



TROPHY DESIGN COMPETITION

Design of two types of trophies for the 2009 Kenya Top 100 Survey

KPMG and Nation Media Group would like to create a new look for the Kenya Top 100 Survey Awards trophy (100 trophies), and the Special Categories trophy (15 trophies). The new trophy designs will need to convey high levels of creativity, energy, impact and embody the concept of ingenuity and innovation and reflect the objectives of the Kenya Top 100. The Kenya Top 100 are an eco-friendly group.

Competition Guidelines

The Kenya Top 100 Trophy Design Competition is open to all aspiring designers and professional designers based in Kenya. All designs must be original works that have not been used in any previous competitions. Entries must be free from any form of property rights obligation nor the designs infringe any third party's rights including but not limited to copyright, logo, trademark, trade names, or other rights that construed ownership both in private and public display. Designs should comply with the following requirements;

- The trophies should look and feel valuable;
- They should be relatively easy to make and easy to manufacture. Overly costly materials should as much as possible be avoided;
- The trophies, as an outcome of design, should be durable, weather and impact proof;
- Trophy designs should have broad appeal and should avoid controversial subjects or symbols that are likely to offend and/or are deemed inappropriate;
- Design may be bases of wood, metal, or any other material which has a fixed form. Do not use materials which will change form when aged, heated, etc;. The design must stand on a flat surface;
- Avoid designs that are excessively heavy, or that have bits that may fall off and need re-attaching;
- The trophies must be no larger than 12 by 10 inches and no smaller than approximately 10 by 8 inches. Any submissions over the maximum dimensions will be disqualified;
- Designs should be preferably in 3-D. Where digital submissions are made to complement the isometric submissions, make sure the image is in the correct file type (jpeg, gif, or pdf), is formatted and labeled according to the guidelines;
- The designs must have a space where award category and award winner can be printed on; and
- Participants may submit more than one design for each category.
- Environment friendly concepts will have added advantage

The owner/s of the winning entry/s will be notified directly and winning entries will become the property of KPMG and Nation Media Group. The winners will also be acknowledged during the Kenya Top 100 Survey Awards 2009 Dinner.

KPMG and Nation Media Group will take reasonable care of entries to prevent any loss or damage to them; however, will not be liable for direct, indirect, or consequential loss that results from the loss or damage to any entry. By joining the competition and upon winning the contest, the designer/s will authorize KPMG and Nation Media Group to use the trophies in any event/s that they deem suitable and necessary and thereby waive the right to demand compensation from KPMG and/or the Nation Media Group.

Submission of design

- entry form and release form (downloadable at www.kenyatop100.co.ke or obtained from the Business Daily)
- declaration of authorship (downloadable at www.kenyatop100.co.ke or obtained from the Business Daily)
- design rationale

Design Requirement

- 1 Design must be drawn in an A3 size drawing board
- 2 Scale: actual / full size drawing
- 3 Isometric must be rendered with watercolor
- 4 Design specification must be written in a separate sheet (could be typewritten or handwritten)

The name of designer should not be mounted or indicated on the design board

For the Design rationale, please attach a separate sheet to explain/justify your design concept with the theme, and to indicate suggested materials.

Design will be judged based on the following:

- Aesthetic and Visual Impact (40%)
- Originality (30%)
- Interpretation of the theme (30%)

All entries must be submitted with a completed and signed release and entry form to the following address before the **closing date on 12 June 2009 at 16:30 hrs**. Those designs submitted without a signed release and entry form will not be considered.

Any questions about what is desired by the client may be sent to:

Kenya Top 100: Trophy Design Competition

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