



TOP APPLICATIONS AWARD 2011

RULES

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

PARTICIPANTS

Designers, Printers, Publishers and End Users who have produced works from June 2010 onward. 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, display units, labels (applied on their containers)
- 5) **HP Indigo Digital Printing**: this category has been specifically dedicated to projects printed with HP Indigo digital printers

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 online all information requested and print the final Summary Data Card. Samples of finished jobs should be sent, together with the Summary Data Card, to the Fedrigoni Area Distributor or directly to Fedrigoni SpA -Marketing – Viale Piave, 3 – 37135 Verona/Italy - The deadline for entries is: **September 30th 2011**.

PUBLICATION AND PRIVACY CONSENT

In order to allow Fedrigoni SpA to publish images and information about award-winning and selected projects, 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 Fedrigoni paper media.

SIMON ESTERSON – PAULA SCHER - JAVIER MARISCAL - LEONARDO SONNOLI - SEVERINE SUEUR

AWARD PRESENTATION

Winners will be guests of Fedrigoni SpA and receive their awards during the Opening Day of the Exhibition foreseen in March 2012.

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 winners will receive a **Certificate** and their project will be shown at an **exhibition** held at the **Milan Triennale** during March 2012.

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

Fedrigoni SpA
March 2011