



**Zepter International announces
the seventh edition of its
international design contest
ARTZEPT 2010
open to young talents worldwide
1st prize of 10,000 €**

**Participating designers will have to submit by October 15th, 2010
a piece of their own work inspired by the 2010 theme:**

“FRUTTIERA”

This involves an **obligatory stemmed fruit dish** for holding and displaying fruit. **Any bowls without a stem will not be considered.** These should be unique pieces and signed by their creators. Entries should be first and foremost **functional**, as well as artistic and aesthetically pleasing, and preferably progressive and environmentally aware. No purely conceptual work will be considered for the exhibition. **Works in all techniques**, glass, metal, plastic, ceramics, and composite materials will be considered.

The winners will be decided by a jury composed of some of the leading lights of the design world such as previous years' members **Artzept's art director Gordana Biba Markovic**, art historian, art critic and professor **Borek Sipek**, art director Carlo Magnoli, and industrial designer Bendik Torvin.

The winners shall receive:

- 1st prize: 10,000 €**
2nd prize: 4,000 € worth of Zepter products
3rd prize: 3,000 € worth of Zepter products

The award ceremony will take place in Milan, Italy in November 2010.

The participating designers will receive exposure through a travelling exhibition organised by Zepter International, which will visit the major cities around the world and will be featured in an **exhibition catalogue.**

Artzept has grown year on year since its birth in 2004 to become one of the premier design awards in the world. It was created by **philanthropist Madlena Zepter** as a pure extension of her passion for the arts. Supporting creativity, stimulating new ideas and encouraging young talent was and remains her aim. The award also acts as a way to 'tap' new talent for the Zepter Company. Zepter prides itself on the design quality of its products and through its five brand divisions - Medical, Cosmetics, Luxury, Home Art and Home Care - Zepter promotes and provides designed products that purvey the higher ideals of the company's founder - Mr. Philip Zepter. This is that a product must do more than fulfil its function but that product should, through that function strive to change the lifestyle of the consumer by facilitating a shift towards a healthier lifestyle. **Zepter, for a longer, healthier and happier life** - this is the company's stated aim, an aim shared by the world's founding great designers from the Modernists right up to the most cutting edge of today's industrial designers.

Zepter International is the Swiss-based company, producer and distributor of high quality consumer goods in 40 countries on 5 continents. Zepter has sold over 600,000,000 products to over 65,000,000 satisfied users worldwide. It does so through a direct sales force of over 120,000 consultants and through selected retail outlets.

The rules and enrolment of the Zepter International Design Award are available for download at: www.artzept.com

Please send your exhibits by 15th October 2010 to:

ZEPTER INTERNATIONAL Brid Marketing - ARTZEPT "FRUTTIERA" 2010 - Via Sibilla Aleramo, 13 - 20092 Cinisello Balsamo (MI) - Italy
Entry in this competition shall be deemed as acceptance by the entrant of the competition's terms and conditions.

**ARTZEPT 2010 International Design Award at a glance
Theme: "FRUTTIERA"**

Materials: all techniques including ceramics, glass, metal, plastic, composite materials, wood.

Deadline for submissions: 15th October 2010

1st PRIZE: 10,000 €
2nd PRIZE: 4,000 € worth of Zepter products
3rd PRIZE: 3,000 € worth of Zepter products

2009 ARTZEPT WINNERS "TEA FOR TWO" COMPETITION

2009 JURY MEMBERS



Borek Sipek
president of the jury,
architect and designer



Gordana Biba Markovic
Artzept art director,
art historian, art critic



Carlo Magnoli
designer



Bendik Torvin
industrial designer

2009 WINNERS

1st prize - 10,000 €



Nebojša Momcilovic - Serbia

2nd prize - 4,000 € worth of Zepter products



Lynn Frydman Huhn - Switzerland

3rd prize - 3,000 € worth of Zepter products



Balazs Somlai - Hungary

ZEPTER INTERNATIONAL DESIGN AWARD ARTZEPT 2010 "FRUTTIERA" REGULATIONS

1. Zepter International is pleased to announce this year's open competition for designers and artists from around the world who wish to take part in the "FRUTTIERA" 2010 exhibition.
2. The Zepter International Design Award Jury Committee will give 3 (three) awards:
 - First place will be awarded a prize of 10,000 €
 - Second place will be awarded a prize of Zepter products worth 4,000 €
 - Third place will be awarded a prize of Zepter products worth 3,000 €

CONDITIONS FOR ENTERING

1. Every designer and artist is expected to submit the following:
 - A) "FRUTTIERA" which involves and **obligatory stemmed fruit dish for holding and displaying fruit. No fruit bowl without stem will be considered.** These should be unique pieces and signed by their creators. Entries should be first and foremost functional, as well as artistic and aesthetically pleasing, and preferably progressive and environmentally aware. No purely conceptual work will be considered for the exhibition.
 - B) Works in all techniques, glass, metal, plastic, ceramics, and composite materials will be considered.
 - C) One designer and artist can submit one entry only.
 - D) A completed application form (downloadable from www.artzept.com). If handwritten, it should be legible and in block capitals (if handwritten we cannot guarantee entrants' details will be spelled correctly in the brochure); alternatively, it can be typed and signed by hand.
 - E) A typed biography with all the relevant data and a brief, clear description of the exhibits, containing their main technical and technological features.
 - F) Printed colour photographs and/or CD ROM of the exhibit; 13 x 18 cm or larger (preferably high resolution).

All the above-listed materials, including the exhibits, should be mailed by 15th October 2010, at the latest, to the following address:

**ZEPTER INTERNATIONAL BRID MARKETING
ARTZEPT 2010 "FRUTTIERA"**

Via Sibilla Aleramo 13 - 20092 Cinisello Balsamo (MI) - Italy

2. Works that arrive after the specified date will not be considered for the exhibition.
3. The organiser accepts no responsibility in the event of damage or loss during transport prior to the arrival of the works at the aforementioned address.
4. Zepter International will cover the insurance for the works during the exhibition.
5. Any damage that might occur will be examined by a committee and the report will be sent to the artist.
6. Given the insurance costs, no exhibit whose worth exceeds 400 € will be considered for the exhibition.
7. Upon receiving the works, the curator of the exhibition will select the exhibits and the Zepter International Design Award Jury Committee will decide the awards. No cash alternative is available in lieu of the stated 2nd and 3rd prizes. All awarded exhibits become property of Zepter International.
8. Selected and winning entries will be presented at the exhibitions that will be held in Zepter shops and art galleries in major European cities during the year 2010 - 2011. The organiser will cover the costs of all consecutive exhibits, including delicate transportation, insurance, and organisation of exhibitions.
9. The organiser reserves the right to change the timing sequence of the exhibitions, depending on the availability of the exhibition venues.
10. The results of the Zepter International Jury and the names of the winning artists will be published in Zepter's reviews, and in specialised magazines which will be sent to all Zepter International customers in the countries in which the exhibitions are held - more than one million addresses.
11. None of the selected and exhibited works may be withdrawn from the exhibition before the closing date.
12. Reproductions of the works will be used by the organisers for publicity and for the catalogue; the artists will waive their rights to a fee for the above-mentioned.
13. Each exhibitor will be represented in the catalogue with reproductions of the exhibited works.
14. Each exhibitor is entitled to one free catalogue.
15. By signing the application form for participating in the ARTZEPT 2010 "FRUTTIERA" exhibitions, the designer complies with all the above-mentioned regulations. On the application form the author shall state whether he or she wishes to donate his or her work to the organiser, or whether he or she wishes it to be returned to him or her.
16. We wish you success in the competition. Zepter International will do everything possible to take this concept to a global level by presenting the Artzept exhibition in major European cities, with a new theme every year.

Please visit www.artzept.com to download a PDF version of the application form

For further information, please contact the following e-mail addresses:

Artzepter@award.com - www.artzept.com - slowstar@ptt.rs