

Rules and Regulations Application for the Edmond de Rothschild Design Award in Product Design

February 2025

This form is attached to the application of: _____ (name of the studio, hereinafter referred to as "the applicants") for the Edmond de Rothschild Design Award (hereinafter referred to as "the award"). This annex constitutes an integral part of the submission process for the 2025 Product Design Award.

In the category (please mark the relevant category*):

- Established Designer - active designers in Israel who are 41 years of age or older.
- Emerging Designer - active designers in Israel who are 40 years of age or younger.

* In a submission for a studio, the category will be determined by the age of the leading partner. If there are multiple equal partners in different age categories, the choice of category is subject to the studio's discretion.

By signing this document, the applicants hereby commit that they have thoroughly read and understood the details of the rules and regulations, and that their application complies with all the stated conditions.

Signed:

Full name

Date

Signature

Application Rules and Regulations February 2025

1. The Prize:

1. The Edmond de Rothschild Design Award (hereinafter: "the award") will be awarded to Israeli designers selected by the judging committee (hereinafter: "the committee"), subject to the provisions of this regulation.
2. The award is triennial (each year focusing on a different field, in accordance with the provisions of clause 2 below) and is aimed at promoting excellence in design through public recognition of established and emerging designers with a significant body of work of high quality, as well as to raising public awareness in Israel of the importance of the design field.
3. The award will be presented in two categories (hereinafter collectively referred to as the "awards"). Within each category, two winners will be selected (totaling 4 winners), in accordance with the provisions of this regulation, as follows: Category 1: Award for Established Designers; Category 2: Award for Emerging Designers.
4. The award is a monetary prize, as detailed below:
Winners of Category 1 will receive a prize of 65,000 ₪ per studio;
Winners of Category 2 will receive a prize of 65,000 ₪ per studio;
Additionally, each winner will be awarded a printed certificate and an official winner's trophy, as well as participation in the award ceremony events.
5. The award logo will appear in all promotional materials related to the awards.

2. Relevant Fields and Emphases for Choosing the Winners:

1. The award will be granted to outstanding designers, recognizing their significant role in shaping contemporary culture with a unique and creative body of work, and their contribution to advancing society, economy, technology, and industry.
2. This year, the winners will be selected based on two specialized areas of focus:
One established designer + one emerging designer with a commercial and public focus: portfolios from established and emerging designers that specialize in projects commissioned by private and public entities, as well as industrial-scale projects. This includes, in addition, independent design brands that showcase sustained and committed commercial initiatives.
One established designer + one emerging designer with a research and experimental focus: this award recognizes portfolios from both established and emerging designers engaged in independent or commissioned experimental projects. These portfolios delve into both theoretical and practical research, explore material and technique development, establish unique languages, and emphasize conceptual and speculative design.

3. Emphasis will be given to designers with innovative and pioneering projects, those who have a broad societal influence and meaningful execution. Additionally, emphasis will be given to designers whose work expands the boundaries of the field and who create projects with cultural relevance, reflecting diverse voices in Israeli society.
4. The details of these criteria appear on the award's website, www.edrdesignaward.com (hereinafter: "the award website" and/or "the website").

3. Application Eligibility Criteria:

Precondition: an application will be considered only for a candidate who meets the following cumulative conditions:

1. Application of a design studio, meaning an entity exclusively engaged in design services. In this context, a studio may be considered one where a single designer (the applicant), a partnership studio, or a studio employing a team of designers, operates. The number of individuals working in the studio will not affect the total prize amount.
2. Israeli citizen or a studio with its artistic activity centered in Israel actively involved in design;
3. Holds a bachelor's degree from a recognized institution of higher education in Israel or abroad;
4. Portfolio comprising at least one project from the past two years.
5. All submitted works must be those executed in full or predominantly by the applicant or studio, commercially or independently. Projects carried out within the framework of academic studies for a bachelor's degree will not be accepted. (Emerging designers are allowed to include in their portfolio final projects submitted as part of advanced design degrees, indicating the framework in which they were executed and the names of the academic supervisors involved in the project.)
6. For each project presented in the portfolio, the names of participating designers, whether within the studio or through external collaborations, must be clearly listed, accompanied by a description of their respective roles in the project.
7. In the event of an application by a design studio, it is mandatory to provide the curriculum vitae (résumé) of the head designer and of all partners. Optionally, résumés of designers currently employed in the studio at the time of submission may also be included (subject to the discretion of the applicants);
8. The designer/studio must submit a statement of intent, encompassing the vision of the designer/studio.
9. Judges of the award, committee members, the award management team, and their first-degree relatives are prohibited from applying for the award. This restriction will take effect from the date those mentioned above assumed their roles and will be in force for three years thereafter;
10. Application for the award will only be considered for individuals who are alive throughout the committee's selection process;
11. The applicant did not previously receive an award from the Foundation, including in a different field;
12. The applicant is not employed by the Edmond de Rothschild Foundation during the submission of their application and the committee's selection process;
13. The submitted applications must, in practice, comply with the terms, requirements, and instructions specified in the rules and regulations;
14. The committee has the authority to approve participation even if the applicant does not meet all the specified conditions, in exceptional cases and with the approval of the Foundation.

4. Commitments of Applicants and Winners:

1. A professional judging committee will review the submissions and select the final shortlist of 22 candidates, which will be published on the award's website.. The submission of an application for the award serves as consent to participate in these activities if the application is accepted and chosen for the shortlist.
2. Eligibility for the award and inclusion in the final shortlist are subject to the candidate's agreement and commitment to fulfill the following conditions:
3. Active participation in events associated with the award, engaging in public relations initiatives, and promoting participation in the competition, group exhibitions, photography, and publicity production.
4. Consent to the publishing of relevant materials (including edited résumés, photos, etc.) to the award's website and/or in local and international media, at the discretion of the award management, and agreeing to provide the committee with any other document required for the purposes of the award.

5. Judging Committee:

1. The judging committee will consist of 7 members (including the committee chairperson), who will be selected by the steering committee. The committee chairperson is Baroness Ariane de Rothschild, who will join the final judging stage.
2. The committee will include key figures in the Israeli design field, representing various approaches and diverse voices, in addition to two international professionals from the relevant field of design and a Foundation representative. Committee members will serve for a term of 12 months from their appointment date.
3. Judges will sign a proper disclosure form to prevent conflicts of interest, as well as a confidentiality agreement.
4. Exceptional statements will be referred for legal opinion. A judge who refuses to sign any of the mentioned forms will be disqualified from their position, and the award administration may appoint another judge in their place.
5. The award administration will strive to maintain a diverse academic representation within the committee, as conditions allow. It is essential to note that committee members do not represent or operate on behalf of the academic institution or any other entity.
6. In the event that a member of the judging committee becomes unable to fulfill their position before the completion of the judging process, including due to resignation or death, the award administration retains the authority to appoint an alternative judge to assume their responsibilities.
7. The judging committee will prepare a reasoned decision in writing regarding the selection of the award winners. A complete protocol of the judging sessions will not be published.
8. The names of the judging committee members will be kept confidential and will not be disclosed to the public until determined by the award administration, and after the completion of the winners' selection process. Judging committee members undertake not to reveal their appointment as committee members nor other details related to the judging process until the aforementioned time.
9. Committee decisions will be made by a majority vote. The judging committee has the right to decide not to award the prizes, either in full or in part, if suitable candidates for the prizes are not found, in full or in part.

10. The judging criteria will be available on the award's website.

6. Application Requirements:

1. Portfolio:
 - A document detailing key and selected projects in PDF format only.
 - The document should be submitted in English (information may be included in both English and Hebrew).
 - The portfolio will be the chief document reviewed by the judging committee.
 - The portfolio for an established designer will include 10-15 projects; for an emerging designer, 7-15 projects.
 - Portfolios (in both categories) will include detailed information for 3-6 selected projects, including the work process, sketches, research, project description, application description, real-world impact, and any other relevant materials.
 - All submitted works must be those carried out on behalf of the applying studio. Each project in the portfolio should specify the names of the designers involved (including collaborators), along with their roles in the studio during the project's execution, and the client or the framework for which the project was undertaken.
 - The suggested length of the portfolio is 50 pages. Empty documents, or documents containing only references to external platforms or websites, etc., will be automatically disqualified.
2. Detailed Curriculum Vitae (résumé):
 - A document in English containing information on education, employment, exhibitions, awards, teaching experience, additional projects, etc., of the lead designer at the studio. In the case of equal partners, the CVs of all partners should be attached. In the case of a studio with additional designers, include a list of all the designers in the studio at the time of submission. CVs for all or some may be submitted.
3. Statement of Intent: A text document outlining the personal perspective of the studio or lead designer concerning their professional work.
4. Photocopy of the ID document (Teudat Zehut) of the applicant.
5. Signed copy of these Rules and Regulations, with the candidate's initials on each page.
6. Valid personal information and contact details form, found on the application website.

7. Application Process – Stages and Timelines:

1. Open call
 - The award administration will publicly announce an "Open call," inviting the public to submit nominations for the award.
 - It is clarified that the award administration reserves the right (but is not obligated) to proactively approach individuals or relevant organizations and invite them to apply for the award.
2. Application submissions
 - Submissions will be accepted solely through the award's website, starting from February 6, 2025.
 - The deadline for submissions is May 5, 2025, unless otherwise specified on the award's website.

- Submission of mandatory supplementary materials is an integral part of the application process. These include a portfolio, a copy of the ID document, a statement of intent, professional resumes, a signed copy of these rules and regulations, as well as a completed personal details form.
 - Detailed instructions and recommendations for submitting applications and preparing materials may be found on the award's website.
 - Applications submitted before 6.2.2025 or after 5.5.2025, or those submitted through any method other than the website, will be automatically disqualified and will not proceed to the judging process.
3. Application Verification:
- All submitted materials will undergo a validity check by the award administration team to ensure compliance with its preconditions.
 - In case a particular submission is incomplete, deficient, or flawed, the award team may contact the candidates to request additional information, at its discretion.
 - If a submission is disqualified due to failure to meet the preconditions or any discrepancy, a notification will be sent via email.
 - All applicants will receive a personal email notice regarding the status of their application at the conclusion of the initial judging stage.

8. Selection of Finalists and Winners:

The application review will be conducted in three stages:

1. Comprehensive scrutiny of all submissions, validation of file integrity, adherence to prerequisites, and alignment with the pertinent award category. Following this phase, applications will be submitted to the judging committee.
 2. Preliminary Evaluation - Each member of the judging committee will independently and anonymously evaluate each application according to the established criteria. Following individual assessments, the judging committee will meet to identify the top candidates, forming the shortlist. This list, featuring the leading candidates in each category, will be made public on the award website. The shortlist will be communicated to applicants, shared with the public, and individual notifications will be sent to all applicants.
 - Prior to the final judging, a group exhibition will be organized for all applicants who have advanced to the shortlist. Additionally, their works will be featured in dedicated publications and events.
 3. Final Judging – At this stage, the entire judging committee, including international representatives, will convene to discuss the candidates and further review the materials. The committee will collectively choose the four winners and provide statements that will be published. The winners will be selected based on professional criteria, as determined by the committee.
- Applicants commit not to attempt to influence the judging results and the selection of winners. The committee is obliged to provide only the justifications for the winning choices. The committee's decisions are final, and there is no opportunity for appeal. The announcement of the winners will be made upon the conclusion of the judging process.

9. Award Ceremony:

1. The award will be presented during the Rothschild Award ceremony, scheduled for the end of 2025, at a venue and date to be determined and announced on the award website.
2. Between the first and second judging stages, there will be an exhibition or any other form of content / event that will be documented and published on the website.
3. Each of the winners will personally attend to receive the award and will be provided with invitations for family members and guests on their behalf.

It is hereby clarified that the ceremony will be photographed with stills and/or video footage, which will be uploaded to the award website. These photos will be the exclusive property of the Foundation, which reserves the right to use them for its promotional purposes in any way it deems fit. This includes, but is not limited to, uploading them to the website, sharing them on social media networks, and featuring them in promotional materials. Applicants hereby grant their prior consent for the publication of their photographs from the ceremony, in the manner and time frame determined at the discretion of the Foundation.

5. Notwithstanding the provisions of this section and its sub-sections, the award administration reserves the right to modify the specified timeline at its sole discretion, and notice of such changes will be published on the award website.

10. Instructions for Applicants and Winners:

5. Winners are required to participate in the ceremony, unless they have received prior approval from the award administration to be absent. In the event that one of the winners is absent without the aforementioned approval, the award administration reserves the right to disqualify them, award the prize to another candidate, and/or cancel the award, all at its discretion.
6. The prize winner commits to collaborating with the award administration and participating in media interviews, as applicable.
7. Recipients of the award shall bear responsibility for all relevant duties and/or taxes imposed on the prize money in accordance with the prevailing legal requirements in their case. Furthermore, the prize amounts outlined in these Rules and Regulations are subject to applicable Value Added Tax (VAT) and are not associated with any specific financial index.

The Edmond de Rothschild Design Award is a joint initiative of the Edmond de Rothschild Foundation and Shenkar College of Engineering, Design, and Art (PBC), expressing a commitment to the continuous promotion of the design field and academic excellence in Israel. The award is effectively administered through the Shenkar Institute for Research and Documentation of Design in Israel. Shenkar is dedicated to preserving the impartiality of the award. The committee tasked with choosing the winners will comprise representatives with equal standing from diverse academic institutions, encompassing various perspectives and attitudes within the pertinent design field, without showing favoritism towards graduates or faculty members of any particular academic institution.

5. As part of their inclusion in the list of winners and/or finalists, candidates and winners will be invited to submit digital copies and photographs of selected works to the digital collection of the Shenkar Institute for Research and Documentation of Design in Israel. The intake into the collection will be coordinated and carried out in collaboration with

the applicants and winners. The Institute for Research and Documentation of Design in Israel operates as an independent research body within the Shenkar College Design Faculty, catering to researchers, students, and educators in the field of design, as well as a broad audience of design enthusiasts and researchers from various disciplines. The materials transferred to the center will be cataloged in the collection and will be used exclusively for academic and educational purposes. No commercial or external use will be made of them, they will not be transferred to third parties (except with the designer's consent), and all copyright and usage rights will be reserved to the designers.

6. It is clarified that the submission of all the required documents according to these rules and regulations does not constitute a confirmation that the applicant will be considered a prize candidate and/or that they meet the conditions of this regulation. There is no obligation on the part of the foundation regarding their candidacy for the prize.
7. By applying, each applicant explicitly confirms that the information provided within the application is voluntary, and expressly agrees that this information will be retained in the award's database. The Foundation is authorized to use the received information as stated. It is emphasized that the Foundation will not disclose the information provided to other entities without the applicant's consent.
8. Certain sections of these rules and regulations are formulated in the masculine gender for convenience. It is clarified that these references are applicable to all genders.

Signed:

Full name

Date

Signature