

## **Benjamin Moore Student Design Challenge Official Rules**

**The Challenge:** Design a room (or 2 or 3), residential or commercial, that evokes an emotional, physical, or spiritual connection to the environment. The design should reflect social responsibility, economic feasibility, and sustainability.

### **Criteria:**

Think: Socially Responsible. Economically Feasible. Sustainable.

A minimum of 5 Benjamin Moore paint colors must be used in the design and must be noted in a concept brief included in your submission. Revolutionary and forward-thinking uses of paint as a design element will receive special attention.

Designs should indicate a consideration of lighting, texture, pattern, and material.

Designs with an exterior component will receive special attention.

**How to Enter:** No purchase necessary or fee to enter or win. The Entry Presentation must be received on or before December 7, 2012. Entry Presentation must be mailed to Benjamin Moore & Co., 101 Paragon Drive, Montvale, NJ 07645, Attn: Student Design Challenge.

Entry presentations must be on CD-ROM or DVD-ROM in a PowerPoint (.ppt) or Keynote (.key) format. The entry presentation may include plans, elevations, and 3D perspectives. High-resolution images may be included in TIFF, JPEG, or PDF format at 300 dpi. A written concept must be included in Word (.doc, .docx) format or PDF format and must include the entrants contact information. The first slide must include: full legal name, permanent mailing address, date of birth, name of college or university, email address, and telephone number.

Additional views, 3D models, and fly-through movies are encouraged and may also be included on the CD-ROM or DVD-ROM in the following file types:

Autodesk® AutoCAD®, Adobe® PDF, Adobe® Photoshop®, Adobe® Illustrator®, Adobe® In Design®, Google® Sketch up®, .MOV, or .AVI.

**Eligibility:** Participation is open to all junior or senior undergraduate and first year graduate school students enrolled in an accredited architecture or interior design program in a US or Canadian college or university. Entrants must be 18 years or older. Employees of Benjamin Moore, its agencies and their family members are NOT eligible to enter.

**Judging:** Entry presentations will be judged by a panel of Benjamin Moore judges, whose decisions are final.

**Prize:** Grand Prize Winner will receive \$5,000.00 to use towards tuition. First Place Winner will receive \$2,500.00 to use towards tuition. Second Place Winner will receive \$1,500.00 to use towards tuition. All Winners will receive an Apple® Ipad® loaded with Benjamin Moore® Apps.

The Winners' college or university will receive up to 25 gallons of Benjamin Moore Ultra Spec® 500 paint for use in bringing Benjamin Moore® color to the student population.

Winners are solely responsible for the reporting and payment of all federal, state, and local taxes incurred by acceptance and use of a prize, if applicable.

**Notification:** Winners will be notified by Benjamin Moore on or about December 14, 2012, by telephone or email. If a winner cannot be notified within three (3) days of notification attempt, the prize will be forfeited and an alternate winner will be selected from all eligible entries. Prizes will be awarded by December 28, 2012.

All Entry Presentations will become the exclusive property of Benjamin Moore and may be used in publications, promotions, articles, seminars and on Facebook.com, Benjaminmoore.com, and Nuance® magazine, YouTube®, or any other media at the discretion of Benjamin Moore.

By entering, Entrants: (i) consent to be contacted for trade publications and grant permission to use their personal information in article(s) and digital media, (ii) agree to be bound by the decisions of Sponsor which are final and binding in all matters, and (iii) grant sponsor permission, unless prohibited by law, to use their names, cities and states of residence, voices, pictures, biographical information and likenesses, without compensation, notification or permission, for the purpose of advertising and publicity in any and all manner or media, now or hereafter known, throughout the world in perpetuity. In order to claim the prize, Winner (i) must meet all eligibility requirements, (ii) may be required to produce proof of identity, address and birth date, and (iii) must execute and return certain winner documents (as applicable), including an affidavit of eligibility, tax acknowledgment form, liability release and, except where prohibited by law, use of name and likeness releases. Such documents must be completed in full and returned within five (5) business days of issuance either via facsimile or US registered mail. Failure to do so or if: (i) any prize or prize notification is returned as undeliverable, (ii) Winner declines his or her prize, or (iii) a potential Winner is determined to be ineligible for any reason, will result in disqualification of such Winner and an alternate winner may be selected by random drawing at the Sponsors' sole discretion. Sponsors will use reasonable efforts to pick an alternate winner but in the event an alternate winner cannot be determined, the prize will not be awarded.

Selected Entry Presentations may be posted on Benjamin Moore.com and Facebook.com. Winners will be chosen based on

the level of execution observed by the judge(s). The judges' decisions are final and binding.

**Conditions:** Entries submitted must be the original creation of the Entrant. All entries submitted and all rights, title, and interest thereto, including world-wide intellectual property rights and concepts or ideas depicted therein, become the sole property of Benjamin Moore, and may be used by Benjamin Moore for any purpose in media whatsoever (without obligating compensation or review), and may or may not be returned.

**Release of Liability:** All Entrants on their behalf and on behalf of their heirs and assigns, agree to indemnify, hold harmless and release Benjamin Moore and its parent company, distributors, affiliates, and subsidiaries, service agencies and independent contractors and their respective officers, directors, employees, agents, (including advertising and promotion agencies), and all others associated with the development and execution of this contest from and against any and all alleged and actual claims, actions and liabilities with respect to or in any way arising from this contest, participation in any contest or prize activities, or delivery, acceptance, use or misuse of a prize, including, but not limited to personal injury, bodily injury (including, without limitation, wrongful death and disability), damage to property, and damage or loss of any other kind whether or not caused in whole or in part from the negligence of Benjamin Moore (or its authorized third parties).

**Winner's List:** For a copy of Winners' names, send a self addressed, stamped envelope to the following address between December 15, 2012 and March 31, 2013: Benjamin Moore & Co., Student Design Challenge, 101 Paragon Drive, Montvale, NJ 07645.

**Sponsor:** Benjamin Moore & Co., 101 Paragon Drive, Montvale, NJ 07645.