



BURSA

INTERNATIONAL

SOUVENIR

DESIGN

CONTEST



Prizes

Gift Product Design Category

1st Prize : TRY 50,000

2nd Prize : TRY 40,000

3rd Prize : TRY 30,000

SILK AND TILE

SPECIAL PRIZE : TRY 15,000

Pattern Design Category

1st Prize : TRY 35,000

2nd Prize : TRY 25,000

3rd Prize : TRY 15,000

SILK AND TILE

SPECIAL PRIZE : TRY 10,000

DEADLINE FOR THE APPLICATION

<http://www.bursa.com.tr/>

1st of SEPTEMBER 2022

info@bursatanim.gov.tr



BURSA IS YOUR GIFT

Travelers say, even you have been there once or more, you have not truly visited a city without smelling of the soul of it. A city's soul, time, memories, and the charmingly old scent of its story should leave a mark on the visitor's heart and soul. And when this mark is passed to another person, it will become the reason for new travelers. These marks are possible with objects filled with narratives. Besides appetizing food, clothing which look like a cultural heritage sign, objects on desks, shelves, exhibitions, showcases and walls featuring the city's charms and stories can serve as the most beautiful cultural heritage. Symbolizing the spirit and memories of ancient Bursa, a city that was the founding capital of the Ottoman Empire, whose foundation was kneaded with legends, hosted civilizations, became the capital city of empires and states, and not only remained in the golden pages of history, but still keeps its existence alive in us today, is of great importance for the cultural heritage to be established in the future.

1- NAME AND FORM OF THE CONTEST

Name: Bursa International Souvenir Design Contest

Form: It is an international, free and one-stage design contest planned as two categories in a single contest process.

2- PURPOSE OF THE CONTEST

Contest aims to;

- come up with original ideas in the souvenir sector of the city of Bursa and to ensure that these ideas meet with design and turn them into concrete objects that represent the city,
- bring together the souvenir product range in Bursa with an artistic touch, attract the attention of local and foreign visitors visiting the city and leaving a meaningful memory that they can carry with them,
- keep the bond between future generations and the past strong by keeping traditional handicrafts up to date with modern touches in Bursa, which is included in the UNESCO Creative Cities Network with silk and tiles,
- encourage the new generation artists working in the field of souvenirs to produce modern products by making use of the traditional values,
- create different designs that will keep this sector alive by bringing innovative ideas together with artistic forms and innovation in the souvenir sector, which will add value to the economy of the city of Bursa,
- find right designs that represent the unique image of the city of Bursa, effectively reflecting the city to local and foreign visitors,

The contest is organized in cooperation with Bursa Metropolitan Municipality, Bursa Governorship Bursa Provincial Directorate of Culture and Tourism, Bursa Uludağ University, Bursa Technical University, Bursa Culture, Tourism and Promotion Union, Bursa Chamber of Commerce and Industry, Bursa Chambers of Craftsmen, Bursa Culture, Art and Tourism Foundation, and the Board of Directors of the Historical Irgandı Bridge.

3- SUBJECT OF THE CONTEST

The subject of the contest is to highlight the unique structure of the city of Bursa with its history, culture, art and natural beauties in the souvenir sector; to allow the creation of souvenirs unique to Bursa and that can represent the city; and to bring together the traditional identity of Bursa from the past with modern designs and to increase the brand value of the city of Bursa.

4- CATEGORY OF THE CONTEST

The designs that are the subject of the contest are divided into 2 categories as “Pattern Design” and “Gift Product Design”. Contestants will be able to apply for one or both of the 2 categories.

- **PATTERN DESIGN CATEGORY**

Pattern design that can be applied to different surfaces such as cloth bags, notebooks, pens, erasers, pen holders, portable memories, envelopes, magnets, key chains, toys, jewelry (badge, brooch, pendant, buckle, etc.), scarves, shawls, headscarves, berets, caps, tablecloths, pillow cases, towels, t-shirts, mobile phone cases, glass, cups, mugs, plates, bowls, boxes, etc.

- **GIFT PRODUCT DESIGN CATEGORY**

Gift product design such as trinket, wall decoration, bowl, vase, plate, bowl , mug, cup, trivet, coaster, magnet, card holder, pen holder, desk mat, seal, bath set, scarf, shawl, jewelry (badge, brooch, pendant, buckle, etc.), toy, table cloth, sofa cover, mobile phone case, rug, etc.

5- EVALUATION CRITERIA

All submitted designs will be evaluated and scored according to the following criteria:

- **Harmony with Bursa's Values** **20 points**
Designs should be compatible with the historical, cultural and natural values of Bursa and to transfer these values to future generations.
- **Originality** **20 points**
The designs should be made for this contest, have not been exhibited or produced before
- **Differentiation** **20 points**
Designs must be distinctive and memorable and contain symbolic values that will contribute to the urban memory
- **Visuality and Aesthetics** **20 points**
Designs should have a visually impressive aesthetic appearance
- **Suitability for Mass Production** **20 points**
Identification of the materials and production methods to be used in the design and the design being suitable for mass production

D – APPLICATION AND OTHER MATTERS

6- INFORMATION ON THE CONTEST RAPPORTEURS

Name and Address: Bursa Culture Tourism and Promotion Union
Yeşil Mahallesi Sancı Sokak No:13/4 Yıldırım BURSA

Phone: +90 224 2735277

Website: www.bursa.com.tr

Email address: info@bursatanitim.gov.tr

7- TERMS AND CONDITIONS OF PARTICIPATION IN THE CONTEST

7.1. Participation in the contest is free.

7.2. There is no age, education or country limitation for participation in the contest. Anyone can participate in the contest, except the ones stated below.

- Persons that appoint jury members and rapporteurs
- Jury members (consultant, principal, substitute) and rapporteurs and their first-degree relatives, partners, assistants and employees
- Persons participating in any part of jury work

7.3. Participation in the contest can be made individually or as a team. Participants who participate as a team are required to specify one representative of their team during the application, the representative's role will be limited to the execution of relations with the contest rapporteur.

7.4. Contestants can apply for one or both of the categories. For each category, applications can be made with a maximum of 3 designs that have not been awarded, exhibited or produced in any contest before.

7.5. Competitors are free to use all kinds of materials and production techniques in their designs.

7.6. In order to ensure confidentiality during the evaluation process, the contestants will use a nickname consisting of 5 digits and 1 letter (*For example, 12345B*). If a person submits more than one application, a different nickname will be used for each application. All the submitted sheet, product prototype, report, identity envelope and packaging will have a computer-written nickname (*Can be written and pasted on white paper or sticker*).

7.7. The identity envelope shall have a copy of Annex-1 Application Form, which shall be signed by the applicant, containing information such as the name, surname, contact information, date of birth, profession, bank account number etc. (All participants who fill the Annex-1 Application Form shall be deemed to have accepted all the conditions of the contest); the envelopes shall be sealed. All applications must have an identity envelope. Projects that do not have an identity envelope are excluded from the contest by the decision of the jury and this shall be recorded in the minutes.

7.8. No name, seal, signature, sign, handwritten notes , etc. identifying the owner of the work will be found anywhere on the designs, identity envelopes and packaging.

7.9. Those who do not comply with the conditions of participation are deemed not to have participated in the contest, even if they have participated in the contest with their design.

7.10. Applications will be uploaded to the contest website as detailed below, and will also be delivered in a package to the Contest Rapporteur's Office, whose name and address are specified in article 5, by hand or by courier.

Each application will be submitted in a single package. The phrase "Bursa Themed Gift Design Contest Rapporteur", the name of the category applied for and the nickname of the competitor will be written on the packaging.

In case of hand delivery, the transaction will be made with the delivery receipt report.

In case of delivery by courier, the shipping document will replace the delivery report. In deliveries to be made by cargo; cargo fee, insurance and similar expenses and damages and delays that may occur during shipping are the responsibility of the applicant. For applications received by cargo, a camera will be used for recording the opening of the package by the Contest Rapporteur, a report will be kept for the damaged products, and the damaged works in the cargo will not be evaluated.

- **PATTERN DESIGN CATEGORY APPLICATION:**

Competitors will design patterns that can be applied to different surfaces and apply the pattern in 2D or 3D on at least 5 and at most 10 different items in the digital environment. *(Examples of items that can be patterned are specified in article 3; a different item/object can also be selected by the competitor.)*

Applications in this category will be made with a maximum 2 page A4 size Design Report with information such as: the starting point, approach, technique, etc. of the design, and 1 horizontal or vertical A1-size Presentation Sheet containing images of the design applied on items.

Contestants will upload the digital copies of the Presentation Sheet, Design Report and signed Application Form (*in jpg , pdf , ppt , tif , etc. formats*) to the contest website.

- **GIFT PRODUCT DESIGN CATEGORY APPLICATION:**

Competitors will design and prepare a prototype of 1 gift product. Competitors are free to use any material and production technique for the gift item *(Examples of gift items are specified in article 3; a different product may also be selected by the competitor.)*

Applications in this category will be made with a maximum 2 page A4 size Design Report containing information such as: gift product prototype and the starting point of the design, approach, material, technique, etc.

The contestants will upload photographs or renders of the gift product they have designed from different angles and the digital version of the Design Report *(in jpg , pdf , ppt , tif etc. format)* to the contest website, and also submit the product prototype and the Design Report together with the Identity Envelope to the contest reporter by hand or by courier.

The gift products to be designed by the competitors shall be portable during the travel.

8-CONTEST SCHEDULE

Contest Announcement Date	May 24, 2022
Deadline for Inquiries * written only.	August 1, 2022
Announcement of Answers	Incoming inquiries are answered within 3 calendar days.
Deadline for Copying Applications to the Contest Website and for Hand Delivery	September 1, 2022
Deadline for Applications by Cargo	September 1, 2022

*Delivery date of the cargoes to the Contest Rapporteurs Office.	
Contest Result Announcement Date	September 23, 2022
Exhibition / Award Ceremony Date and Place	The result will be determined after the announcement.

9- ISSUES ABOUT ASKING AND ANSWERING QUESTIONS

- Competitors will send their questions about the specification to the contest e-mail address (info@bursatanim.gov.tr) until 17.00 on weekdays. In each question, the article number of the relevant part of the contest specification will be indicated.
- The contest jury will evaluate all questions submitted by the above-mentioned date and time, and all answers will be sent to the e-mail address of the person asking the question within three calendar days. The answers to the questions are in the nature of the contest document.

10- AWARDS AND PAYMENT METHOD

The following awards will be given for the first 3 designs to be selected by the jury. However, if the jury does not find a design worthy for any prize, that prize can be cancelled.

Pattern Design Category	
1st PRIZE	TRY 35,000.00
2nd PRIZE	TRY 25,000.00
3rd PRIZE	TRY 15,000.00
SILK AND TILE SPECIAL AWARD	TRY 10,000.00

Gift Product Design Category	
1st PRIZE	TRY 50,000.00
2nd PRIZE	TRY 40,000.00
3rd PRIZE	TRY 30,000.00
SILK AND TILE SPECIAL AWARD	TRY 15,000.00

If an applicant qualifies for more than one award, only the highest award will be awarded. Payments for the awards will be made to the applicants' account within 30 calendar days from the announcement of the results. Apart from the awards, the designs that are worth exhibiting by the jury will be determined, and the design owners will be given a participation certificate and the designs will be included in the contest award catalogue.

11- ANNOUNCEMENT OF RESULTS, EXHIBITION OF DESIGNS AND AWARD CEREMONY

- The results of the contest will be announced on the website of Bursa Culture, Tourism and Promotion Union after the jury evaluation.
- All designs will be exhibited openly to the public for 7 days at a place and date to be determined by the Bursa Culture, Tourism and Promotion Union.
- The date of the award ceremony will be determined and announced by the Bursa Culture, Tourism and Promotion Union.

12- DESIGN RIGHTS AND RESOLUTION DISPUTES

- Bursa Culture, Tourism and Promotion Union has the right to use the visuals of the designs, work information and information about the applicant, whether or not the work is awarded, in printed materials that may be directly or indirectly associated with the contest, such as books, catalogues, brochures, posters and for promotional activities on the internet, with websites, and the press to exhibit them in the national / international arena, to produce and use them without profit. Bursa Culture, Tourism and Promotion Union will not pay any fee to the applicant for this.
- The designs in all categories of the contest that are awarded shall belong to Bursa Culture Tourism and Promotion Union, and the design and intellectual property rights will be transferred free of charge to the Bursa Culture Tourism and Promotion Union. All drawings of the designs (*2D and 3D production drawings, etc.*) will be submitted to Bursa Culture, Tourism and Promotion Union.
- Bursa Culture Tourism and Promotion Union has the right to purchase the design and intellectual property rights of the designs among the contest applications within 12 months from the date of the announcement of the results and in return for TRY 5000, except for the award winners. Applicants shall not be able to transfer the design and intellectual property rights of their designs to anyone else during this process.
- Designs should not have been previously protected by the Turkish Patent Institute, and no design registration application should have been made.
- The designs participating in the contest must be original, not previously published/exhibited elsewhere, and must not evoke the logos of institutions and organizations. Designs determined by the jury that do not have these qualifications will not be evaluated. If this is determined after the end of the contest, the award winner will return the award, if given. This does not mean that the rankings of other applicants will be changed.
- In case the designs are not original, the legal and material sanctions of any dispute that may arise regarding the design and intellectual property rights will belong to the applicant. Bursa Culture Tourism and Promotion Union and the contest jury cannot be held responsible for any problems that may arise.
- Every applicant who applies and is accepted to this contest accepts all the conditions of the contest and undertakes to comply with the specifications.

13- OTHER MATTERS

- Designs that do not receive an award will be returned to the applicant, after the exhibition to be held by the Bursa Culture, Tourism and Promotion Union, in person or by courier, if requested by the applicant. Cargo expenses will be covered by the sender.
- Applicants cannot demand any award or fee for the designs they send, whether they receive an award or not, other than the specified awards.

14- JURY MEMBERS

PRIMARY JURY MEMBERS:

1	Ahmet Münir Ayva	Master Tutorial, Wood Carving Artist
2	Ayşe Dizman	Fashion Designer
3	Assoc. Prof. Aylin Aras	Architect, Bursa Technical University
4	Bernhard Kinzler	Graphic Designer, Germany
5	Prof. Bostjan Botas Kenda	Graphic Designer, University of Ljubljana, Academy of Fine Arts and Design, Slovenia
6	Defne Koz	Industrial Designer
7	Ela Cindoruk	Jewelry Designer
8	Lecturer Hatice Aksu	Head of Traditional Turkish Arts Department, Bursa Uludağ University
9	Prof. Dr. Neslihan Dostoğlu	Architect, Dean of Istanbul Kultur University Faculty of Architecture
10	Nilo Gioacchini	Industrial Designer, Italy
11	Sertaç Ersayın	Industrial Designer, World Design Organization Board Member
12	Prof. Sezin Türk Kaya	Graphic Designer, Bursa Uludağ University
13	Tülay Palaz	Graphic Designer
14	Young-ho Yoo	Sculpture Designer, South Korea
15	Prof. Zehra Çobanlı	Ceramic Artist

SUBSTITUTE JURY MEMBERS:

1	Burak Taşkın	Graphic Designer
2	Elif Aydın	Marbling Artist, Bursa Metropolitan Municipality
3	Mehmet Ünal	Silk Production Artist, Bursa Metropolitan Municipality
4	Şule Candanoğlu	Director of Bursa Culture Arts and Tourism Foundation

15- RAPPORTEURS

1	Serkan Teke	Coordinator, Bursa Culture Tourism and Promotion Union
2	Asaf Baran Bozkurt	Bursa Culture Tourism and Promotion Union

16- ORGANIZING BOARD

Name and surname	Title
Abdülkerim Baştürk	Head of Bursa Metropolitan Municipality Foreign Relations and Tourism Department Director, Bursa Culture Tourism and Promotion Union
Dr. Kamil Özer	Director, Bursa Provincial Culture and Tourism Directorate
Ömer Kocakuşak	Chairperson, Bursa Chamber of Commerce and Industry Design Council
Fahrettin Tüccaroğlu	Deputy Chairperson, Bursa Union of Chambers of Tradesmen and Craftsmen
Fehim Ferik	General Secretary, Bursa Culture, Art and Tourism Foundation
Nedim Bayram	Deputy Chairman, Board of Directors, Bursa Culture Inc.
Mutlu Çatalkaya	President, Historical Irgandı Bridge Association
Kübra Güzelsesli	Director, Bursa Metropolitan Municipality Urban Design Directorate
Aynur Tezgör	Director, Bursa Metropolitan Municipality Lifelong Learning Directorate
Lect. Yeliz OKŞAK	Bursa Uludag University İnegöl Vocational School Department of Design Interior Design Prg.