



## LA CASA DI DOMANI BATHROOM SPECIAL IDEAS AWARD

Leroy Merlin Italia is accepting calls for entries for a students' ideas contest that will award a prize pool of € 5,000 (including taxes) to be shared among the top three winners who have submitted the best projects that represent the ideal bathroom design.

- The first-place winner will receive € 3,500.
- The second-place winner will receive € 1,000.
- The third-place winner will receive € 500.

The designers of the best projects will also be given the opportunity to:

- **Promote their project** via Leroy Merlin Italia's communication channels such as its **new bathroom catalogue**
- Complete an **apprenticeship programme at Leroy Merlin Italia**, with the goal to work on actually implementing the project (by participating in the planning and implementation of **new in-store showrooms**)
- Include the project in the "do-it-ourselves emporium" ("**Empori fai da noi**") (<https://csr.leroymerlin.it/sociale/empori-fai-da-noi/>) a space where individuals and families who need minor maintenance, repairs or decoration can meet and use the resources made freely available by Leroy Merlin Italia

Starting from a reference base model (standard 3 m X 2 m bathroom with one window and one door), participants must develop 5 mini-bathroom projects. In detail, participants shall send 4 different bathroom styles (one for each style defined by Leroy Merlin) using Leroy Merlin products, plus 1 ideal bathroom, regardless of the products being used, developing it from scratch with ad hoc fittings (e.g. bathroom cabinet, shower box, etc..).

The design ideas (5 mini-bathrooms) must be realistic and feasible, taking into account the 4 key themes that emerged from the "Osservatorio sulla Casa" survey where respondents expressed their wishes on how they would like their ideal home to be, i.e. comfortable to live in, that can help owners save money, takes into account the health and well-being of its inhabitants and is environmentally sustainable.

Participation to the contest is free of charge and will take place via the web-based design contest platform GoPillar.com.

Ideas Award Contest

The house of today and of tomorrow DEADLINE FOR SUBMISSIONS | 31 May 2019



## 1. Themes and goals of the contest

The theme of the 2019 contest stems from one of the strongest convictions of the “Casa di domani” principle: to be able to improve the quality of life making our home affordable to everyone in need. To this end, the contest’s basic concept is to develop a project that is “affordable” in terms of budget, implementation and sustainability and find ways to make our bathrooms more efficient and comfortable.

In detail, participants must submit 5 different bathroom styles taking into account of the ones defined by the survey conducted by Leroy Merlin Italia.

The challenge is to best interpret the wishes of Italians for an “affordable” bathroom that can meet the new and changing needs of modern society.

The prize will be assigned to the bathroom design that will best interpret the needs of modern housing, using the tips/needs emerged from the “Osservatorio sulla casa” research (i.e. a house that is comfortable to live in, that can help owners save money, takes into account the health and well-being of its inhabitants and is environmentally sustainable).

## 2. Participation

The Jury of Experts represented by a Scientific Committee.

The selection of the winner and the award will be assigned at the unquestionable judgment of the Jury of Experts.

Projects shall consist in the simulation of 5 types of bathroom designs, 4 of which should use the products currently in the Leroy Merlin range and 1 bathroom developed with the most suited products whether or not they are sold by Leroy Merlin.

The latest study by Leroy Merlin regarding housing trends has identified 4 macro bathroom styles which are:

- 1) Colour Design
- 2) Classic Chic
- 3) Urban Eco
- 4) Tradition

Attachment 1 contains all the references and a short description of the styles analysed by Leroy Merlin.

Starting from these 4 styles, participants are invited to create 1 bathroom design for each style using the products in the Leroy Merlin range and 1 free project, where each design choice is freely decided by the candidate. Totally 5 mini-bathroom projects should be submitted.

Moreover, each project, in addition to reflecting these styles, they should also make reference to the 4 key principle of future housing trends.

Lastly, each project must have the following characteristics:

- Feasibility
- Environmental sustainable



- Innovation of the solutions proposed
- Wellbeing
- Comfort
- Cost-efficient

Each project refers to a 3MX 2M (rectangular) bathroom with a window (see attachment), it should contain solutions concerning both the power systems (electrical/domotics/lighting and pumping) and the products used to furnish and decorate the bathroom.

In particular, candidates must supply details on the following:

- Sanitary ware
- Bathroom cabinets
- Shower
- Taps and fittings
- Floorings
- Tiles
- Decorating items
- Lighting fixtures
- Decoration
- Other accessories

1. 1 project for each style with Leroy Merlin products (for a total of 4 projects using Leroy Merlin products)
2. 1 project with ideal bathroom solutions

Totally candidates must submit 5-mini bathroom projects.

3. Characteristics of the deliverables

To join the contest, candidates must upload their project onto the web-based platform GoPillar ([www.gopillar.com](http://www.gopillar.com)) within the indicated deadlines. As a minimum, the project must include the following deliverables. Failure to submit even only one of these deliverables will result in being excluded from the contest:

For each one of the 5 mini-bathroom projects the candidate(s) must attach an architectonic description that must contain at least:

- Organization and arrangement of elements
- Layout
- Power systems

The 4 bathroom projects that use Leroy Merlin projects must include:

- Furnished layout plan in .jpg file and in vector version (.dwg or .dxf)
- Plumbing design diagram in both .jpg file and in vector version (.dwg or .dxf)
- Wiring diagram in both .jpg file and in vector version (.dwg or .dxf)
- Sanitary ware design diagram (specifying the chosen products and related costs)
- Furniture design diagram (specifying the chosen products and related costs)
- Lighting system diagram.

The project freely developed by candidates must include:

- Furnished layout plan in .jpg file and in vector version (.dwg or .dxf)
- Plumbing design diagram in both .jpg file and in vector version (.dwg or .dxf)
- Wiring diagram in both .jpg file and in vector version (.dwg or .dxf)
- Sanitary ware design diagram (specifying the chosen products and related costs)



- Furniture design diagram (specifying the chosen products and related costs)
- Lighting system diagram.

Uploading instructions and the minimum requirements of reports and diagrams are available on the dedicated contest page at [GoPillar.com](http://GoPillar.com).

#### 4. Subscriptions and participation mode

To join the ideas contest, candidate(s) must:

- Upload the documentation as indicated at [www.gopillar.com](http://www.gopillar.com)
- Complete the form at [www.gopillar.com](http://www.gopillar.com)

#### 5. Timeline

- Start of the contest - December 2018
- Deadline for submissions - 31 May 2018
- Announcement of the winners - by 30 July 2018

#### 6. Evaluation and selection of the winner

The winner will be selected and awarded by the final judgment of the Panel of Experts (read item 2).

The best projects will be decided for evaluation by the secretary office. The projects will be evaluated in anonymous form. Each participant will assign a participation code to their project.

#### CRITERIA

- Efficiency and efficacy of the solutions proposed  
UP TO 100 POINTS
- Overall development costs  
UP TO 100 POINTS
- Adaptability and modularity of projects  
UP TO 100 POINTS
- Implementation easiness  
UP TO 100 POINTS
- Quality of the project presentation  
UP TO 100 POINTS

The project with the highest number of points wins. The Jury may also appoint, at its sole discretion, up to three honour mentions. The selection of the best project by the Jury is



unquestionable and final and is based on the evaluation methods established by it.

## 7. Responsibility of the author

With the registration and the submission of the project, the candidate (individual or group) hereby declares:

- a) To be the author of the project and the owner of all the relative rights and every part thereof;
- b) That the candidate project (and/or the single parties) was never produced and does not infringe any third-party rights (such as for example, counterfeiting, unfair competition, infringement of copyright);
- c) That the project and/or the supports used do not infringe rules covered by the law (such as for example images/videos/contents that include advertisement and/or slender campaigns against brands/products of third-parties or detrimental of the dignity of individuals, or containing images and/or immoral messages).

Any project lacking even one of the requirements above will be rejected.

## 8. Conditions for participation

All the material received by Leroy Merlin will become property of Leroy Merlin which will have the right to use this material to create promotional brochures of any kind and automatically authorize the publication of the material received for communication/disclosure in both paper or digital format.

Leroy Merlin however ensures that it will use the received materials only for the "Osservatorio sulla casa. La casa di oggi e domani" project and for any related projects by indicating and making reference to the author (individual or group).

Leroy Merlin reserves the right to change the information contained in the digital files for reasons connected with the print and/or promotion formats for the several publications. Each candidate (either individual or group) is personally responsible for the publication and disclosure through the press or the internet for the purposes of this contest.

The candidate (either individual or group) understands that by sending the work it gives Leroy Merlin the right and the license - not subject to any compensation - to use, adapt, publish, distribute, reproduce the contents or in general exercise all the rights connected to the same in exclusive manner remaining the sole responsible for this activity.

## 9. Prizes and awards

The prize pool is Euro 5,000 (five thousand) "including taxes" to be shared among the three winners as follows:

- 70% goes to the best project
- 20% goes to second place



- 10% goes to third place.

The winner will be announced on the occasion of a public presentation of the projects and an exhibition where the projects will be showcased.

The website [www.osservatoriosullacasa.com](http://www.osservatoriosullacasa.com) will contain a section dedicated to the participating projects that can also be published on sector magazines (digital and paper format).

This contest is not part of the prize contests pursuant to art. 6 para. 1 of the Italian presidential decree DPR 430/2011. Pursuant to resolution n.8/1251 of 28 October 1976 the award will not be subject to backup withholding tax. Therefore, the winners have the obligation to include the value of the award in its annual income tax return.

## 10. Privacy Policy

All personal data received by Leroy Merlin for completing this contest will be processed according to the Italian Decree Law 196/03 "Personal data protection code".

The related "Information on personal data processing" is an integral part of this privacy policy.

### INFORMATION on personal data processing

1. As provided by art. 13 of Italian Legislative Decree no. 196/2003 – "Code on the protection of personal data" (hereinafter referred to as "Code"), Leroy Merlin in its quality as the "Data Processor" is required to supply the information regarding the use of personal data.
2. Source of personal data. Your personal data will be collected when registering your data, therefore becoming the Subject Data, and submitting your application to Leroy Merlin and during all the successive communications phases.
3. Purpose of the processing. Your personal data will be processed for the following reasons: a)register the data regarding the candidates that intend to submit their participation to their contest; b)analyze and evaluate the received applications, as well as the publication of the lists of finalists; c)send even by email the communication regarding the result of the evaluation; send even via email the communication regarding the organization of seminars, conferences, events organized by La Band degli Orsi and by Leroy Merlin; e)create activities for the verification and control of applicable regulations; f)collect data for statistical reasons;
4. Data processing modalities. With reference to the purposes described above, the personal data will be processed by manual tools, IT tools and telematic tools with logics strictly for the above purposes and, in any case, capable of guaranteeing the security and confidentiality of the provided data.
5. Failure to provide data. The submission of the personal data in itself is optional, but the failure to provide the data described will void the purposes described in point 3 ("Purposes of data processing").



6. Communication and disclosure. Your personal data will be known exclusively by the authorized individuals at Leroy Merlin who will be assigned as Data Processors. Exclusively for the purposes provided under paragraph 3 (Purposes of the data processing), Leroy Merlin's third-party suppliers may become aware of the personal data from the Data Processor and guarantee maximum level of protection.
7. Rights of the Data Subject. The Italian Privacy Code allows the Data Subject to exercise specific rights, based on art. 7 of the "Code" that declares:
  1. A data subject shall have the right to obtain confirmation as to whether or not personal data concerning him/her exist, regardless of whether the same has already been recorded or not, and the communication of such data in intelligible form.
  2. A data subject shall have the right to be informed:
    - a) about the source of the personal data;
    - b) of the purposes and methods of processing;
    - c) of the logic applied to the processing, if the latter is carried out with the help of electronic means;
    - d) of identification data concerning the data controller, data processors and the representative appointed as per Section 5 (2);
    - e) of the entities or category of entities to whom or to which the personal data may be communicated and who or which may become aware of said data in their capacity as designated representative(s) within the territory of the State, as data processor(s) or as person(s) in charge of data processing.
  3. A data subject shall have the right to obtain:
    - a) amendments, rectification or, when interested in such processes, any integration of the data;
    - b) erasure, anonymization or blocking of data that have been processed unlawfully, including data the retention of which is unnecessary for the purposes for which they have been collected or subsequently processed;
    - c) certification to the effect that a notification has been submitted to the entities to whom or to which the data were communicated or disseminated concerning the operations provided for in points (a) and (b), also in relation to their contents, unless this requirement proves impossible or involves a manifestly disproportionate effort compared with the right that is to be protected.
  4. A data subject shall have the right to object, in whole or in part,
    - a) on legitimate grounds, to the processing of personal data concerning him/her, even though they are relevant to the purpose of the collection;
    - b) to the processing of personal data concerning him/her, where it is carried out for the purpose of sending advertising materials or direct sales or otherwise for the performance of market or commercial communication surveys.The Data Processor as defined in this Information Note is Leroy Merlin. The Data Processor has the right to access all data about him/her and to exercise the rights of integration, amendments, updating, etc. guaranteed by art. 7 of Decree Law n.196/03 above, at the following address:

[osservatoriosullacasa@leroymerlin.it](mailto:osservatoriosullacasa@leroymerlin.it)

## 11. Secretary Office

For further information, please contact customer support at [www.gopillar.com](http://www.gopillar.com) or use the FAQ section on the page regarding this Contest.