



ART CONTEST ORGANIZED BY CHEVROLET EUROPE

Contest Rules

In 2010, Chevrolet Europe GmbH, legally based in Stelzenstrasse 4, 8152 Glattbrugg (Switzerland), will organize the fourth annual of **Young Creative Chevrolet** competition, a contest for young artists covering the following five disciplines:

- Photography
- Video
- Visual Arts
- Fashion
- Music

Participants

The Chevrolet organizations in each participating country will decide which disciplines they will offer.

Participation in the contest is restricted exclusively to students of the Applied Arts schools that endorse the contest. Furthermore, the contest is restricted to students under the age of 30 on January 1, 2010.

Each school can participate in one or more disciplines. The students can participate in several disciplines but they can only submit one entry per discipline.

Staff members of Chevrolet Europe and their families, as well as persons linked to the organization or the juries, cannot participate in the contest.

The contest will launch on October 29, 2009. From this date, Applied Arts schools can file their application through the www.youngcreativechevrolet.eu website and specify the discipline(s) in which they intend to participate. Only one registration per school is required.

Registration must be completed by December 31, 2009, and entries must be submitted by April 15, 2010. No participation fee or financial contribution is required to participate in the contest.

Disciplines

Schools can submit either individual or group projects created by their students, (a maximum of 5 students per group). Participating schools can enter a maximum of 10 projects in each discipline.

All schools will receive exactly the same brief that will specify the theme, guidelines and technical specifications of the projects (see attachments). The objective is to allow the young artists the freedom to express their creativity.

- Photography (Appendix 1 §1)
- Video (Appendix 1 §2)
- Visual Arts (Appendix 1 §3)
- Fashion (Appendix 1 §4)
- Music (Appendix 1 §5)

Projects of an inappropriate nature that could be harmful to the image of the Chevrolet brand will not be accepted. Chevrolet Europe reserves the right to exclude any project from the contest if they do not conform to this rule.

The projects submitted in the contest are the artists' own work. They are not commissioned by nor do they represent the view of Chevrolet.

Project Submission

Projects must be submitted to the Young Creative Chevrolet correspondent in each country no later than April 15, 2010.

The address to which to send the projects will be communicated by the Chevrolet contest coordinator of each participating country.

Submitted projects must clearly state the name and address of the school, name of the artist(s), their age, phone number, address and e-mail.

Jury

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

Jury members, both national and European, are selected among recognized artists in the respective disciplines, design experts, media professionals and senior Chevrolet officers. The deliberations of all juries will take place behind closed doors.

The results of the European final will be announced in June 2010 and the awards will be presented at an international Chevrolet event. The European winners in all disciplines will be invited to attend. Previous awards ceremonies took place in Paris, Turin and Berlin.

Prizes

National level:

- First prize: €1,200
- Second prize: €500
- Third prize: €300

European level:

- First prize: **PHOTOGRAPHY**

An amount of €1,200. In addition, the winner(s) will be invited to witness a photo shoot for a new Chevrolet vehicle. The winning student(s) will have the opportunity to see how a professional photo session for the press is organized and see a professional photographer at work.

- First prize: **VIDEO**

An amount of €1,200. In addition, the winner(s) will be invited to take part in a short work experience placement with an agency to experience how a car video is produced.

- First prize: **VISUAL ARTS**

An amount of €1,200. In addition, the winning design will be realized on a pace car for a World Touring Car Championship (WTCC) race. The winner(s) will be invited to the race to experience all aspects linked to motor sports and see the decorated car on the track. In addition, the race will be broadcast by Eurosport.

- First prize: **FASHION**

An amount of €1,200. In addition, the winner(s) will be invited to witness their design being worn at a prestigious Chevrolet event.

- First prize: **MUSIC**

An amount of €1,200. In addition, the winner(s) will be invited to go behind the scenes at a special Chevrolet event in Europe.

For all disciplines:

- Second prize: €1,000
- Third prize: €600

The students will receive their prizes personally.

Works

The winning projects will remain the property of Chevrolet Europe, which retains the right to use them in its communication with the media, at motor shows, in its dealerships, as well as for PR and public events, etc.

Projects not awarded can be returned to their creators.

Chevrolet Europe will not engage in trade with the winning projects. Nevertheless, these projects may be auctioned for charity purposes at the end of the contest.

Legal

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.