

YOUNG
CREATIVE
CHEVROLET

2012 ART
CONTEST

YCC HANDBOOK: CONTEST RULES AND CREATIVE BRIEFS FOR SCHOOLS

Design contest in 4 disciplines:

- » FASHION
- » PHOTOGRAPHY
- » VIDEO
- » VISUAL ARTS

PRESENTED BY



CHEVROLET



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OVERVIEW: YOUNG CREATIVE CHEVROLET

BACKGROUND

YOUNG CREATIVE CHEVROLET (YCC) is a pan-European contest for students of applied arts. The goal of YCC is three-fold: to foster creativity; support emerging artists in the early stages of their careers; and reinforce core values of the Chevrolet brand. When Chevrolet launched the contest five years ago, students from 32 applied arts schools in eight countries competed – but that was just the beginning.

In five short years, YCC has become a highly-anticipated and truly pan-European event. YCC 2011 alone garnered 552 submissions from 155 applied arts schools in 22 countries. Each year, young artists from a growing number of schools have responded enthusiastically to creative challenges in selected disciplines, such as Fashion, Photography, Video and Visual Arts.

With Chevrolet Europe as committed to YCC as ever, we hope you will join us and help make YCC 2012 the most exciting contest yet.

SCOPE

As the YCC participation rate rises, so does the caliber of the contest. YCC continues to attract not only more students, schools and countries, but heightened media attention and jury members who are well-known leaders and innovators in their fields.

YCC projects are judged on both the national and European level. The top three European YCC winners in each discipline receive a cash prize and an invitation to a gala awards ceremony. Every first-place European winner is also invited to take part in a unique behind-the-scenes work experience in his/her field.

Recognition, exposure and real-world experience are just some of the rewards of YCC.

ABOUT CHEVROLET

Chevrolet is the fourth biggest global car brand and arguably one of the most iconic. For more information about Chevrolet and its 100-year history, please visit:
<http://www.chevrolet-europe.com>



THE YCC OPPORTUNITY

WHY YOU SHOULD BE INVOLVED

STUDENTS

YOUNG CREATIVE CHEVROLET offers an exclusive opportunity for applied arts students to tap into their talent while working with a recognized global brand.

YCC provides:

- a direct correlation between the field of study and the project
- a way to meet fellow art students from other European countries and discover new ways of approaching your work
- a chance to meet professionals from the fields you are targeting for potential careers
- a first and solid step into the professional world

SCHOOLS

YOUNG CREATIVE CHEVROLET is a highly visible platform for creativity that builds connections between applied arts schools and the wider professional community, which includes leaders in business, the arts and the media.

YCC encourages:

- a heightened public profile of your school, thanks to local and pan-European YCC media outreach, as well as coverage in YCC and Chevrolet web-based publications
- integrity to creative ideals, as no fee or financial contribution is required to take part

For more information:

www.youngcreativechevrolet.eu

GENERAL CONTEST RULES: PARTICIPATION

In 2011–2012, Chevrolet Europe GmbH (legally based at Stelzenstrasse 4, 8152 Glattbrugg, Switzerland) will organize the sixth annual edition of the YOUNG CREATIVE CHEVROLET contest for young applied arts students in the following four disciplines: Fashion, Photography, Video and Visual Arts.

WHO MAY PARTICIPATE

- Participation in YCC is restricted to students of applied arts schools which have officially registered for the contest (see How to Register). Students must also be under the age of 30 on January 1, 2012.
- Staff members of Chevrolet Europe and their families, as well as persons linked to the organization or the juries, are disqualified from participating in the contest.
- No participation fee or financial contribution is required.

SCHOOLS: HOW TO PARTICIPATE

1. Present the YCC contest and creative briefs to students
2. Select one or more of the four disciplines to compete in i.e. Fashion, Photography, Video and/or Visual Arts (note that for each discipline, each participating school may submit no more than 10 projects)
3. Register online by December 31, 2011 (see How to Register)
4. Determine which students will participate, as either individuals or groups (five students maximum per group)
5. Forward the names of the participating students, along with their e-mail addresses, to yccregistration@setouts.co.uk
6. Contact the YCC representative in your country

SCHOOLS: HOW TO REGISTER FOR YCC

In order to officially participate in YCC, please complete the brief online registration process as follows:

1. Visit www.youngcreativechevrolet.eu
2. Specify creative disciplines
3. Complete rest of application

All schools are required to register for YCC no later than December 31, 2011. Only one registration per school is required.

FOR MORE INFORMATION:

Telephone: +44 (0)75 404 88 254

E-mail: yccregistration@setouts.co.uk

NOTE TO STUDENTS

Once your school has registered for YCC, you will be briefed in the selected creative disciplines and invited to begin. For more information about the creative briefs, submission process and deadlines, please keep reading or visit www.youngcreativechevrolet.eu for detail.

GENERAL CONTEST RULES: DEADLINES AND SUBMISSION

YCC 2012 SCHEDULE

- **Launch of YCC 2012:**
September 1, 2011

- **School registration deadline:**
December 31, 2011

- **Project submission deadline:**
April 1, 2012

- **National jury deliberations:**
June 2012

- **European jury deliberations:**
July 2012

- **YCC Award Night:**
September 2012

CREATIVE BRIEFS

All schools receive the same YCC Handbook, which details the contest guidelines, creative briefs and submission specifications.

PROJECT DEVELOPMENT

Once the school has officially registered online for YCC, students are invited to begin work on the creative brief(s) in the selected discipline(s).

Students may work individually or in groups, with no more than five students per group.

The same student(s) may participate in several creative disciplines but may submit only one entry per discipline. (As indicated earlier, no more than 10 projects per discipline may be submitted by the same school.)

For more information on submission specifications, please refer to the official creative briefs (beginning on page 10).

PROJECT SUBMISSION

All projects submitted to the contest must be the artist's own work. In submitting a project, the participant guarantees that no other original work has been used in the project (including, for example, music, photos, videos, movies or advertising clips). If a participant wishes to include all or part of another's original work (i.e. work belonging to a third party) in a project, written permission for the royalty-free and worldwide use of that work by Chevrolet must be obtained from the owner(s), as well as any third party rights' agencies, and submitted with the project.

Projects are not commissioned by, nor do they represent the views of, Chevrolet.

GENERAL CONTEST RULES: SELECTION AND PRIZES

SUMMARY

A first selection will be carried out at a national level. Three prizes will be awarded per discipline. The winning entry for each discipline will compete for the corresponding European prize.

The objective across all disciplines is to encourage freedom of expression and creativity. Projects of an inappropriate nature that could be harmful to the image of the Chevrolet brand, however, will not be accepted. Chevrolet reserves the right to disqualify any project deemed inappropriate.

SELECTION

• **NATIONAL LEVEL:** A first selection by a jury will be carried out at a national level. Three prizes will be awarded per discipline. The winning entry for each discipline will compete for the corresponding European prize. There can be only one winning project for each discipline.

Each national YCC jury consists of recognized artists in the respective fields, design experts, media professionals and senior Chevrolet officers. The national winners will be announced in June 2012 and will move onto the European final.

• **EUROPEAN LEVEL:** The second selection will be carried out by a European YCC jury made up of leaders in creative fields, industry and media, as well as senior Chevrolet representatives.

The results of the European final will be announced in July 2012. The European winners in all disciplines will be invited to attend a gala YCC awards ceremony; previous events have taken place in Paris, Turin, Berlin and London.

All YCC jury deliberations take place behind closed doors.

RIGHTS

The award-winning YCC projects will become the property of Chevrolet Europe, which will retain the right to use them in communication with the media, at motor shows and in dealerships, as well as for other public relations events and materials.

Projects which do not place may be returned to their creators upon request.

YCC 2012 PRIZES

NATIONAL LEVEL:

- First prize: € 1,200
- Second prize: € 800
- Third prize: € 500

EUROPEAN LEVEL:

- **1st prize FASHION:** € 4,000 and a unique behind-the-scenes work experience in fashion
- **1st prize PHOTOGRAPHY:** € 4,000 and a unique behind-the-scenes work experience in photography
- **1st prize VIDEO:** € 4,000 and a unique behind-the-scenes work experience in video
- **1st prize VISUAL ARTS:** € 4,000 and a unique behind-the-scenes work experience in visual arts

Previous behind-the-scenes work experiences have included hands-on sessions in a recording studio and at photo and video shoots; and insider visits to entertainment giant Endemol (France) and fashion label Lipsy (UK).

For all disciplines:

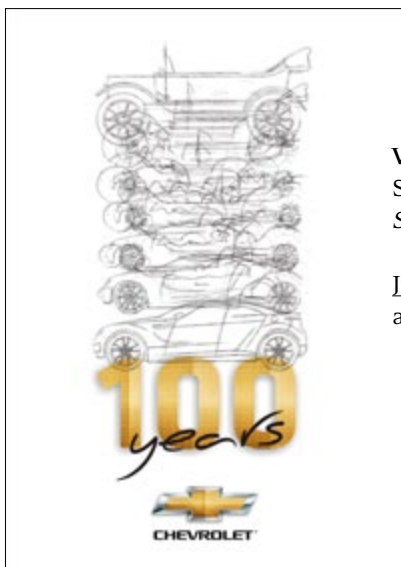
- 2nd prize: € 3,000
- 3rd prize: € 2,000

In addition to the above prizes, European YCC winners will be hosted at the gala YCC Award Night to accept their prizes in person.

NOTE

Participation in YOUNG CREATIVE CHEVROLET implies the full and unconditional acceptance of these rules and the waiver of any appeal against Chevrolet Europe. Chevrolet Europe retains the right to modify, prolong or discontinue the contest at any time and for any reason with or without prior notice.

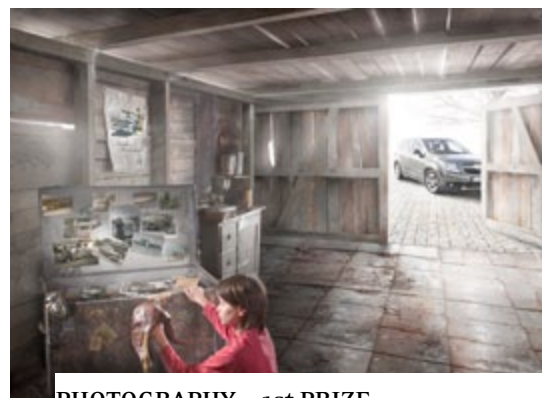
HIGHLIGHTS: YCC 2011 EUROPEAN WINNERS



VISUAL ARTS – 1st PRIZE

Sofia Stergiopoulou
School: OMIROS, Greece

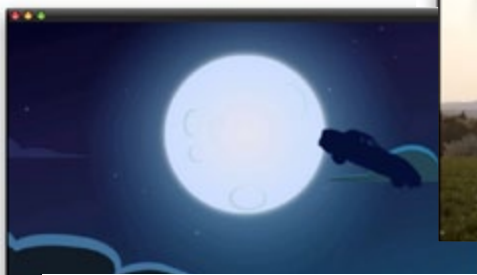
Jury comment: «...very aesthetic and 100 percent on brief...»



PHOTOGRAPHY – 1st PRIZE

Juliana Křížová and Jakub Vlček
School: Univerzita Tomáše Bati, Czech Republic

Jury comment: «If you look closer, you find a story in every corner. The photo combines a beautiful play with light with a strong composition.»



VIDEO – 1st PRIZE (TIE)

(left movie-still) Clément Dufour, Xavier Lebu, Arthur Sotto, Pierre Valdivielso, Ludovic Versace
School: Ecole Emile Cohl de Lyon, France

(right movie-still) Petr Bača, Jan Berghauer, Tomáš Hercog
School: AA&RF FUD UJEP (Atelier of Applied and Advertising Photography, Faculty of Arts and Design at J.E. Purkyně University) Ústí nad Labem, Czech Republic

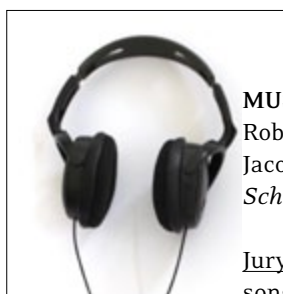
Jury comment: «Both projects were so different that they were impossible to compare... We felt both were really good, in very distinctive styles...»



FASHION – 1st PRIZE LUBICA MILDEOVÁ

School: FA STU Bratislava, Slovakia

Jury comment: «...very fashionable and could be from a current collection...»



MUSIC – 1st PRIZE

Roberto Attanasio, Michele Baldi, Jacopo Bruschini
School: IED Roma, Italy

Jury comment: «...a modern, upbeat song, with good structure...»

**FOR ALL YCC 2011 WINNERS VISIT:
WWW.YOUNGCREATIVECHEVROLET.EU**

HIGHLIGHTS: YCC 2011



EUROPEAN JURY

In July 2011, the European YCC jury deliberations took place behind closed doors in Porto, Portugal.

The European YCC 2011 jury consisted of senior Chevrolet leaders, as well as the following notable professionals from the arts and entertainment industry (listed alphabetically):

WILL HUDSON, VISUAL ARTS

Will Hudson founded the award-winning It's Nice That design studio and creative consultancy. He received the Adobe Future Creative Bursary from D&AD in 2009 and was selected as one of Say Media's Top 100 Voices that Matter in 2011.

SAMUEL PRAT, VIDEO

Samuel Prat directs the prestigious Off-Courts Festival, a short film festival that takes place in Trouville-sur-mer (France) during the Deauville American Film Festival.

SVEN SCHÄFERKORD, MUSIC

Sven Schäferkord is Senior Director Brand Partnership G/S/A and Managing Director OCEAN artist&brand GmbH, a subsidiary of Sony Music Entertainment Germany GmbH.

TIBERIO TIMPERI, LIFESTYLE MEDIA

Tiberio Timperi is a broadcast journalist and presenter at RAI, and a recognized face in the Italian entertainment industry. He is also an author and popular TV and film actor.

IGOR TODOROVIC, FASHION

Igor Todorovic is Editor-in-Chief of Fashion TV SEE (South East Europe) and Creative Director of Pink Media Group. He began his career in fashion design and was an award-winning fashion journalist.

KERSTIN ZU PAN, PHOTOGRAPHY

From her Berlin studio, Kerstin Zu Pan has made a name for herself in fine art, fashion, portrait and advertising photography. Her work has appeared in numerous publications and attracted widespread praise.

CHEVROLET YCC 2011 JURY MEMBERS

WAYNE BRANNON

President and Managing Director, Chevrolet Europe

MARC KEMPE

Director, Public Relations, Chevrolet Europe

JEFF PERKINS

Director, Design UK Advanced Studio, Chevrolet

YCC 2012

BRIEF: FASHION

OVERALL CONTEST THEME: MAKE IT HAPPEN

Chevrolet is the fourth largest car brand in the world and 100 years old. Every 7 seconds, someone, somewhere in the 130 countries where Chevrolet is sold, is buying a Chevrolet. This year, supporting the launch of seven new cars, a new brand campaign has been launched with a message worthy of the size and scope of the brand: Make It Happen.

What it means is that life is full of opportunities – and no matter what you want to do or change or be, now is the time to make it happen. Call it an attitude, a mantra, a philosophy or just words that, when put together, make you stop and think.

For YCC 2012, we're looking for imaginative, unexpected interpretations of the Make It Happen message. And who better to rise to the challenge than up-and-coming applied arts students across Europe?

So bring it on, have a blast and, above all, make it happen, because life is full of opportunities.

ROAD TRIP REVERIE

What is it about the idea of a «road trip» that speaks to the imagination? Whether it's the open road, the scenery or the sense of opportunity, you need an outfit worthy of the adventure.

Your assignment is to create the outfit (for a man or a woman) for the road trip of your dreams... in the Chevrolet of your choosing. No matter the destination, the goal is to capture the ideal road trip experience in fashion.

ADDITIONAL GUIDELINES

- The Chevrolet vehicle (any model, any year) does not need to appear in the design but should somehow inspire it, either figuratively or literally. The car model should be indicated in the submission e.g. in the name of the piece/collection, in the sketch, in the write-up (see below).
- The Chevrolet logo can but does not need to appear in the design.

SPECIAL NOTE

Each first-place project from YCC national contests will compete in the European final and therefore need to be produced in European standard sizes 38 (women's) and 50 (men's).

PLEASE SUBMIT PROJECTS AS FOLLOWS

- Two copies of the drawing on A3 paper mounted on foam board: one drawing of the front and one of the rear (back)
- Written detail regarding proposed materials i.e. estimated cost of manufacturing, possibilities and time frame for production, sample of the suggested fabric, and name of Chevrolet model
- One digital version of the drawing in JPEG with A4 300-dpi resolution on a CD or USB key

When submitting your project, please indicate your name(s), e-mail address(es), mobile phone number(s) and the name of your school.

YCC 2012

BRIEF: PHOTOGRAPHY

OVERALL CONTEST THEME: MAKE IT HAPPEN

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THE TIME IS NOW

At the intersection between the past and the future is a moment that can make a difference.

Your assignment is to capture the essence of the Make It Happen message in an image – the opportunity, the energy and the shift towards a new way of being. Although the shot may hint at the missed opportunities of the past, the focus should be on the overall sense of promise.

ADDITIONAL GUIDELINES

- In light of the Chevrolet brand's American origins, you may also consider a link – literal or symbolic – to the U.S.
- Chevrolet cars do not need to be included in the image.
- Images of an inappropriate nature that could be harmful to the Chevrolet brand will not be accepted; Chevrolet Europe reserves the right to disqualify any project deemed inappropriate.

PLEASE SUBMIT PROJECTS AS FOLLOWS

- Two copies of a 40x60 cm paper print, mounted on foam board, with a 3 cm white margin
- Electronic file (CD-ROM or USB key) in an A4 300-dpi resolution, and both JPEG and TIFF formats

When submitting your project, please indicate your name(s), e-mail address(es), mobile phone number(s) and the name of your school.

YCC 2012

BRIEF: VISUAL ARTS

OVERALL CONTEST THEME: MAKE IT HAPPEN

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ATTITUDE YOU CAN WEAR

If you're going to make it happen, you might as well make a statement.

Your assignment is to create a unique and eye-catching print for a special edition T-shirt and hoodie that captures the spirit of the Make It Happen message. As the emphasis should be on attitude and dynamism, only a subtle reference to the Chevrolet brand is necessary.

ADDITIONAL GUIDELINES

- There are no color restrictions in terms of the design.
- The design should be suitable for factory production on cotton materials.
- As suggested above, the Chevrolet logo should not be the centerpiece of the design. Should you wish to use it, please adhere to standard European corporate design guidelines. Although the four-color logo without the R is generally preferred, the outline logo may be considered when the production process is more complex due to the material used. An embroidered logo can be found on www.youngcreativechevrolet.eu
- Images of an inappropriate nature that could be harmful to the Chevrolet brand will not be accepted; Chevrolet Europe reserves the right to disqualify any project deemed inappropriate.

SPECIAL NOTE

One or more of the European winning designs will be produced in the fall of 2012 or summer of 2013, in limited quantity as a

special edition, and sold with the general Chevrolet merchandising collection.

PLEASE SUBMIT PROJECTS AS FOLLOWS

- Two copies of a DIN A2 (portrait format, 594 x 841 mm) paper print, mounted on foam board, with no margins (bleed off): one drawing of the print design and one of the design shown on the T-shirt and hoodie (there are no restrictions regarding the kind and quality of paper used)
- Electronic files in EPS/TIFF (300 dpi, A1) on a CD-ROM / DVD-ROM/USB stick together with a JPEG copy (150dpi, A4) on the same memory medium
- CD-ROM to contain necessary technical information (color pantones, comments, etc.) useful to the realization of the project on cotton materials

When submitting your project, please indicate your name(s), e-mail address(es), mobile phone number(s) and the name of your school.

YCC 2012

BRIEF: VIDEO

OVERALL CONTEST THEME: MAKE IT HAPPEN

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SPREAD THE MESSAGE

Pure entertainment or social catalyst?
The power of video cannot be underestimated.

Have you ever wanted to do or change something about yourself, society, the world? Your assignment is to create a viral video that will incite people to make something happen in their lives. The idea is to inspire the audience to act – in a general sense, not for a specific cause – and get people moving before another opportunity slips by.

ADDITIONAL GUIDELINES

- All work within the project should be original; please see page 6 for more details.
- The tone of voice should be optimistic, upbeat and evocative.
- The creative concept should be visual/musical in nature in order to be suitable for use in multiple languages.
- All videos should feature a short “powered by YOUNG CREATIVE CHEVROLET” sequence at the end which can be downloaded on www.youngcreativechevrolet.eu
- The YCC logo should be incorporated; you do not, however, need to include a Chevrolet logo or car.
- Images of an inappropriate nature that could be harmful to the Chevrolet brand will not be accepted; Chevrolet Europe reserves the right to disqualify any film deemed inappropriate.
- The following may not be shown or represented: illegal or criminal activity; dangerous behavior, including reckless driving, or the encouragement of dangerous behavior; political, religious or sexual themes.

SPECIAL NOTE

The winning project will be used on Chevrolet social media platforms across Europe, possibly worldwide.

PLEASE SUBMIT PROJECTS AS FOLLOWS

Two DVD copies: one large format and one small format

LARGE FORMAT (FOR VIEWING)

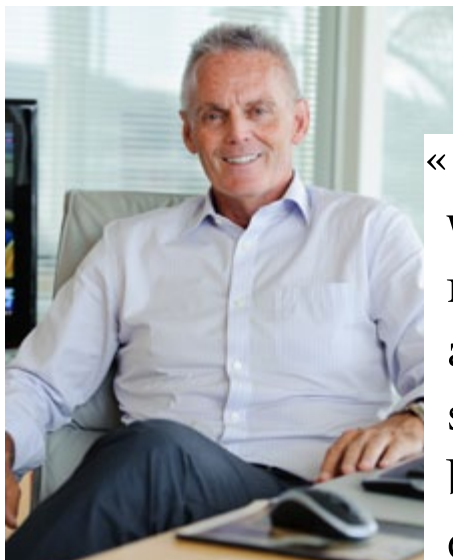
- QuickTime Movie (MOV or MP4) – please not in Windows Media, WMV or AVI
- Screen size: 768 x 432 (16:9)
- File size: up to 70 MB maximum
- Length: 20 to 90 seconds

SMALL FORMAT (FOR SHARING)

- QuickTime Movie (MP4) – please not in Windows Media, WMV or AVI
- Screen size: 320 x 179 (16:9)
- File size: up to 6 MB maximum
- Length: 20 to 90 seconds

When submitting your project, please indicate your name(s), e-mail address(es), mobile phone number(s) and the name of your school.

YCC WRAP-UP



« Young people set the agenda for the world, and drive its change and development. They inherit the world we build and in turn pass it on. Chevrolet is stunned by the creative work generated by the YOUNG CREATIVE CHEVROLET contest. We are exceedingly proud to be supporting up-and-coming artists and designers through this initiative. Based on the past five contests, YOUNG CREATIVE CHEVROLET 2012 looks set to raise the bar on creativity and imagination.»

*Wayne Brannon
President and Managing Director
Chevrolet Europe*

YCC THROUGH THE YEARS

» **YCC 2007**

32 schools registered from 8 countries

» **YCC 2008**

75 schools registered from 15 countries

» **YCC 2009**

120 schools registered from 19 countries

» **YCC 2010**

135 schools registered from 20 countries

» **YCC 2011**

155 schools registered from 22 countries

What will YCC 2012 bring?

DON'T MISS YOUR CHANCE TO BE PART OF YCC 2012

REGISTER ONLINE BY
DECEMBER 31, 2011

www.youngcreativechevrolet.eu

FOR MORE INFORMATION:
yccregistration@setouts.co.uk
or +44 (0)75 404 88 254

PRESENTED BY



CHEVROLET