last name, email address, telephone number, as well as candidates other information (the CANDIDATE), will be processed only for:

(1) purposes necessary and useful for the completion of the Contest (for registration, selection and to contact candidates in case of selection and potential win, etc.). (2) Purposes aimed at the online publication of the candidate's participation in the Competition on the dedicated website www.smartworklife.eu and on social networks for the indicated period of time. (3) Purposes connected to commercial activities, such as sending, by e-mail, text message, fax, telephone or paper mail marketing communications, advertising, promotional materials, statistical analysis concerning the Company's products and services. Furthermore, the Company may process Candidates' personal data for the fulfillment of legal obligations or if requested by the Judicial Authority or anyone who is entitled to do so.

In relation to the aforementioned purposes, the processing of personal data will be accomplished using suitable paper and / or electronic tools and logics strictly connected to the purposes themselves and capable of guaranteeing the security, secrecy and confidentiality of the data. The provision of personal data by Candidates, for the purposes referred in points (1) and (2), is optional. However, it should be noted that the provision of inaccurate and / or incomplete information or any refusal to consent to the publication of personal data on the Contest website and on social networks, may (i) prevent the participation in the Contest; (ii) prevent us from contacting the Candidate in case of a win and (iii) from allowing us to attend the 'Smart Work Life - The Production' and 'Smart Work Life - The Exhibition' initiatives, in case of a win.

In relation to the purposes referred in point (3), we specify that the failure to consent will not affect participation in the Contest, but only preclude receiving any promotional material. The data processing will also be accomplished by specifically designated appointees and/or whomever is in charge such as employees, consultants and other collaborators. Moreover by third-party service providers (including, for example, companies in charge of the management and maintenance of the Company's information systems, parent companies, subsidiaries, subsidiaries and / or associates, banking and / or insurance institutions), as data controllers or managers, to whom the data may be disclosed for the purposes described above.

The list of subjects to whom the data may be disclosed may be requested from the Company in the manner established according to the rights provided for by art. 15 and ss. of the GDPR 679/2016. The Candidate's personal data may, for the purposes outlined above, possibly be transferred abroad, in accordance with the current legislation, in countries belonging to the European Union. In relation to the aforementioned treatments, it is always possible to exercise the rights provided for by art. 15 and ss. of the European Regulation 676/2016, including that of obtaining confirmation about the existence of personal data, the updating, rectification, integration, deletion of data, as well as the right to object even partially in relation to the methods of data processing. The data controller of personal data is C-Zone Srl, Via Eustachi 12 - 20129 Milan.