

# >> Terms and Conditions

## 1. Participation

Participation is open only to individual students of recognized higher vocational and academic studies. Professional designers are excluded from participating. Participation in a short design course does not qualify for entry. Individuals directly or indirectly concerned with the competition and members of their families are also excluded from participating. The enrolment procedure runs from September 2007 through January 31<sup>st</sup>, 2008. All enrolment forms must be submitted on our website ([www.marksmansdesignaward.com](http://www.marksmansdesignaward.com)) and must be received by January 31<sup>st</sup>, 2008.

Together with the online enrolment form on the website, participants must submit a readable photocopy or scan of their university or college ID. This enrolment form and a photocopy or scan of the ID card are requirements for entry. All entries for which these two documents are not received will be disqualified. By enrolling, all participants automatically agree to accept and abide by these terms and conditions. After enrolment on our website, all participants will receive a confirmation by e-mail and the entry form with the statement of participation by regular mail.

## 2. Design

The choice of the kind of 'writing instrument' as a business gift is free, provided that the design fits within the Marksman collection. The production costs must not be higher than US\$ 15 each, and the product must have a life cycle of more than three years. The design must be related to the theme 'writing instruments', and it must be accompanied by a written account of your reasoning.

## 5. Announcement of the winners

The announcement of the winners will take place in March 2008, when the report of the jury will be made public. In this report, the jury will announce the prize-winning designs, together with a selection of entries receiving honorable mentions. All participants will receive a copy of the jury report.

## 6. Prizes and costs

PF Concept International will provide prize money of US\$ 16,000. The winner of the Marksman Design Award will receive a prize of US\$ 10,000. The second prize is US\$ 2,500 and the third prize is US\$ 1,000. The jury has the right to award up to five honorable mentions, the senders of which will each receive US\$ 500. The prizes will be paid to the winners before July 2008. If the entries do not meet the required standard, the jury has the right to divide the prize money in a different manner, e.g. not to award the first prize but instead to award two second prizes. In this case the total prize money will remain the same. Participants must bear all costs they incur in designing and preparing their entries, as well as the costs of enrolment and submission of their designs.

## 7. Intellectual property/priority rights/right of publication

Intellectual property rights and all rights arising out of them will remain the property of the participant. By enrolling, the participant grants PF Concept International exclusive worldwide priority rights to buy the exclusive license to produce his/her design under conditions to be negotiated by PF Concept International and the participant at a later time. The priority rights of PF Concept International to decide whether it wishes to put a design into production, will last for one year after publication of the jury report as stated in paragraph 5 of these Terms and conditions. PF Concept

## 8. Requirements for the entries

- A detailed concept of the design with images or visualized sketches on a maximum of six panels (A3 format, which is 11.7 x 16.5 inches or 29.7 x 41.9 cm), including the description and reasoning behind the design (see below), must be submitted, with the motto (name) of the entry attached to each panel.
- A description of the reasoning behind the design, in a maximum of 1,000 words, written in English.
- A detailed description of the production process, colors and materials used, must be enclosed.
- A CD containing the complete presentation in the form of digital documents, suitable for reproduction, including high-resolution files of all the images or sketches used in the presentation.
- A statement of participation form, signed by the participant with the motto or name used for his/her entry, stating that he/she is participating in the Marksman Design Award, that the rules apply and that the submitted design is his/her intellectual property and has not been published, produced or exhibited prior to this competition. This statement must be submitted in a sealed envelope marked with the text 'NAME LETTER' and the motto or name used for the entry.

## 9. Entry procedure and deadline

All entries must be received before 17.00 hrs CET on March 7<sup>th</sup>, 2008. PF Concept International will not be responsible for entries that are lost or delayed for any reason. The entries must be sent to the notary associated with the Marksman Design Award:

**Notariaat Thielon  
Deken Dr. Dirckxweg 3a  
4854 AA Bavel (Breda)  
The Netherlands**

The notary will provide the jury with the complete entries, with the exception of the 'NAME LETTER'. Without exception, each part of an entry must carry the motto (the name of the entry). Furthermore, nothing may indicate the origin of the entry (this applies to all items stated in paragraphs 8 and 9). It must be possible to reproduce the motto using a PC and word processing software. The NAME LETTER must be fixed to the outside of the box and will be kept by the notary. The NAME LETTER will be handed over to the jury only after the jury has announced the mottos that will receive a prize.

In addition, a clear description of the production process must be submitted. It must be possible to produce the design using mass production techniques without the use of fragile materials.

## 3. Jury

A panel of five judges will select the winners. The jury for the contest consists of the following persons: Shashi Caan, Christian Schwamkrug, Bertrand Minckes, Symon Chan and Albert van der Veen. The jury will be chaired by Shashi Caan. A short CV of each jury member is provided in this booklet.

## 4. Judging criteria

First, the jury will determine if the entry meets the formal criteria as specified in paragraph 8 of these Terms and Conditions. Designs that do not meet these requirements will be disqualified. If the jury finds that there are enough designs that meet the formal criteria and are of sufficient quality, the jury will then determine which entries will be awarded a prize. To reach a final decision, all jury members must be present.

The jury will judge the submissions against the following criteria:

- Originality
- Functionality
- Commercial viability
- Compatibility with the positioning of the Marksman collection
- Feasibility of mass production
- Reasoning behind the design

International will decide which designs if any that it wishes to put into production. There is no absolute guarantee that the design winning the first prize or any other design will be produced.

The following terms shall apply in negotiations between PF Concept International and the participant: during the first year that a design is produced, PF Concept International will pay a royalty fee of 4% of the production price for as long as the design is in production, with a minimum of US\$ 1,000 for those participants who did not win the first, second or third prize for the design. In subsequent years during which the design is produced, PF Concept International will pay the participant a royalty fee of 4% of the production price. As soon as PF Concept International has notified a participant that it intends to exercise its priority rights, PF Concept International and the participant will start the negotiations about the purchase price and other conditions. Negotiations that have led to an agreement about price and other conditions will automatically lead to a contract for the sale of the entry.

By entering into the competition, the participant irrevocably grants PF Concept International the right to publish freely about the entry, in the broadest sense of the word and without consulting the participant prior to publication. Should a participant not wish his/her entry to be included in a competition exhibition, the competition publication, or in related advertising, this should be made known to the organizers at the time the design is submitted.

## 10. Exhibition(s)

It is possible that all entries – or those that are deemed to qualify by the experts at the location where the exhibition takes place – will be exhibited at a location to be determined by PF Concept International.

## 11. Return of entries

After the contest PF Concept International will keep the presentations and other parts of the judged designs in its possession. Entries will therefore not be returned to the participants.

## 12. Questions

Questions from participants or from teachers about the briefing may be submitted in writing to the Marksman Design Award Office, P.O. Box 15, 4854 ZG Bavel (Breda), the Netherlands, until March 7<sup>th</sup>, 2008. Questions can also be sent to [marksman@commond.nl](mailto:marksman@commond.nl).

## 13. Liability

PF Concept International will not be liable for the loss, theft or misuse of any property, or for any damage, personal injury or other loss in any way attributable to this contest. PF Concept International will not be liable for any infringement of intellectual property rights of third parties by participants. Furthermore, PF Concept International will not be liable for any damage to the entries during the period that PF Concept International does not have them in its possession. PF Concept International will ensure that each entry is insured during the time that it has the entry in its possession. The sum for which the entry will be insured is limited to a maximum of US\$ 150. The insurance will be arranged in the host organizing country.

## 14. Binding decision

The decision of the jury will be binding. No individual correspondence will be entered into about the jury's decision. PF Concept International will unconditionally comply with the jury's decision.

Date of issue: August 31<sup>st</sup>, 2007

# >> History of the Marksman Design Award

The pen is the tongue of the mind.  
Miguel de Cervantes



### 2005-2006

The challenge: 'design a mobile electronic business accessory'. The winning design is the 'MI.K' laptop voice memo recorder and microphone, perfect for Voice-over-IP applications.

### 1<sup>st</sup> PRIZE MI.K

André Gouveia, Portugal  
Faculty of Fine Arts, Lisbon



### 2<sup>nd</sup> PRIZE Snake

Tamáš Telekes, Hungary  
Hungarian University of Arts and Design, Budapest

Snake is now part of the Marksman collection.



### 3<sup>rd</sup> PRIZE Breathe

Rita Botelho, Portugal  
Faculty of Fine Arts, Lisbon



### 2003-2004 TIMELINE

The theme of the fourth edition is 'Time'. TIMELINE gets the jury's vote: a spiritual design which shows the user how much time he has left for a particular task. A soft ringing tone or a quiet vibration gives the user the sign that his time has gone.



### 2002 Chef

How can a business gift help make eating and drinking an even more enjoyable experience? This challenge yields 'Chef', a portable hotplate that gives its user his or her own personal cooking space wherever it is needed.



### 2001 C-ME!

The theme 'outdoor pleasure' inspires winner Joanna Burakowska to design 'C-ME!', a multifunctional route tracking and emergency signaling device.



### 2000 EXO

The first edition of the Marksman Design Award is a great success. The assignment is to design a business gift for 'traveling', and the prize-winning EXO golf tool has been put into production by PF Concept International.

For more information on previous editions of the competition and the prize-winning designs, please visit the Marksman Design Award website: [www.marksmansdesignaward.com](http://www.marksmansdesignaward.com)

# >> Members of the jury

## Shashi Caan (chair)

Shashi Caan has taught at major art and design schools, including the Pratt Institute and the New York School of Interior Design. She was Chair of Interior Design at Parsons School of Design, and continues to participate on several advisory boards and educational taskforces. A prolific designer herself, she has worked for some of the world's most prominent design firms, including Skidmore Owings & Merrill, where she was Associate Partner until founding the Shashi Caan Collective. In 2004 she was named Designer of the Year by Contract magazine.

## Christian Schwamkrug

After having worked as a freelance designer for various studios, Christian Schwamkrug joined Porsche Design Studio in 1987. Twenty years on, he is Design Director and Deputy Managing Director at this prestigious studio in Austria. During this time Porsche Design have come up with dozens of award-winning designs, including digital cameras for Fuji and a range of kitchen equipment for Siemens.

## Bertrand Minckes

As Design Manager at Montblanc International, Bertrand Minckes heads an international design team specializing in luxury products, including a prestigious range of writing

instruments. His previous employers include Philips, Louis Vuitton Malletier and Alcatel. He takes a special interest in developing design talent, both by setting up partnership programs with design schools around the world, and by acting as a jury member for the ENSCI-Les Ateliers design school in Paris.

## Symon Chan

As Research & Development in Hong Kong, Symon Chan oversees all aspects of the design and development process. In that capacity, he plays a crucial role in translating ideas and the market's demand into designs fit for mass production. He is also an active designer himself, with a BA in Industrial Design Studies from Hong Kong's Polytechnic University.

## Albert van der Veen

Albert van der Veen is Product Director at PF Concept International, which means he is responsible for all the company's collections. That includes both the process of creating new designs, buying and commissioning products and marketing them. He has worked at PF Concept International ever since graduating from the Haartem International Business School in the Netherlands twelve years ago.

Can you give the pen a new lease of life?



Design  
the perfect  
pen



# Briefing & Terms and Conditions

Marksman Design Award 2007-2008

The pen is mightier  
than the sword.  
William Shakespeare

## >> Briefing

In the digital age, you would expect the art of handwriting to rapidly become a thing of the past, gently making way for the 'keyboarding' that now dominates our working lives. But nothing could be further from the truth. Most people still use a pen or pencil daily, and pens remain the world's most popular business gift. So the pen still has a future. Can you come up with a design that combines the proven strengths of the classic pen or pencil with new and practical functionalities? Do you know what it takes to create a pen that 'feels right'? How would you design a pen that is stylish, exclusive and that people immediately recognize as high-quality? The Marksman Design Award 2007-2008 challenges you to do just that.

### Design the perfect pen

It's not surprising that the pen is still going strong. Most of us still find it easier to use a pen to jot down a phone number or take notes during meetings. If you want to illustrate an idea with a quick sketch, you will most likely reach for a pen and paper. Or, in the near future, for a digital pen and tablet PC. But the pen is more than a highly practical instrument. Like a wrist watch, it is an accessory that often reflects the identity of its owner. Which is a major reason why pens are still the world's favourite business gift.

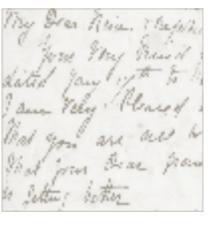
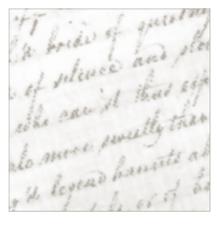
### The Marksman collection

PF Concept International is one of the biggest producers of business gifts in Europe, Asia and the USA. The Marksman collection is our prestige catalogue of fine business gifts, ranging from office items to electronic products and travel accessories. The Marksman products enjoy a reputation for quality, durability and functionality, and the Marksman logo is regarded as a symbol of refinement. But our ambition is to take the Marksman brand a step further. We want to promote international interest in innovative and eye-catching business gifts. Which is why we are looking for new design talent. For images of the Marksman collection, please visit the Marksman Design Award website: [www.marksmandesignaward.com](http://www.marksmandesignaward.com).

### The contest

The Marksman Design Award gives talented and ambitious design students the opportunity to work on a practical case. PF Concept International, organizing the contest for the sixth time, is confident that the competition will yield designs that meet the tough quality requirements of the Marksman collection. It is open to individual students following higher vocational and academic industrial or architectural (product) design courses. So if you are following one of these or a similar study, this is your chance to make your name even before graduation!

Pencil and a dream  
can take you anywhere.  
Josh Jenkins



### 1870-1900

- breakthrough of the modern fountain pen
- long and slender, no clips
- made of black, hard rubber, possibly engraved
- filled with ink using an eye-dropper

### 1925-1945

- the heyday of the fountain pen
- made of plastics instead of rubber
- colourful patterns, art deco motifs
- more sophisticated filling systems

### 1900-1925

- self-filling pens
- more variety in sizes
- clips become standard features
- made of black, red or mottled rubber, first plastic pens not successful

### Design the new figurehead of 'writing instruments'

The challenge set by the Marksman Design Award is to produce an innovative and original 'writing instrument' to spearhead the Marksman collection. That means you will have to meet high standards: our collection is characterized by exclusive aesthetic design, the use of high-quality materials and excellent ergonomics. You can design a rollerball, ballpoint or fountain pen, a pencil or a set of writing instruments. You can also opt for a package, case or accessories. Whatever your choice... make sure that you share the thinking behind your design with us! We are looking for non-traditional designs for what is seen as a traditional market. Part of the challenge is to overcome this apparent paradox.

### About the design

Obviously, we expect you to stick to the theme of 'writing instruments'. Your design must also be commercially feasible, because our intention is to include the winning design in next year's catalogue. As well as these two basic requirements, there are explicit rules by which the entries will be judged. To fit in with the Marksman collection, the design must be innovative and of high quality. It must also have space to imprint the logo of the giver. And it must offer added value: recipients will only use their gifts regularly (and so be frequently reminded of the giver) if they are functional and practical.

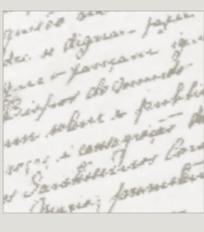
### Suitable for production

Because PF Concept International intends to put the winning design into production for the Marksman collection, your business gift must be suitable for cost-effective mass production. Production costs must not be higher than US\$ 15, and the product must have a life cycle of more than three

years. Because business gifts must be able to be posted without the risk of damage in transit, no fragile materials may be used. Furthermore, the design must not contain food, drink or perfume. Finally, you have to pay attention to the materials used, the production processes and environmental and safety aspects: the design must be as environment-friendly as possible. And of course the product must be safe to use, and must not endanger the user's health.

### Think of your audience

You should put the recipient of your business gift in the spotlight – not the giver. So ask yourself: for whom is my business gift intended? On what occasion will it be presented to him or her, and for what reason? Be aware of cultural differences that may be involved. The occasion on which gifts are given, the importance attached to presentation and the reasons behind a business gift can vary from one country to the next. A European executive might feel uncomfortable receiving an expensive gift from an Asian business partner, whereas a Japanese businessman could be offended by the lack of attention paid to the wrapping and presentation. Take such differences into consideration, and give the jury a clear picture of the public for which your gift is intended.



The idea is to get the  
pencil moving quickly.  
Bernard Malanoud

### 1945-1970

- first mass-produced ballpoints
- fountain pens start to look more modern and plain, are filled using cartridges
- Parker Jotter, Papermate and Bic Seal victory for ballpoint

### 1970-2007

- new types of pens: rollerball, gel pen
- ballpoints as advertising material, bearing logo of companies
- the return of the fountain pen: expensive limited editions
- sets of fountain pens, ballpoint and pencils in the same line

### Submitting your design

There is only one accepted way to submit your design: as a detailed concept with images or visualized sketches on a maximum of six panels (A3 format, which is 11.7 x 16.5 inches or 29.7 x 41.9 cm), including the description and reasoning behind the design. The presentation must also be provided on CD in the form of digital documents suitable for reproduction, including high-resolution files of all the images or sketches used in the presentation.

### Prizes

The first prize of the Marksman Design Award is US\$ 10,000, plus the possibility that your design may be put into production if it meets certain requirements. The winning designer may also be invited to visit the Far East, where most of the products are manufactured, and be given the chance to follow the process from concept to end-product. There is a second prize of US\$ 2,500, and the third prize winner will receive US\$ 1,000. The jury is also authorized to make up to five honorable mentions, and the senders of these will each receive US\$ 500.

Contact information  
Marksman Design Award Office  
P.O. Box 15  
4854 ZG Bavel (Breda)  
The Netherlands  
T +31 161 436 035  
F +31 161 436 031  
E [marksman@commod.nl](mailto:marksman@commod.nl)  
I [www.marksmandesignaward.com](http://www.marksmandesignaward.com)