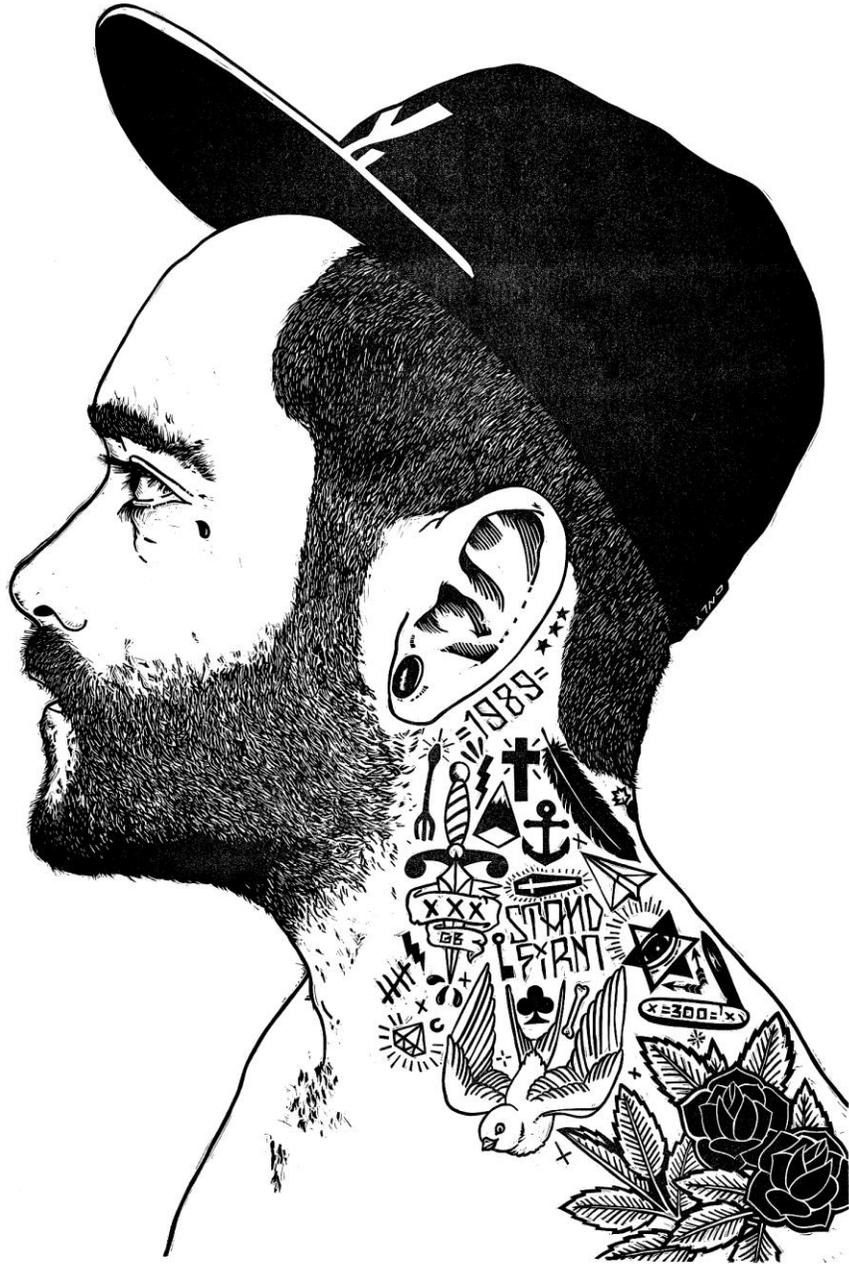




# #REDEXPERIMENT





## Criteria

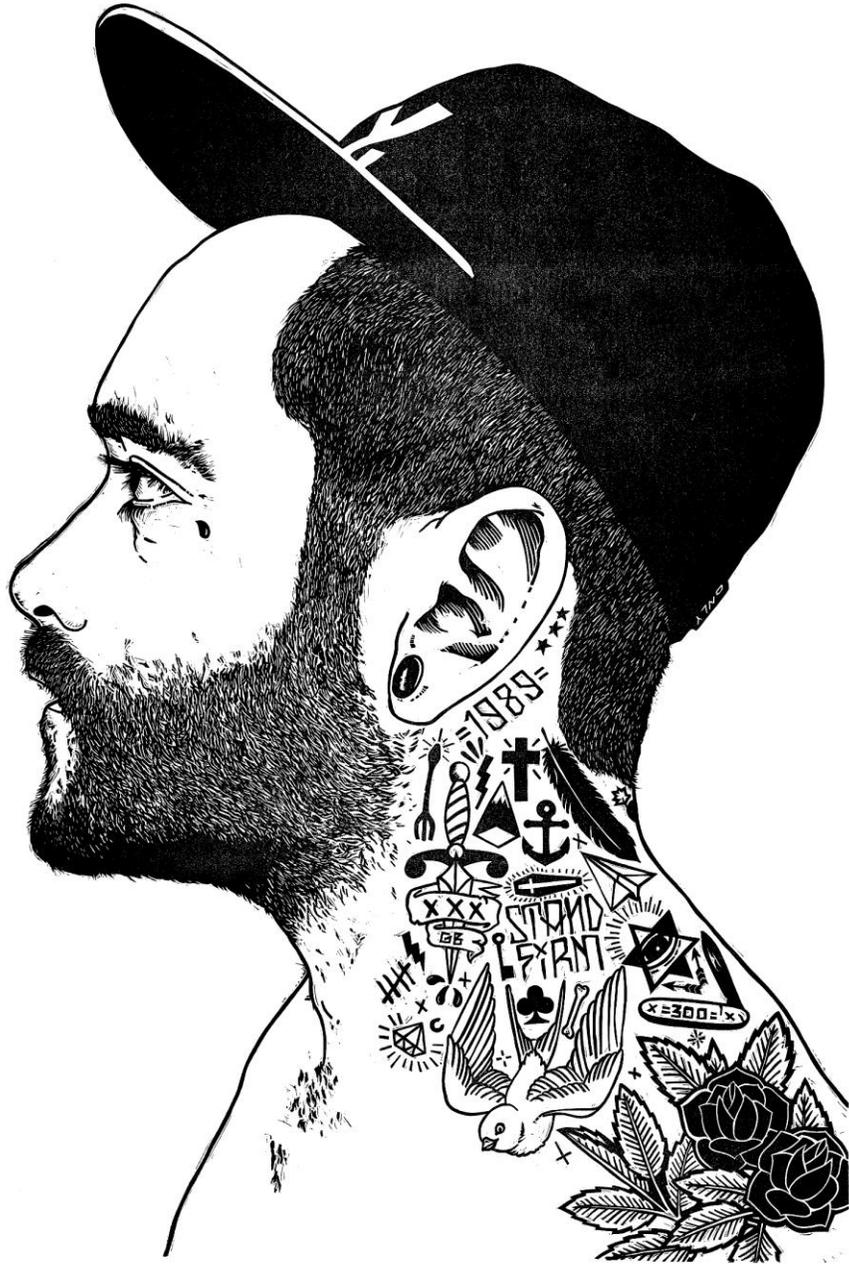
- **Open to any South African, maybe an artist, a student, a designer or anyone with a strong interest and love for art**
- **Creatives can enter either one category only or if you prefer, all**

## The categories

- 1. Coffee Cup design, SMALL TAKEAWAY (250ml)**
- 2. Coffee Cup design, LARGE TAKEAWAY (350ml)**
- 3. Beer mat design**

- **Designs should be created within the templates provided**
- **All designs must be an original artistic creation of the participant**
- **Designs should be easily replicated on a variety of surfaces**

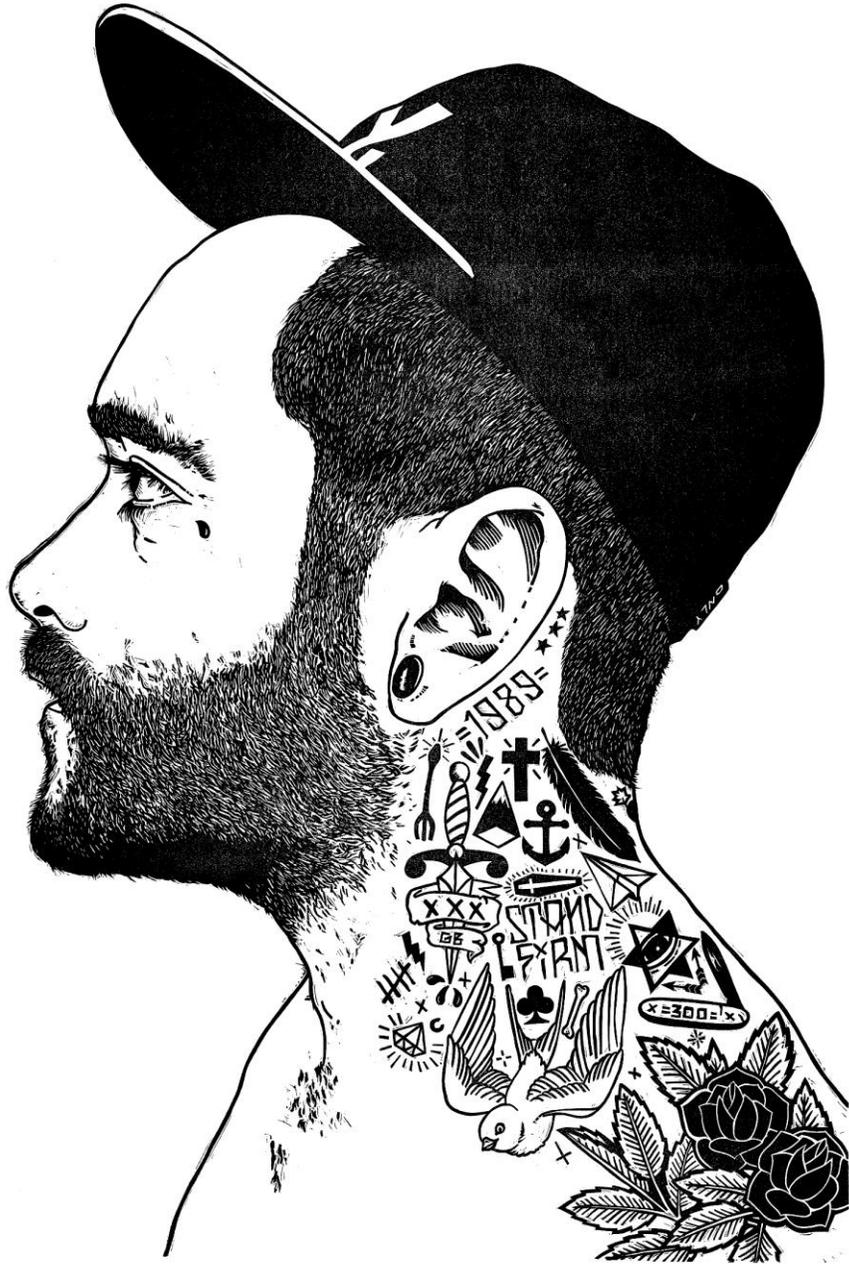




## Rewards

- **Top winning cash prize of R10,000 per category**
- **Designs will be used throughout the Radisson RED Hotel V&A Waterfront Cape Town**
- **A chance to become part of the Radisson RED team in Cape Town**
- **All participants designs will be displayed in Youngblood Africa gallery in June 2017**
- **Information on designers available throughout the hotel ongoing with biography**
- **Local and international PR opportunities**
- **Designs will be displayed at the Grand Opening event later in 2017 with VIP invitations to the winners**





## **Submission #REDEXPERIMENT**

- Deadline:** 12<sup>th</sup> May 2017
- Requirements:** Completed Application form  
Completed design artwork (within templates)  
Brief design motivation  
Participant's biography
- Acceptance:** Winning designs will be notified by 19<sup>th</sup> May 2017
- Awards Event:** Thursday 1<sup>st</sup> June 2017
- Submission:** Via email to [Baxter@Radissonred.com](mailto:Baxter@Radissonred.com)





## **WELCOME**

### **Radisson RED Hotel V&A Waterfront Cape Town**

**A city hotel for an ageless expressive crowd connected via art, music and fashion. A hotel questioning the usual rules, welcome to the revolution.**

**Radisson RED will open its doors in September 2017, located in Silo 6 next to the Zeitz MOCAA. The hotel will offer a unique take on hospitality offering flexibility, fun and lots of hi-tech connectivity**

**The hotel boasts 252 studios, 4 events + games rooms, OUIBar & ktchn and our RED Roof, complete with bar + grill + pool. And, we love our pets too...**

### **Youngblood Africa**

**Youngblood is a charitable foundation supporting and promoting arts and culture in Africa. One of its central precepts is the re-investment of all profits into projects and causes dedicated to the creation and development of arts and culture.**





## **WHY? #REDEXPERIMENT**

### **The coffee cup**

**We love art, music and fashion. Our coffee cups which we will use in our deli, in our rooms as part of our hot deck and on our roof should stand out and celebrate South Africa art, design.**

**The designs will be used on our take away range. These are also prominent in our rooms as we launch our new and exciting 'Hot Deck'. Dusty brown tea trays, move over please.**

### **The beer mat**

**Stylish, innovation, great drinks need just as cool resting places. That's where you come in. Add your design to a beer mat. Souvenir?**





# SUBMISSION PACK

**#REDEXPERIMENT**





# SUBMISSION FORM

**Name:**

**RSA ID No.**

**Categories Entered:**

**Design Title:**

**Coffee Cup Small**

**Coffee Cup Large**

**Beer Mat**





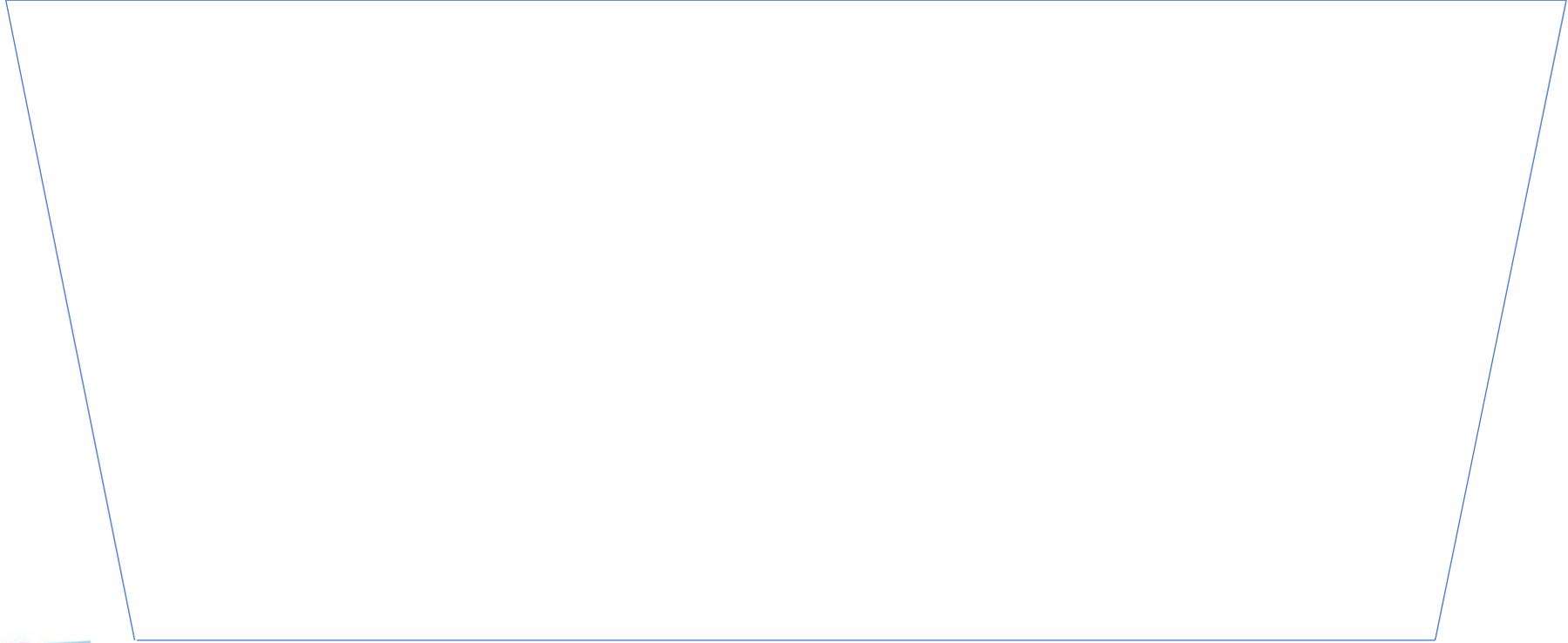
# SUBMISSION FORM

**Participant Biography (max. 100 words)**

A large, empty rounded rectangular box with a thin blue border, intended for the participant's biography.



# 1. The coffee cup, small takeaway, 250ml



**Design Title**





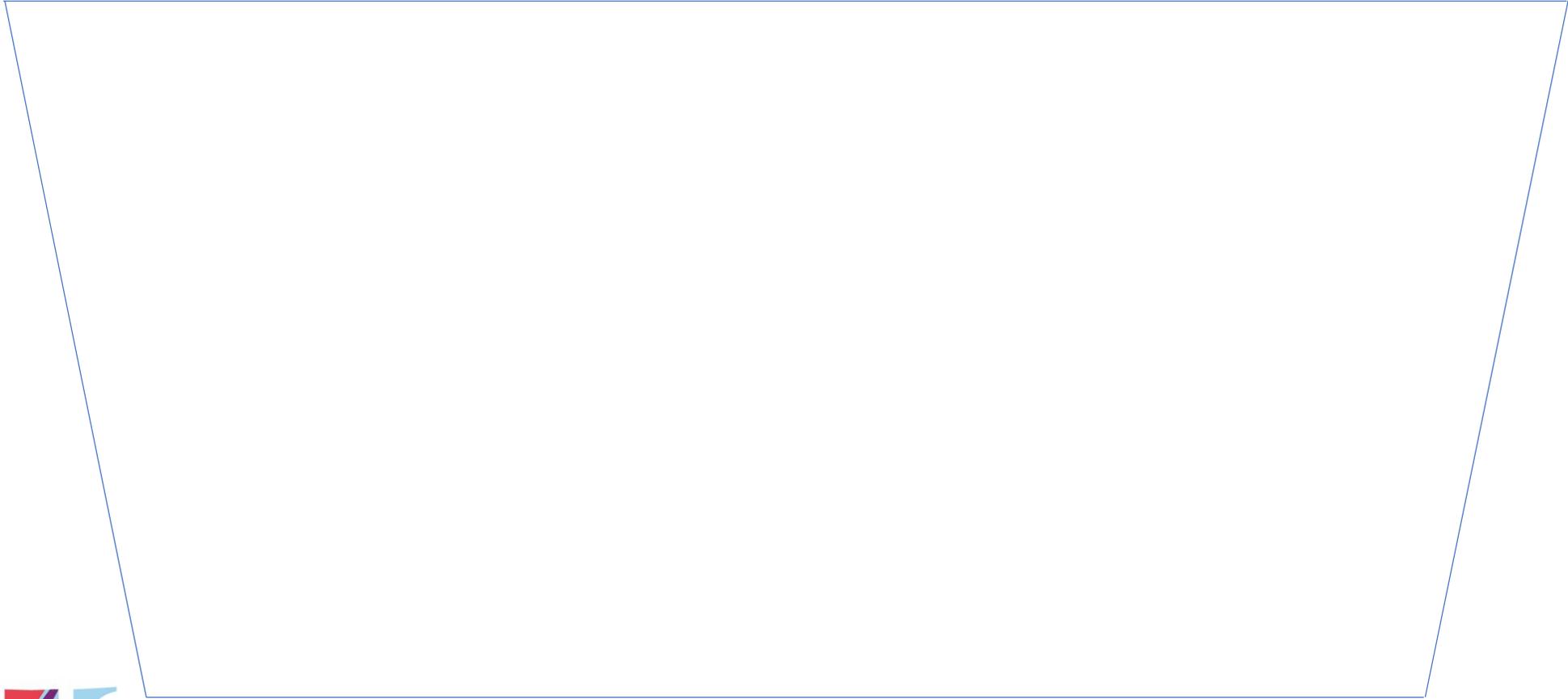
# SUBMISSION FORM

**Coffee cup, small - Design Motivation (max. 100 words)**

A large, empty rounded rectangular box with a thin blue border, intended for the user to write their design motivation for the coffee cup.



## 2. The coffee cup, large takeaway, 350ml



**Design Title**





# SUBMISSION FORM

**Coffee cup, large - Design Motivation (max. 100 words)**

A large, empty rounded rectangular box with a thin blue border, intended for the user to write their design motivation for the coffee cup.



## 2. The beer mat



**Design Title**





# SUBMISSION FORM

**Beer mat - Design Motivation (max. 100 words)**

A large, empty rounded rectangular box with a thin blue border, intended for the user to write their design motivation for the beer mat.





# Terms + Conditions

- Each of the designs selected will be further exhibited for PR and media purposes. Entrants hereby consent to their designs being utilised as so.
- Entrants consent to the designs being replicated as intended in each of the categories for the expressed purposes outlined in the call for creative.
- By entering the competition, entrants consent to Radisson RED Hotel V&A Waterfront Cape Town having ownership of the final manufactured pieces.
- By entering the competition, the entrant's consent to Radisson RED Hotel V&A Waterfront Cape Town being permitted to market and display the final pieces at the hotel's own account.
- Further copyright of the designs however vest and remain with the artist, designer:

a) In terms of section 7 of the Copyright Act no. 98 of 1978 the following is applicable:

**Nature of copyright in artistic works:**

**Copyright in an artistic work vests the exclusive right to do or to authorise the doing of any of the following acts in the Republic:**





## Terms + Conditions, ctd

- 1. Reproducing the work in any manner or form**
- 2. Publishing the work if it was hitherto unpublished**
- 3. Including the work if it was hitherto unpublished**
- 4. Including the work in a cinematograph film or a television broadcast**
- 5. Causing a television or other programme, which includes the work, to be transmitted in a diffusion service, unless such service transmits a lawful television broadcast, including the work, and is operated by the original broadcaster**
- 6. Making an adaptation of the work**
- 7. Doing, in relation to an adaptation of any work, any of the acts specified in relation to the work in paragraphs 1:4 inclusive**





## Terms + Conditions, ctd

- **Radisson RED Hotel V&A Waterfront Cape Town and Youngblood Africa shall, in terms of the provisions of the Copy Right Act No 98 of 1978 not be entitled, to either directly or indirectly, make use of the artists competition entry for the production of any similar or additional works, or exploit material or ideas derived from his/her work for a commercial purpose without the artist's prior consent.**
- **Artists will therefore be able to negotiate and deal directly with enquiries from potential manufacturers and or will be able to enter into an agreement with Radisson RED Hotel V&A Waterfront Cape Town to produce and market the designed pieces.**

I \_\_\_\_\_ have understood and agreed with the terms and conditions.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature Competition Rep: \_\_\_\_\_ Date: \_\_\_\_\_





# SUBMISSION FINAL #REDEXPERIMENT

Name: \_\_\_\_\_

RSA ID No. \_\_\_\_\_

**Artist, designer agrees that Radisson RED Hotel V&A Waterfront Cape Town has the right to promote the submitted work in any form deemed appropriate by the competition facilitators:**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Submission form and pack should be emailed to [Baxter@radissonred.com](mailto:Baxter@radissonred.com) no later than 12<sup>th</sup> May 2017.**

