



## INTERNATIONAL CONTEST



TERMS AND CONDITIONS



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The Innovation and Design Commission of the State of Puebla in its role as a creativity, innovation and design promoter, in collaboration with Defensores de la República Mexicana A.C., invites designers, creative offices, innovators, students, mezcal producers and the general public both nationally and internationally to participate in the International Mezcal Glass Design Competition.

The objective of this competition is to nationally and internationally promote Mezcal produced in Puebla through an approach to creative design and innovation captured in a mezcal glass, merging the ancestral and artisan past of mezcal with the creativity and modernity of design as symbols of quality and tradition.



## PRESENTATION:

Mezcal is one of the most traditional distilled beverages in Mexico, according to ethno-archaeological studies, production and consumption date from the pre-Hispanic period 400 BC, mainly in the Xochitcatl-Cacaxtla area; corresponding to the Puebla-Tlaxcala valley. This historical past of mezcal has transcended through the centuries to have currently become the distilled beverage with the greatest growth on a national and international level.

Mezcal is obtained from the distillate of the maguey or agave plant through a traditional production process that includes harvesting, cooking, grinding, fermenting and distillation. This process is the element most valued by foreign consumers.

The Mezcal Regulatory Council currently recognizes nine states in the Mexican Republic with the protection of the Mezcal Designation of origin, making it the most extensive designation on the planet covering an area of almost 500 thousand square kilometers.

In 2015, Puebla obtained the Designation of Origin for Mezcal for 115 of its municipalities, which represents a transcendental achievement and recognition of the artisanal processes and production quality of mezcal produced in Puebla. However, obtaining this recognition also opens a space for the use of innovation and design as revolutionary elements of creative promotion.

Pursuing creative design in this Competition means adopting the Mezcal concept which provides meaning and symbolism and fuses it with the creative factor that explores the use of new materials and artistic forms that provide added value. This added value created from innovation and design is one of the main transforming elements of the economic, technological and social reality of the state.

**Arq. Luis A. Gonzalez Arenal**  
General Commissioner of the Innovation  
and Design Commission

# TERMS AND CONDITIONS

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## CATEGORIES AND PARTICIPANTS

### SINGLE CATEGORY

Designer or a team of designers, students, innovators, creative firms, industrial design companies, mezcal producers and the general public.

### THEME

The design of a glass for the consumption of mezcal that represents innovation on any level: new conceptual proposals, a formal aspect, manufacturing, manners of consumption, technological innovation, materials, etc...

### DYNAMICS OF THE COMPETITION

The prototypes will be evaluated in two phases

#### FIRST PHASE.

In the first phase, the Mezcal Glass prototypes should be sent to the facilities of the Innovation and Design Commission, duly packaged, indicating the number of the participating project and complying with all the specifications and requirements established in this Call for Designs.

The projects presented will be evaluated by a Jury constituted of experts with relevant trajectory in the field, this Jury will choose 10 FINAL Prototypes, which will go on to the next phase.

*\* Final prototypes will be published on the competition web page with the project participation number*

#### SECOND STAGE

In the second phase, the jury will select the winning Mezcal Glass prototypes from among the finalists. Simultaneously, the winning prototypes will be published on the Contest web page

The authors of these prototypes will receive a notification signed by the General Commissioner of Innovation and Design.

### ASSESSMENT CRITERIA

The Mezcal Glass prototypes will be evaluated in both phases under the following criteria:

1. Innovation
2. Viability and market acceptance.
3. Use of the Mezcal concept (creativity and congruence in the development of the theme)
4. Design
5. Prototype quality (quality of material used, use of non-perishable materials suitable for the function of the glass)
6. A capacity of 50ml or 1 ½ oz in the prototypes created.



## REGISTRATION

The registration period open as of the publication of this call.

To complete the registration for this Contest, the following requirements must be met:

Filling out the Registration Form. Available on the website of the International Mezcal Glass Design-Contest.

The following documents must be attached:

A. Official identification(voter registration card, driver 's license)

*\*Foreign participants must submit a valid passport.*

B. Proof of address or residence.

*\*A maximum of two projects may be registered by the same participant .*

*\*The members of the jury and their immediate family members may not participate in the Competition.*

## PRESENTATION AND SHIPMENT OF PROTOTYPES

Two copies of the Mezcal Glass Prototypes, must be delivered personally or be properly packaged and sent by courier in.

**A.** The creations sent by courier will be at the participant's own risk and expense. For all material sent by courier service, the reception date to be taken into account will be the date of receipt or the packages' cancellation date ior.

**B.** The cost of the courier service will be paid by the participant.

The complementary documentation for the presentation of the prototype will consist of:

**1. A sealed envelope identified** with the participant's project number; the envelope must contain: the participant's curricular background , proof of address, telephone number and email, as well as a photocopy of voter's registration card, passport or CIF in the case of companies or legal entities. The participant's duly signed **statement of responsibility** must be included (available on the website).

The Mezcal Glass Prototypes and the complementary documentation will be delivered or sent to: Museo Regional de Cholula. Calle 14 Pte. 307, San Juan Aquiahuac, C.P. 72810, San Andrés Cholula. Puebla, México.

**A.** Participant responsibility statement. Participants will sign a liability statement accepting the following requirements:

**B.** An agreement to not violate the Intellectual and / or industrial property of any third party. Responsibility in case of infringement of the rights of third parties will be the participant's.

**C.** The information provided must be accurate.

**D.** The Contest rules must not be violated

**2. Project Report.** The project report can be no more than two pages long A4 (210x297) and must be bound. The project report must contain:

**A.** Conceptual element: Description of the project idea, the aspects which provide it with originality, its advantages compared with other glasses and innovative elements of functional use.

**B.** An analysis of economic or commercial feasibility, **indicating the estimated cost of the Mezcal Glass prototype.**

**3. Graphic representation on a CD:** Booklets and dimensional drawings of the product (pieces and assembly) with all details and constructive technical data. 3D rendering and photographs of at least six angles, lower, upper, front, rear, right side and left side. The required format is JPEG of 1024 x 768 px at 300 dpi.

*\* It is an essential requirement that the project has not been submitted to other contests.*

## DEADLINE FOR THE COMPETITION

### Registration

November 1<sup>st</sup>, 2017 to January 8<sup>th</sup>, 2018

### Prototype Reception

November 1<sup>st</sup>, 2017 to January 17<sup>th</sup>, 2018

### 1<sup>st</sup> Selection Phase

January 24<sup>th</sup>, 2018

### Jury's Verdict

January 31<sup>st</sup>, 2018

### Award Ceremony

February 24<sup>th</sup>, 2018

## JURY DETERMINATION, AWARD CEREMONY AND EXPOSITION OF PROTOTYPES

The jury's decision will be made on January 31, 2018, proceeding to the opening of the envelopes for identification and subsequent notification of the winners, thus ensuring the fairness of the competition.

The Mezcal Glass Contest prototype winners and finalists will be exhibited on February 24, 2018 at the Regional Museum of Cholula this will be the date and place where the award ceremony will take place.

## PRIZES

First prize:  
\$ 80,000.00  
First place and inclusion in the mezcal poblano catalog.

Second prize:  
\$50,000.00  
Second place and inclusion in the mezcal poblano catalog.

Third prize:  
\$20,000.00  
Third place and inclusion in the mezcal poblano catalog.

These prototypes will also be presented at international events which will be promoted through the institutional website, social networks and national and local media.

A Mezcal Poblano Catalog which will contain the finalists and the winners will be published, (print date to be defined).

*\* The final prototypes will be included in the mezcal poblano catalog as a way of recognizing their creativity and design.*

## JURY

For the evaluation and analysis of the Mezcal Glass prototypes, a jury composed of design professionals, mixologists, the General Commissioner of the Innovation and Design Commission (president of the jury), the Minister of Culture and Tourism of the Government of the State of Puebla, the Secretary of Rural Development, Sustainability and Territorial Planning and entrepreneurs of the restaurant sector as well as producers of Mezcal.

## PROPERTY OF PROTOTYPES

All prototypes presented which adhere to certain criteria (which will at a later date be considered suitable for production), will remain as property of the Innovation and Design Commission, and corresponding credit will be attributed to the author or authors of the prototype.

Defensores de la República Mexicana A.C will have preferential rights to possible negotiation with the author or authors of any of the received prototypes and may equally advertise them as it considers pertinent, along as it is in reference to the competition. With the presentation of the prototypes, the participants guarantee that they will not contribute projects that imply any infringement of the intellectual or



industrial property rights of third parties, thus absolutely releasing the Innovation and Design Commission and Defensores de la República Mexicana AC of all Liability arising from any breach of rules or infringement of rights of third parties by the participants, committing to the obligation of keeping the Innovation and Design Commission and Defensores de la República Mexicana AC free of any responsibility in such case.

The participants grant the Innovation and Design Commission the exploitation rights of the prototypes presented, including the rights of use, diffusion, distribution, exhibition, dissemination and internet reproduction or any other audiovisual media.

Any claim by third parties that may occur in relation to the authorship of the prototype presented will be the participant's responsibility.



#### **LEGAL CONDITIONS**

The Innovation and Design Commission is not responsible for the veracity of the data provided by the participants. Participation in this contest implies acceptance of the terms and the Jury's decision will be unappealable.

Registrations may be submitted at the discretion of the Innovation and Design Commission, which reserves the right to not show the work they deem inappropriate. No responsibility for late, lost, corrupt, illegible or incomplete registration will be accepted. Any registration that incurs in any of these faults will be rejected at the absolute discretion of the Innovation and Design Commission. Proof of having sent the registration will not be accepted as proof of delivery.

Participants agree to take part in photography sessions, interviews, videos and similar promotional activities related to this competition, as may be requested by the Innovation and Design Commission, without any additional payment. The use of the participant's name, his/her biography and image, photos and / or videos by the Innovation and Design Commission will be considered duly authorized.

If any participant breaches any of these official rules, terms or conditions, he or she will be disqualified and any prize received in connection with this competition will be immediately returned to the Innovation and Design Commission. The Innovation and Design Commission reserves the right to reproduce any of the products that have been presented in any of its publications and is committed to always reveal the identity of its author and manufacturer. Participants will not, at any time, make comments or carry out any action that may be detrimental to the image of the Innovation and Design Commission (or of any other participant).

The Innovation and Design Commission is not responsible for any claims of plagiarism, damage or theft that may be suffered by the products due to causes outside the organization.

#### **MODIFICATION OF THE TERMS AND CONDITIONS**

The Innovation and Design Commission reserves the right to modify any point of the terms and conditions as well as the date and venue of the Award Ceremony.



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*Sigue*

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SECRETARÍA  
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ES MI DESTINO

