

ENTRY FORM

Please fill in the four pages **electronically and completely into the PDF** and sign with a scan of your signature and, if available, firm stamp (just click the field and load image) on page 4. Return this form with the requested material to eventdesign@avedition.de. Thank you.

Conditions of entry:

- Events from 11/2023–02/2025
- Projects with a focus on an experience-based, interactive concept
- No purely architectural or stand construction projects

Fields marked with * are obligatory!

Entrant* _____

Entrant's email* _____

Author (concept and design)* _____

Street, no.* _____

Zipcode, city (country)* _____

Contact person _____

Email* _____

Website* _____

Client* _____

Street, no.* _____

Zipcode, city (country)* _____

Contact person _____

Email _____

Website* _____

Type of event (please tick)*

CONSUMER

FRIENDS

EXPERTS

PUBLIC

PARTNER

CONCEPTS/IDEAS (not [yet] realised)

PRESS

STUDENT PROJECTS

EMPLOYEES

Event

Title/Project name* _____

Location* _____

City* _____

Date/Period of the event* _____

Duration (one day/several days/weeks/months)* _____

Awards _____

Involved disciplines: (corporate) name, city – Example: *Dick & Harry, Ltd., Template Town*

Dramaturgy _____

Direction/Coordination* _____

Architecture/Design* _____

Graphics _____

Lighting _____

Media _____

Films _____

Music _____

Artists, Show acts _____

Decoration _____

Catering _____

Construction _____

Others (please specify individual fields of duty) _____

Event description/Concept*

The description (**please include as separate editable word file!**) should not be longer than **2,000 characters** and provide information on:

- What were the goals and the central message?
- What was the underlying dramaturgical idea? (storyline, suspense, highpoints)
- How was the idea put into practice in terms of design?
- What do you believe was unique or innovative about this event?
- Did special technologies have to be developed or applied?
- Was the event interconnected or extended by means of media? (hybrid concept, cross-media strategies etc.)
- Were there any special challenges?

Mind that the description is for the selection process only and is not a text for publication!

Photo credits: (corporate) name, city* -----

(Please be aware that only credited photos will be published. Copyrights, rights of use and licences have to be clarified before submission. The publisher will not pay any fees.)

Photographs and plans*

Photos: Please send us **10 to 15** photographs for each event. The files need to be high-res digital files (**300 dpi, CMYK, PSO coated v3 / FOGRA51**). Due to the publication's layout we will need at least one or two images in landscape format (ca. 46 x 31 cm).

Plans: Please include one plan for each event as a printable vector-based graphic (black & white, clear and simplified structures without dimensions). Pixel-based formats are not suited for printing.

Please name the files like this: **Author_Client_Event_Number**

Example: JohnDoeAgency_DickAndHarry_EmployeeFestival2019_01

Digital bonus content (optional)

Our image recognition app ayscan gives you the opportunity to provide the reader access to videos, interviews, streamings, making-ofs, etc. regarding your project. For this purpose, we need you to email us up to 5 internet links, e.g. to video platforms like YouTube or vimeo, landing pages of your firm or the customer, or send extra image files for us to embed as a gallery for browsing.

Where to send your entries

Please transmit the files via download link (WeTransfer, Dropbox etc.) to eventdesign@avedition.de.

Deadlines/Selection

Please send in material not later than **February 7, 2025**.

The authors and publishers will make an independent and final choice and will then let you know the decision by the end of March 2025. In case your project will be chosen, you will receive a proof for clearance.

Contract partner

In case of publication contract partner will be av edition GmbH as given below. The exclusive place of jurisdiction for disputes arising from and in connection with this contract is the registered office of the publisher. All claims arising from or in connection with this contract shall be governed exclusively by German law.

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D-70176 Stuttgart
Register court: Amtsgericht Stuttgart
HRB 747066

Billing address*

Name (corporate name required) _____

Address _____

VAT (Submitter EU) _____

Delivery address, if different from above

Name _____

Address _____

Copyright/Confirmation of authorship

We herewith confirm to be in possession of all rights relating to the photos and plans submitted to av edition for the publication "Experience & Event Design". We grant av edition the transferable rights of use, unrestricted as to time and place for the use in the publication, licences and co-editions thereof as well as for press and marketing purposes. We also confirm that we are sole author of the projects submitted and that no copyrights of third parties will be infringed. Consequently we will indemnify the publisher against any claims of third parties including any legal costs or expenses and any compensation costs and disbursements paid by the publisher to compromise or settle any claim.

Fees

If the event is included in the book, we promise to buy **ten books at a special price of 62,- Euro per copy plus shipping** (retail price: 69,- Euro). The amount will be due when the event is selected and on receipt of an invoice from the publisher. Delivery of the book and a free copy will be immediately after release in 2025.

We confirm that all information given above is correct.

Name of entrant _____

Signature + firm stamp (legally binding) _____

City, date _____