



RULES

Top Applications Award rewards prestigious projects printed on Fedrigoni special papers. Open to projects using all printing technologies both traditional and digital.

PARTICIPANTS

Designers, printers Publishers and end users who have produced work from June 2009 up to May 2010. Each participant may submit several projects.

THE CATEGORIES

- 1) **Book Publishing- Hardback** (*dedicated to Gianfranco Fedrigoni*): prestigious volumes
- 2) **Book Publishing- Paperback**: books and catalogues, artists' folders
- 3) **Corporate Publishing**: brochures, product catalogues, report and accounts, corporate stationery, mailings, greeting cards, calendars, notebooks, diaries, give-aways
- 4) **Packaging**: cases, boxes, bags, labels, display units

HOW TO TAKE PART

To enter a project in the Top Applications Awards, simply visit the site www.paperideas.it and follow the instructions to input all information requested and print the summary data card. Samples of finished jobs should be sent to the Fedrigoni Area Distributor or directly to Fedrigoni Cartiere-Marketing – Viale Piave, 3 – 37135 Verona/Italy - The deadline for entries is: **May 20th 2010**.

PUBLICATION AND PRIVACY CONSENT

In order to allow Fedrigoni Cartiere to publish images and information about award-winning or selected projects on the site www.paperideas.it, the explicit consent of the owner of the project (principal) and everyone involved in its development (creative designer, printer) must be obtained; issuing such Consent is part of the on-line enrolment procedure.

JURY

An independent international jury of experts from the worlds of design and advertising will assess projects entered in each category on the basis of criteria highlighting originality, function, expertise and creativity in the use of paper media

Jury Names: IRMA BOOM, MARCO CREMONA, SIMON ESTERSON, FERNANDO GUTIÉRREZ, ANNAMARIA TESTA

AWARD PRESENTATION

Winners will be guests of Fedrigoni and receive their awards during the Opening Day of the Exhibition at the **Triennale di Milano** - Design Museum - in November 2010.

For each winning project: Designer Printer, Publisher and End User will be invited to collect the Prize, consisting of a trophy and certificate.

THE AWARDS

The winning projects will be shown at an **exhibition** held at the **Milan Triennale** during **November 2010**.

A **catalogue** of awarded and special mentioned projects will also be published and distributed to a select number of prestigious brand owners.

Fedrigoni Cartiere S.p.A.