

belle

**GEORG JENSEN
DESIGN AWARDS 2009**



belle

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CALL FOR ENTRIES BELLE GEORG JENSEN DESIGN AWARDS 2009

Australia's best designers are invited to submit entries to the inaugural Belle Georg Jensen Design Awards. The awards will celebrate innovation in Australian design, recognising excellence in the disciplines of product and interior design. *Belle* and Georg Jensen are seeking outstanding entries for their first ever design awards.

Since its foundation in 1904, luxury lifestyle brand Georg Jensen has established an international reputation for design excellence. The company is renowned for its distinctive, elegant and unique aesthetic and the superior quality and craftsmanship of its products. Similarly, *Belle* is committed to supporting great design and to discovering the next generation of Australian designers.

Through this formidable partnership, the Belle Georg Jensen Awards will honour and provide a platform for some of Australia's top designers. The Belle Georg Jensen Design Awards celebrate designers with varying levels of experience and those situated at all stages of their careers. There is no age limit for entries in any of the categories – however, other conditions of entry may apply.

THE CATEGORIES

There are five categories into which designers are invited to submit entries:

1. GEORG JENSEN DESIGN AWARD
2. BELLE GEORG JENSEN PRODUCT DESIGN AWARD
3. BELLE GEORG JENSEN AWARD – BEST EMERGING INTERIOR DESIGNER
4. BELLE GEORG JENSEN AWARD – BEST COMMERCIAL INTERIOR
5. BELLE GEORG JENSEN AWARD – BEST RESIDENTIAL INTERIOR

Submissions will be judged by a panel of judges selected by the Promoter and headed by *Belle's* editor-in-chief, Neale Whitaker.

IMPORTANT DATES

- ENTRIES OPEN – 6 JULY 2009
- ENTRIES CLOSE – 18 SEPTEMBER 2009
- FINALISTS CONTACTED – 25 SEPTEMBER 2009
- WINNERS ANNOUNCED AT CELEBRATION EVENT – 29 OCTOBER 2009
- WINNERS PUBLISHED IN THE DEC/JAN ISSUE OF *BELLE* MAGAZINE – on sale 2 November 2009

ENTRY DETAILS

- All submitted material must be put on a CD clearly labelled with the entrant's name.
- Entrants must also include a completed and signed official entry form.
- Completed entries are to be sent by mail in a stamped envelope to:
Belle Georg Jensen Design Awards 2009, ACP Magazines, 54 Park Street, Sydney, NSW 2000
- ENTRIES MUST BE RECEIVED NO LATER THAN LAST MAIL RECEIVED ON 18 SEPTEMBER 2009.

On the following pages are the briefs for each category. Each brief includes an entrant's eligibility to enter, an outline of what the category is, an outline of what the judging criteria will include, and what an entrant needs to submit in order for their entry to be valid.

FOR ANY ENQUIRIES, EMAIL BELLEAWARDS@ACPMAGAZINES.COM.AU.

1. GEORG JENSEN DESIGN AWARD

The Georg Jensen Design Award will give an Australian designer the invaluable opportunity to have their design put into production by prestigious Scandinavian luxury brand Georg Jensen.¹

The winner of this award will have their work published in *Belle* and receive:

- An all expenses paid trip to Copenhagen, Denmark – the home of Georg Jensen
- A cash prize of SAU1,000.00
- A Georg Jensen 'Masterpiece' candle holder

THE BRIEF

To be eligible for the Georg Jensen Design Award, entrants must submit a new, original design for a high-quality stainless steel office range.

The winning entry will form part of Office/Living, a new line of desk accessories with a lifestyle feel, to be launched by Georg Jensen in 2011.

The aim is to design a product that will become a stylish addition to the user's desk.

Designers are free to choose what form the product takes, as long as it is suitable for inclusion as part of a line of Office/Living products.

Some suggestions of product designs suitable for entry include (but are not limited to) mousepads, mobile-phone holders, desk clocks, world clocks, pen holders, bowls, jugs and picture frames.

JUDGING CRITERIA

Submissions will be judged according to the following criteria (it is essential that entrants consider all the criteria when formulating their design):

- Overall concept
- Quality – products must be high in quality and be unique or outstanding in their individual function
- Pricing – Georg Jensen envisages that the product will retail for between SAU50.00 to SAU150.00. The product should convey its status as a high-mid-end to high-end product and must illustrate that Georg Jensen is a high-end design company
- Psychological characteristics – consideration of how the product's aesthetics will be perceived by the user's five senses
- Safety and ergonomics – the product must have no sharp ends. It must be easy to use and have perfect functionality. It may have a function that no other product has. The product must not pose a threat or be hazardous to the user
- Physical characteristics – the dimension, volume and weight of the product
- Environmental friendliness – designers must consider the environmental impact of their product design. The potential for environmental pollution and other hazards must be minimised at all

stages of the product's life cycle, including during the manufacturing process, the product's use and its disposal

- Reliability and durability – reliability refers to how free from failure a product is during a period of time. Durability refers to the length of a product's lifespan
- Maintainability and serviceability – how easy is it to restore a product's useability if it fails to work?
- Compatibility and upgradeability – compatibility refers to the degree of ease with which a product can be combined with another product as part of a range. Upgradeability refers to how easy it is to incorporate improved or additional features into a product

ELIGIBILITY

To be eligible to be considered for this category:

- The entry must have been designed by ONE designer. Design partnerships and practices are ineligible to submit entries for this award category. The award is given as a whole and cannot be divided into sections
- The entrant must be an Australian citizen or permanent Australian resident
- Entrants may be students enrolled in full-time or part-time undergraduate design studies at a tertiary institution. However, if a student, the entrant must be in their final year of study
- Work entered must be original and not already in production
- Work entered must have an element of stainless steel in it
- Work entered must be the sole creation of the individual entrant. The entrant must own all rights relating to the work
- Designs must not have been previously published or exhibited. Designs must be kept confidential until the results of the competition are announced

For the full Belle Georg Jensen Design Awards 2009 Conditions of Entry, see the Terms and Conditions and entry form at the end of this document.

SUBMITTING AN ENTRY

Entrants for this award category are required to submit:

- A completed and signed official entry form
- A personal biography (100-150 words max.)
- A curriculum vitae (2-3 pages max.)
- A one-page document featuring a description of the product and the development of the product's concept and design
- Up to three two-dimensional drawings of the submitted design and up to three other pieces of visual support material. All drawings and visual support material must be submitted in a high-resolution JPEG format (max. 5MB each @ 300dpi)
- Each image file should be named using the entrant's name and then the image number (e.g. JOHN_CITIZEN_1, JOHN_CITIZEN_2)

2. BELLE GEORG JENSEN PRODUCT DESIGN AWARD

The Product Design Award recognises the original and exemplary design of a new consumer product or prototype by an Australian designer. Individual designers, design partnerships, and practices are invited to submit lighting, furniture, textile and home accessory designs for this award category. Entries should be designed for use in residential and/or commercial environments. Bespoke designs, including one-offs, handcrafted pieces, limited editions and short runs, as well as pieces designed for mass production, are eligible for this award category.

The winner of this award will have their work published in *Belle* and receive:

- A cash prize of SAU1,000.00
- A Georg Jensen 'Masterpiece' candle holder

JUDGING CRITERIA

Entries will be judged according to the following criteria:

- Quality and development of ideas and overall concept
- Manufacturing quality
- Formal qualities
- Degree of innovation and originality of the design
- Functionality
- Commercial viability – consideration of the market for the work
- Environmental sustainability – use and application of sustainable resources and principles will be highly considered

ELIGIBILITY

To be eligible for this category:

- The entrant/s must be Australian citizens or permanent Australian residents
- Any products entered must be new and not have been available on the market for longer than 18 months
- All prototypes submitted must be fully resolved for manufacture and retail and market launch should be imminent
- Entrants may be students enrolled in full-time or part-time undergraduate design studies at a tertiary institution. However, if a student, the entrant must be in their final year of study
- The entrant/s must own all rights relating to the work

For the full Belle Georg Jensen Design Awards 2009 conditions of entry, see the Terms and Conditions and entry form at the end of this document.

SUBMITTING AN ENTRY

Entrants for this award category are required to submit:

- A completed and signed official entry form
- A biography of the designer/s (100-150 words max. for each designer)
- A curriculum vitae (2-3 pages max. for each designer)
- A one-page document including a succinct description and explanation of the product, the year the product was designed, the date of market introduction (if applicable), and details on the concept and the entrant's/entrants' design intentions
- Up to eight pieces of supporting material, such as photographs, drawings, etc. At least five of the documents featured on this disk must be high-resolution images (max. 5MB each @ 300DPI) of the submitted design suitable for publication
- Each image file should be named using the entrant/entrants' name/s and then the image number (e.g. JOHN_CITIZEN_1, JOHN_CITIZEN_2).

3. BELLE GEORG JENSEN AWARDS BEST EMERGING INTERIOR DESIGNER

Belle magazine is committed to discovering and supporting the next generation of Australian interior designers. This award will honour an emerging interior designer who demonstrates freshness of vision and potential for design excellence. This category is open for entries from individuals that are working in a freelance capacity or in a design practice. The winner of this award will be assessed on the basis of a body of work comprising three recently completed residential or commercial interiors. Projects submitted must be well-resolved and combine beauty, practicality and originality. There is no minimum or maximum age limit for this award category and organisers welcome applications from second careerists.

The winner of this award will have their work published in *Belle* and receive:

- A cash prize of \$AU1,000.00
- A Georg Jensen 'Masterpiece' candle holder

JUDGING CRITERIA

Entries will be judged according to the following criteria:

- Evidence of an original and individual voice or vision
- Quality and development of ideas and overall concepts
- Demonstration of a successful response to each client's original brief
- Aesthetic and formal qualities
- Creativity in the resolution of the formal, functional and technical requirements of each site
- Degree of innovation in the design and use of materials
- Execution and attention to detail
- Commercial viability
- Practicality of each project design
- Recognition of current cultural, technical and sustainable interior design practice considerations

ELIGIBILITY

To be eligible for this category:

- The entrant must be an Australian citizen or permanent Australian resident
- Entrants must be emerging designers. For the purpose of this competition, an emerging interior designer is defined as: (a) a candidate working in the field of interiors that is in their final year of undergraduate interior design, or other design, studies at a tertiary institution; OR (b) a candidate who has graduated less than five years ago from undergraduate tertiary studies in the field of architecture, design, visual or fine arts
- Entrants must have been working in a freelance capacity, or as an interior designer within a design practice, for at least two years
- Projects submitted must have been completed within the last three years

For the full Belle Georg Jensen Design Awards 2009 Conditions of Entry, see the Terms and Conditions and entry form at the end of this document.

SUBMITTING AN ENTRY

Entrants for this award category are required to submit:

- A completed and signed official entry form
- A biography of the designer (100-150 words max.)
- A curriculum vitae (2-3 pages max.)
- A two-page document that includes information on each of the three interior design projects submitted. This document must provide a succinct description of each project, including details of client briefs, the date each project was completed, the unique requirements of each project, the development and implementation of a design concept, and any other relevant information.
- Up to 12 pieces of supporting material, such as photographs, drawings, et al. At least nine of the documents featured on this disk must be high-resolution images (max. 5MB each @ 300dpi) of the projects
- Each image file should be named using the entrant's name and then the image number (e.g. JOHN_CITIZEN_1, JOHN_CITIZEN_2)
- Freelance entrants must supply their ABN registration information demonstrating their status as sole traders and the date that they were registered

4. BELLE GEORG JENSEN AWARD BEST COMMERCIAL INTERIOR

Over the years, *Belle* magazine has featured some of Australia's most outstanding commercial interiors. Through our pages, readers have been introduced to some of Australia and the world's most stylish boutiques, restaurants, bars, hotels and showrooms. The Belle Georg Jensen Award – Best Commercial Interior continues *Belle's* celebration and promotion of interior design excellence with a particular focus on showcasing the work of Australian designers. This award will be given to an individual interior designer, design partnership or design practice for the most dynamic and sophisticated new contemporary interior design within the Australian retail or hospitality sector. Fashion boutiques, hair salons, showrooms and general retail spaces, as well as restaurants, bars and hotels may be submitted in this category. Corporate office spaces are not eligible.

The winner of this award will have their work published in *Belle* and receive:

- A cash prize of SAU1,000.00
- A Georg Jensen 'Masterpiece' candle holder

JUDGING CRITERIA

Entries will be judged according to the following criteria:

- Quality and development of ideas and overall concepts
- Demonstration of a successful response to the client's original brief
- A unique aesthetic and demonstration of an individual vision or voice
- Aesthetic and formal qualities
- Creativity in the resolution of the formal, functional and technical requirements of the site
- Degree of innovation in the design and use of materials
- Execution and attention to detail
- Practicality of the project design
- Commercial viability
- Recognition of current cultural, technical and sustainable interior design practice considerations

ELIGIBILITY

To be eligible for this category:

- The entrant/s must be Australian citizens or permanent Australian residents
- Submitted projects must have been completed between January 2008 and June 2009

For full Belle Georg Jensen Design Awards 2009 conditions of entry, see the terms and conditions and entry form at the end of this document.

SUBMITTING AN ENTRY

Entrants for this award category are required to submit:

- A completed and signed official entry form
- A biography of the designer/s (100-150 words max. for each designer)
- A curriculum vitae (2-3 pages max. for each designer)
- A one-page document giving a succinct description of the project, including details of the client's brief, the date the project was completed, unique requirements of the site, the development and implementation of a design concept, and any other relevant information
- Up to eight pieces of supporting material, such as photographs, drawings, et al. At least five of the documents featured on this disk must be high-resolution images (max. 5MB each @ 300dpi) of the project suitable for publication
- Each image file should be named using the entrant's/entrants' name/s and then the image number (e.g. JOHN_CITIZEN_1, JOHN_CITIZEN_2)

Whether you're an individual or group, you can only submit a maximum of four projects into this category. Each entry must be accompanied by its own CD of support material and individual entry form.

5. BELLE GEORG JENSEN AWARD BEST RESIDENTIAL INTERIOR

Belle takes pride in featuring the best in Australian and international home design within our pages. The Belle Georg Jensen Award – Best Residential Interior provides a further platform for *Belle* to recognise and reward the most inspirational and successfully realised residential interiors created by Australian designers. This award will be given to an individual designer, design partnership or design practice for the most dynamic and sophisticated residential interior. This category welcomes submissions of residential interiors encompassing newly built projects, as well as refurbishments of multi-residential complexes or single dwellings.

The winner of this award will have their work published in *Belle* and receive:

- A cash prize of \$AU1,000.00
- A Georg Jensen 'Masterpiece' candle holder

JUDGING CRITERIA

Entries will be judged according to the following criteria:

- Quality and development of ideas and overall concepts
- Demonstration of a successful response to the client's original brief
- A unique aesthetic and demonstration of an individual vision or voice
- Aesthetic and formal qualities
- Creativity in the resolution of the formal, functional and technical requirements of the site
- Degree of innovation in the design and use of materials
- Execution and attention to detail
- Practicality of the project design
- Commercial viability
- Recognition of current cultural, technical and sustainable interior design practice considerations

ELIGIBILITY

To be eligible for this category:

- The entrant/s must be Australian citizens or permanent Australian residents
- Submitted projects must have been completed between January 2008 and June 2009

For the full Belle Georg Jensen Design Awards 2009 conditions of entry, see the Terms and Conditions and entry form at the end of this document.

SUBMITTING AN ENTRY

Entrants may submit up to four entries to this award category.

However, each entry must be accompanied by its own CD of support material and individual entry form.

For each entry in this award category, entrants are required to submit:

- A completed and signed official entry form
- A biography of the designer/s (100-150 words max. for each designer)
- A curriculum vitae (2-3 pages max. for each designer)
- A one-page document providing a succinct description of the project, including details of the client's brief, the unique requirements of the site, the development and implementation of a design concept, and any other relevant information
- Up to eight pieces of supporting material, such as photographs, drawings, et al. At least five of the documents featured on this disk must be high-resolution images (max. 5MB each @ 300dpi) of the project suitable for publication
- All visual material should be placed in one folder on your submission CD. Within the folder, each image should be labelled with your name, or the name of your practice, and then the image number (e.g. JOHN_CITIZEN_1, JOHN_CITIZEN_2)

**THIS FORM MUST BE COMPLETED, SIGNED
AND SENT WITH EACH SUBMISSION**

If you are a design practice or partnership you only need fill out one entry form.
But you must nominate a primary contact and make sure you include the names of all the designers involved.

CONTACT DETAILS:

Name of individual designer OR design practice/partnership (if applicable):

PRIMARY CONTACT'S NAME:

ADDRESS:

PHONE: ()

MOBILE:

FAX:

EMAIL:

WEBSITE:

NAMES OF ADDITIONAL DESIGNERS INVOLVED (IF APPLICABLE):

PLEASE SELECT THE CATEGORY ENTERED:

It is possible to submit a project or entry in more than one category. However, each entry must be accompanied by its individual entry form and a CD of required support material.

- GEORG JENSEN DESIGN AWARD
- BELLE GEORG JENSEN PRODUCT DESIGN AWARD
- BELLE GEORG JENSEN EXCELLENCE AWARD – EMERGING INTERIOR DESIGNER
- BELLE GEORG JENSEN AWARD – BEST COMMERCIAL INTERIOR
- BELLE GEORG JENSEN AWARD – BEST RESIDENTIAL INTERIOR

PROJECT/PRODUCT TITLE: _____

If entering the Belle Georg Jensen Excellence Award – Emerging Interior Designer category, please enter the titles of your two additional projects below:

DISCLAIMER

1. I certify that I am the author of the works submitted and have the permission of the client where applicable to enter the work into the Belle Georg Jensen Awards 2009.
2. I certify that all information contained within this entry is true and correct.
3. I authorise *Belle* and its partners to reproduce works submitted for publication as part of the Belle Georg Jensen Design Awards program, in *Belle* magazine, on the Georg Jensen website, the Belle Georg Jensen Awards event, and all associated promotional activities and publicity, without limitation.
4. I confirm that I have read and agree to abide by the terms and conditions as detailed below and acknowledge that they may be updated and amended by the Promoter during the course of the competition and that it is my responsibility to remain up to date with the terms.

I THEREBY AGREE TO THE TERMS AND CONDITIONS OUTLINED ABOVE.

SIGNATURE:

PRINT NAME:

DATE:

INFORMATION

Information and instructions on 'How to Enter' and information included in the briefs relating to each category of this promotion form part of these Terms and Conditions of Entry. Participation in this promotion is deemed acceptance of these Terms and Conditions of Entry. By submitting your entry, you and all members of the design team responsible for the project are deemed to have accepted these Terms and Conditions of Entry.

To register an interest in entering this promotion, and to obtain an official entry pack, simply email belleawards@acpmagazines.com.au or visit the Georg Jensen website, www.georgjensen.com.au.

COMPLETED ENTRIES ARE TO BE SENT BY MAIL IN A STAMPED ENVELOPE TO:
Belle Georg Jensen Design Awards 2009
ACP Magazines, 54 Park Street, Sydney, NSW 2000

TERMS AND CONDITIONS

1. The promotion is only open to Australian residents, aged 18 years or more who meet the criteria outlined in the category they wish to enter (outlined above). For the removal of doubt an Australian resident is deemed to be someone who has legally lived and worked in Australia for 12 months or more. Entry is not open to employees of the Promoter, GEORG JENSEN (AUST) PTY LTD ('Georg Jensen') (ABN 78 000 773 633), and/or their immediate families.
2. Entries close last mail received on 18 September 2009. The Promoter is neither responsible nor liable for any late, lost or stolen mail or entries.
3. Entries will not be returned.
4. All entries (including but not limited to designs, photos and submitted works) submitted become the property of the Promoter.
5. Entries by partnerships, practices or groups in the Belle Georg Jensen Design Awards will count as one 'participant' for the purposes of these rules and terms.
6. When one designer is not the sole author, all other participants contributing substantially to the design of the product must be given credit and named on the entry form.
7. If the entry is being submitted by an employee other than the principal of the practice, the applicant must obtain approval from the principal of the work to be entered.
8. By completing the official entry form, ticking the respective boxes as required, and submitting their entry into this promotion, each entrant warrants that they have permission from all parties, including clients, copyright holders and collaborators, allowing *Belle* and its partners to publish their work in *Belle* magazine and in/on any associated promotional material, posters, and so on, including the Georg Jensen website, without limitation.
9. All entrants must provide details of the commissioning client and obtain their permission to enter the awards and for any publicity, publication or exhibition which may result from the awards program prior to entering the Belle Georg Jensen Design Awards 2009.
10. By ticking the box on the entry form you indemnify ACP Magazines (publisher of *Belle* magazine), Georg Jensen, its employees and agents and supporting partners from any liability for wrongful use or misrepresentation of the works submitted.
11. Each category has specific criteria for entry and requirements with which entrants must comply. The Promoter reserves the right, at any time, to verify the validity of entries and entrants (including but not limited to an entrant's identity, age and place of residence) and to disqualify any entrant who submits an entry that is not in accordance with these Conditions of Entry or who tampers with the entry process. A finalist or winner may be required to sign a declaration confirming their eligibility to accept the award and/or prize. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
12. Incomplete or non-conforming entries will be deemed invalid and will not be included in the judging and will be discarded.
13. In the event that an entry is subsequently found to breach any of the Terms and Conditions of Entry it will be ruled invalid and withdrawn from consideration for an award.
14. Judges reserve the right at all times to determine whether an entry qualifies as an acceptable work within the category for which it is submitted. Works the judges deem not acceptable will be ruled invalid. The judges' decision in relation to all aspects of this promotion is final and binding on all who enter – no correspondence will be entered into.
15. ACP Magazines (publisher of *Belle* magazine) reserves the right to exhibit or publish any or all of the entries.
16. By entering the promotion, each entrant acknowledges that ACP Magazines has the right to reproduce materials in whole or part, without payment of copyright fees.
17. Each entrant warrants that each entry (including entry form, design piece, photograph/s and/or other submitted material) submitted is an original artistic work of the entrant, which does not infringe the rights of any third party. All entry forms and photographs submitted become the property of the Promoter. Photographs will not be returned to any entrant. As a condition of entering into this promotion, each entrant agrees to assign an unrestricted licence (including copyright) in and to their photographs and submitted works to the Promoter. The entrant agrees to indemnify the Promoter against all claims and costs by third parties arising from a breach of the warranty set out in this condition. It is a condition of entry that the entrant provide the Promoter with all necessary permission enabling them to photograph any of the pieces submitted for entry and use these photographs and any of the entrant's/entrants' photographs for any purposes at its discretion, including using any photographs for future promotional, marketing and publicity purposes.
18. It is a condition of accepting the prize that the winners and runners-up agree to be interviewed and photographed at any time after winner notification by the Promoter or their agents for a story or feature on this promotion to be developed and featured in *Belle* magazine (or any other form of media it deems suitable). This story will feature in *Belle* magazine at a time to be determined by the Promoter. All control relating to this feature will remain with the Promoter at all times. Alternatively to attending a photo shoot, the winner and/or runners-up may be requested to provide the Promoter with a suitable photograph to be included in any such feature appearing in *Belle* magazine.

19. Entrants must disclose any issues that may generate negative publicity and impact on the success of this promotion. The Promoter can disqualify an entrant for failure to disclose any issues that may generate negative publicity and impact on the success of the Belle Georg Jensen Design Awards 2009 promotion.

20. The organisers do not make any claims on copyright or intellectual property of the designs entered other than the rights above.

21. It is a condition of accepting the prize that the winner sign any legal release and/or documentation (including but not limited to an assignment of copyright to the design) in a form to be determined at the complete discretion of the Promoter and/or GEORG JENSEN (AUST) PTY LTD (ABN 78 000 773 633).

22. The winning entry in the Georg Jensen Design Award, and potentially the designs of other finalists in this category, may be put into development in order to form part of the Georg Jensen range, provided the design meets Georg Jensen manufacturing criteria. The designer will be required to work in collaboration with the Georg Jensen design management structure to pursue this eventuality. In the event that Georg Jensen exercises the option to use the rights for production on an exclusive basis and *sine die* (without time limitations), Georg Jensen undertakes to pay a fee or royalty to the designer. Exact details of the arrangement between the designer and Georg Jensen will be outlined in an agreement to be entered into by the designer and Georg Jensen. Form of Agreement will be determined by Georg Jensen in its complete discretion.

23. The travel component of the Georg Jensen Design Award includes a return economy airfare to Copenhagen and two nights' accommodation. Prize must be redeemed in full by April 2010 (timing of travel has to be approved by Georg Jensen to ensure the availability of the design director). The prize does not include transfers, medical expenses, travel insurance, visas, items of a personal nature, meals, beverages, airport or port taxes, government taxes or levies, laundry, telephone calls, additional nights, room upgrades or other ancillary costs associated with redeeming the prize other than those specified. The prize is non-transferable or exchangeable and cannot be taken as cash. Any extension to the duration of the prize is at the winner's sole expense and subject to availability at the time of booking. The prize does not cover regional flights or any flights/accommodation or other costs associated with travel to/from winner's place of residence to point of departure. Any costs associated with returning to your place of residence and all other ancillary costs are at the winner's own expense.

24. The winner (and any companion) is responsible for ensuring that they have valid passports, requisite visas, vaccinations, and any other required travel documentation. The winner (and any companion) must depart from and return to the same point of departure and travel together. Frequent-flyer points will not form part of either prize. Standard conditions for tickets and accommodation apply. It is a condition of accepting the prize that the winner may be requested to present their credit card upon arrival at the hotel to cover all incidentals they may incur during their stay at the hotel.

25. In the event that a portion of the prize is awarded to the winner in the form of a voucher/ticket/pass, redemption of that portion of the prize will be subject to the terms and conditions stipulated on the voucher/ticket/pass. The Promoter will not be liable for any voucher/ticket/pass that has been lost, stolen, forged, damaged or tampered with in any way. Where prize or portion of prize is cash, the prize will be awarded in the form of a cheque made in favour of the winner.

26. Prizes do not include any ancillary costs associated with redeeming the prize. These are the responsibility of the winner. Selection of items awarded (including but not limited to style, design, colour, material, texture, etc.) is determined by the Promoter in its complete discretion.

27. The Promoter accepts no responsibility for any tax implications that may arise from the prizewinnings. Independent financial advice should be sought.

28. Except for any liability that cannot be excluded by law, the Promoter (including its officers, employees and agents) excludes all liability (including negligence) for any personal injury, or any loss or damage (including loss of opportunity), whether direct, indirect, special or consequential, arising in any way out of the promotion, including, but not limited to, where arising out of the following: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third-party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Conditions of Entry; (e) any tax liability incurred by a winner or entrant; (f) participation in the promotion; and/or (g) redemption of a prize.

29. Finalists will be notified of exact details of the awards evening in a form to be determined by the Promoter and will be provided with such details at the time of notification of finalists' success in having being selected. Each finalist is responsible for making their way to and from the awards evening on the date stipulated by the Promoter. The Promoter is not responsible for any ancillary costs associated with attending the evening. These are the responsibility of each finalist and/or invitee. The awards event is currently scheduled to take place on 29 October 2009 at a venue to be determined and announced by the Promoter. The Promoter is not responsible for any loss incurred in the event that the scheduled awards evening is cancelled, postponed or rescheduled for any reason whatsoever.

30. The collection, use and disclosure of personal information provided in connection with this competition is governed by the ACP Privacy Notice (see Contents page of *Belle* magazine for location in each issue).

31. By entering, the entrant consents to receipt of any email regarding the awards, and other emails which inform the entrant of the Promoter's and Georg Jensen's other publications, products, services and events, and promote third-party goods and services they may be interested in.

32. The Promoter is ACP Magazines Ltd (ABN 18 053 273 546) of 54 Park Street, Sydney, NSW 2000.

FOOTNOTE: ¹ See sections 22 and 23 in the Terms and Conditions located at the end of this document for more information.

