

Competition announcement

CARPATHIAN CULINARY HERITAGE NETWORK LOGO COMPETITION

Tourist Association of Ivano-Frankivsk region together with its project partners invites professional designers, artists, representatives of public organizations and legal entities and all creative people to take part in the Carpathian Culinary Heritage Network logo competition.

The main goal of the Carpathian Culinary Heritage Network is to reinforce the cultural identity of the Carpathian target regions as tourist destinations and promote the individuality of each region through the prism of culinary heritage (Carpathian Culinary Heritage Network). A fundamental aspect of this competition is the creation of the logo with consideration of the role and meaning of the Carpathian Culinary Heritage.

The Project “Carpathian Culinary Heritage Network” is co-funded by the European Union within Hungary-Slovakia-Romania-Ukraine ENPI Cross-border Cooperation Programme 2007-2013. The project was launched in April 2012 with the objective to popularize the character and range of the different traditional Carpathian food products and cuisines, whilst providing a catalyst for sustainable regional development and preservation of the local cultural heritage. The project covers the territory of Ivano-Frankivsk Region in Ukraine, Maramures and Satu Mare Counties in Romania, Szabolcs-Szatmár-Bereg County in Hungary and Kosice Region in Slovakia.

The projects main implementing partners are Tourist Association of Ivano-Frankivsk Region, Association “EcoLogic” and Chamber of Commerce and Industry of Satu Mare County from Romania, Kosice Regional Chamber of Slovak Chamber of Commerce and Industry from Slovakia and Szamos-bazár Association from Hungary, Ivano-Frankivsk Regional State Administration and Ivano-Frankivsk city council executive committee (Ukraine) as well as Technical University Cluj Napoca - North University Center Baia Mare (Romania), and European Culinary Heritage Network (Sweden).

Technical Requirements

The logo should reflect the key idea of the Network; identify the Network amongst the other similar groupings in the information environment during public events, exhibitions, etc. The logo should create a positive image of the Network and promote it at the local and international tourism level. The logo should be suitable for placement on the promotional items like printing, video materials, signs, web resources etc.

The competition entries (works) should consist of the logo graphic image, color specifications and author’s instruction for logo usage and be accompanied by the author’s statement that he or she in the event of a victory of this competition grants the intellectual property rights on the entry to the competition organizer (Tourist Association of Ivano-Frankivsk Region, Ukraine).

The graphic image should portray a logo that associates with the brand and idea of the Carpathian Culinary Heritage Network.

For the logo creation the participants are strongly recommended to consider and reflect the features of the culinary traditions of each region included to the Carpathian Culinary Heritage Network (Ivano-Frankivsk region of Ukraine, Szabolcs-Szatmár-Bereg county of Hungary, Maramures and Satu Mare Counties of Romania, Kosice region of Slovakia).

The graphic image shall be submitted in the following file extensions: jpeg, tif, pdf, with the resolution not less than 300 dpi on CD/DVD and include 4 options of the logo image: 1) full color image on the white background, 2) black and white image on the white background, 3) color image on the black background, 4) black and white image on the black background.

The competition entry should contain the name and contact details of the applicant and shall be provided in English language. Please note that submission of the logo images (or their elements) where intellectual property rights belong to the third parties and are protected by the law is not allowed.

The Organizer of the competition provides the observation of the participants' rights. The competition entries cannot be used without the agreement of applicants.

Each applicant having taken the decision to participate in the competition agrees that in case of the victory in the competition his entry (work) becomes the official logo of the Carpathian Culinary Heritage Network and is used as set by the Network.

Submission Requirements

Participants shall submit the entries that correspond to the requirements of this announcement till October 1st, 2012 by hand delivery or by post with the reference «Carpathian Culinary Heritage Network Logo Competition» to one of the following address:

In Ukraine - Tourist Association of Ivano-Frankivsk region, 26 Dnistrovska st., Ivano-Frankivsk, Ukraine, 76018.

In Romania - Ecologic Association, Unirii Boulevard, 12A/86, 430272, Baia Mare, Maramures, Romania

or

Chamber of Commerce and Industry of Satu Mare County, 4 Decebal str., Satu Mare 440006, Romania.

In Slovakia – Kosice Regional Chamber of Slovak Chamber of Commerce and Industry, Žižkova 6, 04001 Košice, Slovakia.

In Hungary - Szamos-Bazár Association, Panyola, Csonkaveg U. 26., 4913, Hungary.

Evaluation of Entries

The international Evaluation Committee shall assess the competition works using the following criteria: a) relevance to the title and idea of the Network (maximum score 15), b) suitability to use in color and black and white format (maximum score – 10), c) originality (maximum score – 10); d) perception/ability to be memorized (maximum score – 10).

Award of the Winner

The competition winner shall be awarded with the journey for two persons to the famous Carpathian resort Bukovel (Ukraine), visit the monuments of the past civilization and relax in the Perula Hotel In Istanbul (Turkey) and become the member of the gastronomic tour to Szatmar (Hungary).

Information about the winner(s) of the competition will be placed on the website and promotional materials of the Network.

The competition announcement is published in English and national languages of the regions on the following web-sites:

www.taif.org.ua - Tourist Association of Ivano-Frankivsk Region (Ukraine)

<http://www.mvk.if.ua> - Ivano-Frankivsk City Council (Ukraine)

<http://www.ecologic.romm.ro>- Association Ecologic (Romania)

<http://cciasm.ro> - Chamber of Commerce and Industry of Satu Mare County (Romania)

<http://web.sopk.sk> - Kosice Regional Chamber of Slovak Chamber of Commerce and Industry (Slovakia)

<http://panyola.hu> - Szamos-bazar Association (Hungary)