

1. Purpose

The 4th "Dreams Come True" Design Competition to be organized by Cemer aims to make existing and future urban living spaces more improved, more healthy, environmentally more valuable and redefine them on sustainability basis under the theme of "Breathing/Breathable Living Spaces".

2. Category

The scope of this category is designing PLAY EQUIPMENT to create a BREATHING/BREATHABLE living areas which will contribute to children's spiritual and physical development to the children of today and tomorrow.

3. Organization

The competition is organized by Cemer Kent Ekipmanları San. Tic. A.Ş.

4. Categories and Terms of Participation

Applications for the competition will be made in two different categories as Student and Professional.

5. General Rules of Participation

The general participation rules for both student and professional categories are given in the following articles.

5.1. Competitors can participate in the competition in only one category (student or professional) with maximum three different projects.

5.2. Students or Professionals may participate individually or as a team. A student certificate is required for the students and a chamber membership document is required for the professionals.

5.3. The competitors must register at www.dustengercege.com and the application period must be completed on the website.

5.4. Persons who are partners, employees or first-degree relatives of any of the employees of Cemer Kent Ekipmanları A.Ş. or members of the jury cannot participate in the competition.

5.5. For each project participating in the competition, these features are demanded: it has not been produced before, has not been made available to the public, has not been placed in a similar competition and has not been awarded. In case of nonconformity to the rules, the relevant project will be disqualified. If such a project is determined, the prize will be taken back and rank will be canceled. If the projects submitted to the competition are not authentic and the third parties put in a claim for the design, the entire responsibility belongs to the competitor/competitors.

6. Student Category

6.1. The participants must be an undergraduate or graduate student to take part in this category.

6.2. Students can participate as a team or individually.

6.3. It is required that the competitors are still studying a bachelor's or a master's program at any department of Fine Arts, Design and Architecture faculties of the universities or at any Landscape Architecture Department or Industrial Design Department within other faculties.

6.4. In group participation, all the team members must be students and at least one student must fulfill the condition stated in (6.3).

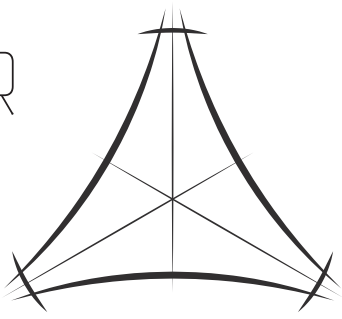
6.5. Those who have graduated or will graduate from the undergraduate or graduate programs of the related departments in 2020 have the right to apply from the student category.

7. Professional Category

7.1. Students can participate as a team or individually.

7.2. It is required that the competitors have license or post graduate degree at any department of Fine Arts, Design and Architecture faculties of the universities or at any Landscape Architecture Department or Industrial Design Department within other faculties.

7.3. In group participation, at least one professional must fulfill the condition stated in (7.2).



8. Participation Process

Applications to the competition shall be made on "www.dustengercege.com" web site in two stages and online. Online application is made on website by accepting the competition conditions (digital approval) and completing the application articles listed below on website.

8.1. First Stage: Creation of application account

The competitors must register their credentials in the system to create an application account. When the registration is complete, the application account will be created for competitors to upload their projects. Access to the application account will be made through the NICKNAME and ACCOUNT PASSWORD created by the system automatically. This information will be automatically sent to the e-mail address registered during application. When the competitors register their personal information in the system, they are deemed to have accepted all conditions stated in the competition conditions.

8.2. Second Stage: Project submission

The project is submitted by entering to the application account and uploading the project's visuals and design explanations. The project visuals will consist of three (3) A3 size design sheet and digital sheet and will be digitally loaded into the system.

8.3. There should be no words or signs in the project sheets and in the written explanations that will specify the identity of the competitor. Otherwise, the project will be removed from the project competition. As NICKNAME will be automatically determined by the system for each application, the uploaded sheets and texts will be matched directly to NICKNAME. For this reason, designers should not add their NICKNAME to the sheets.

8.4. Design sheets will be organized as PRODUCT VISUALS (A), USAGE SCENARIO (B), and TECHNICAL SOLUTION INFORMATION (C).

A: A design sheet with a light-colored background bearing visual/visuals containing a perspective view,

B: Design sheet containing product usage scenario or visuals supporting presentation board A,

C: Sheet containing details about product material, production technology, size and technical features.

8.5. Each sheet must be designed with 150dpi resolution and must be maximum 5mb and horizontal. The file extension must be in jpeg format. Written explanations of the project will be uploaded as text to the parts DESIGN PURPOSE (500 characters), INNOVATIVE ASPECTS (500 characters) and PRODUCTION METHOD AND TECHNICAL FEATURES (200 characters). For this reason, it is recommended to keep text size at maximum level in the visuals. The project description will be automatically inserted into the digital layout that will be used by the system in jury assessment.

9. Competition Calendar

9.1.

Announcement Date	: 13th January 2020
Questions & Answers Date	: 19th February 2021
Final Application Date	: 1th March 2021
Jury Assessment	: 4 - 6th December 2021
Prize Ceremony	: June - July 2021

9.2. The results will be announced on the competition page. In addition, ranking project owners will be informed by e-mail.

9.3 Cemer reserves the right to change the competition calendar. In case of any change in the calendar, updated information will be available on website.

10. Prizes

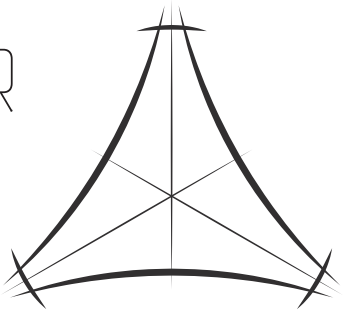
10.1. In each category from the applicants a total of six prizes as the first, second and third will be awarded and honorable mention/s will be granted with public voting.

10.2. Student Category

First Prize	: 1.500 EURO
Second Prize	: 1.000 EURO
Third Prize	: 750 EURO
Student Honorable	: 500 EURO

10.3. Professional Category

First Prize	: 2.000 EURO
Second Prize	: 1.500 EURO
Third Prize	: 1.000 EURO
Honorable Mention	: 500 EURO



10.4. The jury reserves the right to not award a prize if any project is not deemed suitable for prizes mentioned above.

10.5. Prize-winning participants' prizes will be paid by bank transfer during the prize ceremony which will take place at a date determined by CEMER Kent Ekipmanları A.Ş.

11. Jury

11.1. The jury will be comprised of academic representatives of the related departments of the Fine Arts, Design and Architecture faculties, representatives of professional organizations and national and international professionals. The jury list will be updated during the competition calendar. Updates will be published on the contest website.

Ayça Mehlig
Landscape Architect
Geprüfte Sachkundige gemäß DIN EN 1176/17
ABC-TEAM Spielplatzgeräte GmbH - CEO/Partner

Engin Aktaş
Landscape Architect
PTM Project Design Center

Sertaç Ersayın
ETMK- President of Industrial Designers
Professional Association

Barış Ekmekçi
Landscape Architect
Cofounder of Studio BEMS

Dr. Murat Memlük
Cofounder of Mdesign

Gizem Karabay Can
Landscape Architect
Cofounder of Goland Kentsel Tasarım A.Ş.

Tarık Yaşar
Landscape Architect
Founder of TYLA

Ece Yalım
Industrial Designer
Cofounder of Artful Interior & Ece Yalım Design Studio
Architecture Office

Murat Arıkut
Industrial Designer

Münire Sağat
Cofounder of Studio BEMS

Assist.Prof. Tolga Benli
Yaşar University, Faculty of Art and Design/
Head of Industrial Design Department
Yasar University Design Appli. Res. Center Directore

Ceyda Özbilen
Landscape Architect
Founder of CEYPEYZAJ

11.2. Advisory Board

Dr. Ayşegül Oruçkaptan
Master Landscape Architect
Union Of Chambers of Turkish Engineers And Architects /
Chairman of Chamber of Landscape Architects

Murat Ermeydan
Master Landscape Architect
Union of Chambers of Turkish Engineers and Architects
(TMMOB) / Chamber of Landscape Architects 13th Term
Chairman

Zafer SAYIN
Industrial Designer
Cemer Kent Ekipmanları A.Ş. Vice - General Director

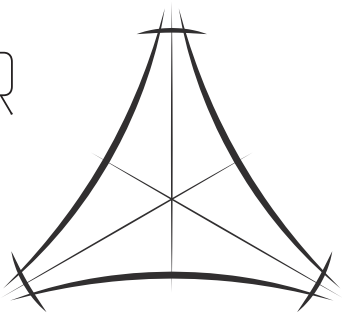
11.3. Comitee Board President

Fuat Eroğlu
Civil Engineer
Cemer Kent Ekipmanları A.Ş. Chairman

11.4. Comitee Board Vice President

Dr. Burcu Ayan
Master Landscape Architect
On Design Project Coordinator

Aziz Burak Eroğlu
Industrial Engineer
Cemer Kent Ekipmanları A.Ş. Vice - General Director



11.5. Comitee Board Members

Ezgi Baylan
Industrial Designer
Cemer Kent Ekipmanları A.Ş. Design Center Manager

Melda Cinsdemir
Graphics Designer
Cemer Playgrounds Corporate Communication Executive

Zeynep Yazıcı
Landscape Architect
Cemer Kent Ekipmanları A.Ş. Design Center Project Design
Executiv

Barış Balcı
Software Developer
Cemer Kent Ekipmanları A.Ş. It Manager

Cansu Sezgin
Visual Communication Designer
Cemer Playgrounds Corporate Communication Executive

12. Assessment Criteria

12.1. The competition-participating projects will be assessed by the jury as a whole on these criteria: experience offered during playing, Innovativeness and Authenticity, Creativity, Applicability, Serial Production Possibility and other criteria based on these criteria that the jury may add during the assessment.

12.2. Pre-elimination will start when the projects are sent to the jury members and the projects that pass the pre-elimination will be assessed.

12.3. The jury assessment will be made on the date of jury meeting when the absolute majority is provided.

12.4. After the first 3 prizes are determined by the jury, the honorable mentions will be awarded with the "public voting" system which will be opened on www.dustengercege.com website.

12.5. The design chosen for the honorable mention will be determined by the public voting.

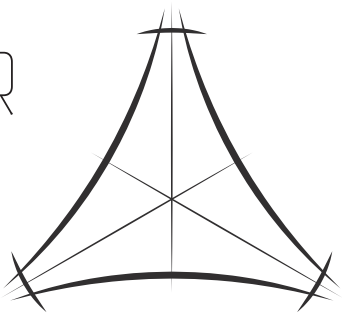
13. Design Rights

13.1. In accordance with the Industrial Property Law, all designers participating in the competition have the right to apply to the Turkish Patent and Trademark Authority and get an "Industrial Design Registration Certificate" for their designs in order to protect their "new and distinctive" designs with which they participate. Participants interested in the application can access the necessary information at <http://www.tpe.gov.tr>.

13.2. The competition organizer Cemer Kent Equipment San. Tic. A.Ş. reserves the right to exhibit the participating designs which it deems worthy in different cities and countries. The competition organizer Cemer Kent Equipment San. Tic. A.Ş. will have the right to publish, archive and exhibit all projects participating in the competition at home and abroad indefinitely and without paying any price to the participant. On the other hand, it declares with this document to the participants that it will ensure the safety of the works and all documentation.

13.3. If a high ranking work in the competition within the scope of the project becomes a work to be protected within the scope of the law no 5846 "Law of Intellectual and Artistic Works", the financial rights of the work, such as processing, reproduction, dissemination, representation, public transmission rights, and patent rights exclusively belong to the participant. If the competition organizer Cemer Kent Equipment San. Tic. A.Ş., wants to obtain a license for the use of these rights and/or industrial design rights for a certain period of time or to transfer such rights, it is necessary for them to make a contract with the participants and agree on the price to be paid. The participants accept by their participation in the competition that if Cemer Kent Equipment San. Tic. A.Ş. wants to take over the rights of the project, the amount to be paid for the related project within the scope of the agreement to be made with the participant is maximum **2000 EURO** for ranked projects and will not exceed **2000 Euros** for non-ranked projects. In addition, the participants have to offer the transfer and/or license rights first to Cemer Kent Equipment San. Tic. Inc. company in writing. If it does not find it appropriate, then the participant can present his projects to any company.

13.4. Participants of the competition must obtain the permission of all participants for commercial use. If the project organizer Cemer Kent Equipment San. Tic. A.Ş. deems appropriate, it may attempt to purchase the project in accordance with article 13.3.



13.5. In case the rights of competitors participating in the competition are being used by getting license or via transfer, the rights/moral rights of the competitors to demand for determination of their names as designers, owners or inventors according to the project subject are reserved.

13.6. The competition organizer Cemer Kent Equipment San. Tic. A.Ş. may produce one or more sample models to display the designs that it deems appropriate from the participating designs, and can display these models temporarily or permanently without paying any price to the participant.

13.7. Unless otherwise specified by the competitors, the names of the participants may be announced and published together with their projects. If the competitors demand during the application that their personal information not be announced; such projects will take place in the exhibition, booklets and catalogs to be created at the end of the competition, but will not include the name, contact information or photographs of the designers. This means that their identities are closed only to the media and the public. This does not mean that the identities are closed to the Competition Secretariat and Members of the Jury after the application uploading date. If the applicants do not demand their personal information to be kept secret during application, the design owners will be included with their open identity at the exhibition to be organized, in booklets and catalogs to be created at the end of the competition.

13.8. Personal Data Protection and Privacy

Definitions:

“Personal Data”: Any information relating to an identifiable or identified natural person.

Processing of personal data: Any operation which is performed upon personal data such as collection, recording, storage, preservation, alteration, adaptation, disclosure, transfer, retrieval, making available for collection, categorization or blocking its use by wholly or partly automatic means or otherwise than by automatic means which form part of a filing system;

Data controller: Natural or legal person who determines the purposes and means of the processing of personal data, and who is responsible for establishment and management of the filing system.

Third Person: Natural person whose personal data are processed by the data controller.

“Confidential Information”: The parties accept, declare and undertake that the information that they obtain during the performance of the contract such as the trade secrets, R&D data or any other information or data that may lead to commercial gain or damage the other party in any way

including loss of reputation will be used only for the purposes of this contract and that they will use and take all kinds of measures, including the undertaking of such information from the relevant personnel, and that they will not disclose such data and information to a third party without the written consent of the other party.

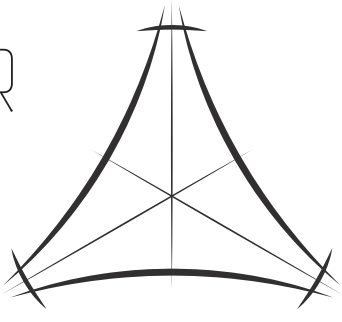
The identity (name and surname), professional experience (educational status, occupation/certificate information), communication data (telephone number, e-mail address), visual and audio recordings (photo) information of the participants can be transferred to Social Media or Group companies for storage by Cemer only for the purposes of Checking Compliance to Competition Conditions, Conducting Advertising/Campaign/Promotion Processes, Conducting Sponsorship Activities, Conducting Loyalty Processes for Companies/Products/ Services, Organization and Event Management, Conducting the Contract Process and within the scope of establishment and execution of the contract to be started upon the sending of CVs by the participants and jury member for as long as required for the abovementioned purposes.

In order to ensure that the transfer of Personal Data to be transferred by Cemer and Jury Members and Participants to each other is carried out in accordance with the law and to prevent unauthorized access to such Personal Data by third parties and to take all necessary technical and administrative measures and to ensure confidentiality, all parties must act in accordance with the Law on Protection of Personal Data and related legislation.

The Participant or the jury members accept, declare and undertake that they shall not disclose the Confidential Information obtained from Cemer within the scope of the contract, keep it confidential, keep it secret, secure it, and will not disclose the confidential information in whole or in part to any third party or unauthorized person without Cemer's prior written consent.

The participant may not disclose the personal data he/she accesses to third parties against the provisions of Law No. 6698 on the Protection of Personal Data and this contract. The Participant shall take all necessary technical and administrative measures to ensure the appropriate level of security in order to prevent unlawful access to the Personal Data he/she accesses. These obligations continue indefinitely after the contract is terminated.

Cemer will keep the personal data it has processed for the period specified in the Personal Data Storage and Disposal Policy and will destroy it due to reasons such as expiration of the period, legal reasons, application of the person concerned, or lack of data processing reason. Cemer determines the Storage and Destruction Periods in compliance with the maximum storage periods specified in



Law and the relevant legislation.

The obligations regarding Privacy and Protection of Personal Data within the scope of this contract shall continue to apply indefinitely, regardless of any time limitation of the commercial relationship between the Parties.

You may forward your requests and applications under Article 11 of the Law on Protection of Personal Data No. 6698 "regulating the rights of the person concerned" to Cemer.

13.9. The legal responsibilities arising from the fact that the designs participating in the competition are not authentic, do not bind Cemer Kent Ekipmanları San. Tic. A.Ş. All responsibility belongs to the competitor. In such cases, the prize of the competition is canceled, and the prizes taken back after necessary determinations. The canceled project and -if any- other applications of the competitor/s who apply for the competition with the project in question will be disqualified. If the project won a prize, this prize and -if any- all prizes that the competitor/s who apply for the competition with the project in question are demanded back by Cemer Kent Ekipmanları San. Tic. A.Ş. In the contrary case, the necessary legal remedies will be sought.

13.10. The number of the prizes and prize number conditions of the competition can be changed with the joint decision of Jury Committee and if it is deemed necessary in terms of utility of the competition.

13.11. If the prize amount received by the prize winner in the competition exceeds the tax exemption limit according to the laws of Republic of Turkey, the tax liability to be paid belongs to the relevant designer.

13.12. The price won by the competitors who are T.C citizens will be paid in TL at the central bank exchange rate dated 02.01.2020.

14. Competition Secretariat and Contact Information

Address : Cemer Kent Ekipmanları San. Tic. A.Ş.
Bahçelievler Mahallesi, 430 Sokak, No: 16
35875 Torbalı - İZMİR / TÜRKİYE

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