

YOUNG
CREATIVE
CHEVROLET

2013 ART
CONTEST

YCC HANDBOOK

CONTEST RULES AND CREATIVE BRIEFS FOR SCHOOLS

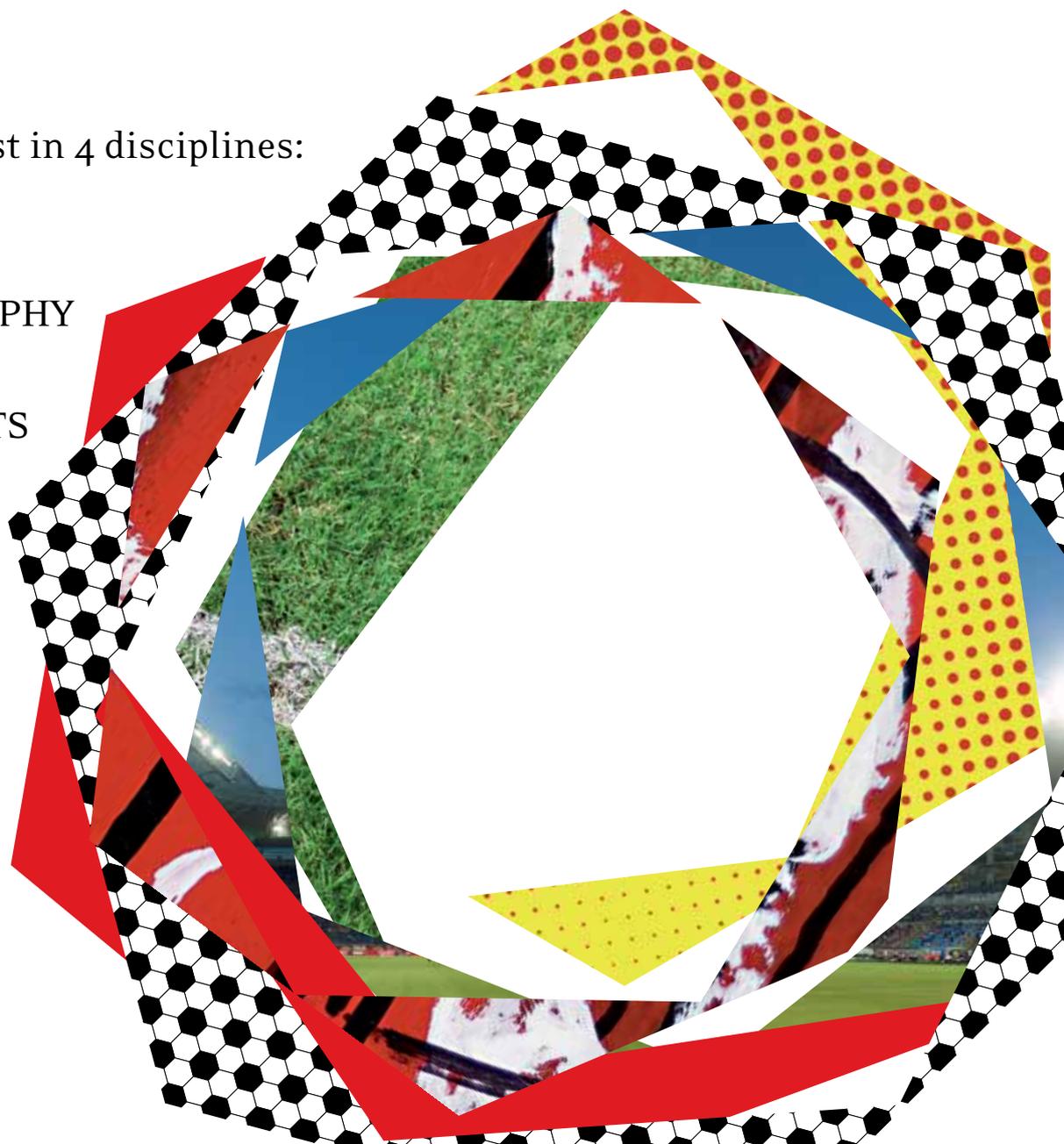
Design contest in 4 disciplines:

- » FASHION
- » PHOTOGRAPHY
- » VIDEO
- » VISUAL ARTS

PRESENTED BY



CHEVROLET



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OVERVIEW: YOUNG CREATIVE CHEVROLET

BACKGROUND

YOUNG CREATIVE CHEVROLET (YCC) is the annual pan-European art and design contest for students of applied arts. The goal of YCC is three-fold: to foster creativity; support emerging artists in the early stages of their careers; and reinforce core values of the Chevrolet brand. Every year, young artists are challenged to respond to creative briefs in selected applied arts disciplines, such as fashion, photography, video and visual arts.

When Chevrolet launched the contest in 2007, students from 32 applied arts schools in eight countries competed – but that was just the beginning. In six short years, YCC has become a highly-anticipated and truly pan-European event. YCC 2012 alone garnered over 1,000 submissions from 280 applied arts schools in 24 countries.

With Chevrolet Europe as committed to YCC as ever, we hope you will join us and help make YCC 2013 the most exciting contest yet.

SCOPE

As the YCC participation rate rises, so does the caliber of the contest. YCC continues to attract not only more students, schools and countries, but also heightened media attention and jury members who are well-known leaders and innovators in their fields.

YCC projects are judged on both the national and European level. The top three national YCC winners in each discipline receive a cash prize and public acknowledgment through local YCC events and European YCC communications. The top three European YCC winners in each discipline receive a cash prize, as well as an invitation to a gala awards ceremony. Every first-place European winner is also invited to take part in a unique behind-the-scenes work experience in his/her field.

Recognition, exposure and real-world experience are just some of the rewards of YCC.

ABOUT CHEVROLET

Chevrolet is the fourth biggest global car brand and arguably one of the most iconic. For more information about Chevrolet and its 101-year history, please visit:

<http://www.chevrolet europe.com>

THE YCC OPPORTUNITY

WHY YOU SHOULD BE INVOLVED

STUDENTS

YOUNG CREATIVE CHEVROLET offers an exclusive opportunity for applied arts students to tap into their talent while working with a recognized global brand.

YCC provides:

- a direct correlation between the field of study and the project
- a way to meet fellow art students from other European countries and discover new ways of approaching your work
- a chance to meet professionals from the fields you are targeting for potential careers
- a first and solid step into the professional world

SCHOOLS

YOUNG CREATIVE CHEVROLET is a highly visible platform for creativity that builds connections between applied arts schools and the wider professional community, which includes leaders in business, the arts and the media.

YCC encourages:

- a heightened public profile of your school, thanks to local and pan-European YCC media outreach, as well as coverage in YCC and Chevrolet web-based publications
- integrity to creative ideals, as no fee or financial contribution is required to take part

**FOR MORE INFORMATION:
WWW.YOUNGCREATIVECHEVROLET.EU**

GENERAL CONTEST RULES: PARTICIPATION

In 2012–2013, Chevrolet Europe GmbH (legally based at Stelzenstrasse 4, 8152 Glattbrugg, Switzerland) will organize the seventh annual edition of the YOUNG CREATIVE CHEVROLET contest for young applied arts students in the following four disciplines: Fashion, Photography, Video and Visual Arts.

WHO MAY PARTICIPATE

- Participation in YCC is restricted to students of applied arts schools which have officially registered for the contest (see How to Register). Students must also be under the age of 30 on January 1, 2013.
- Staff members of Chevrolet Europe and their families, as well as persons linked to the organization or the juries, are disqualified from participating in the contest.
- No participation fee or financial contribution is required.

SCHOOLS: HOW TO PARTICIPATE

1. Present the YCC contest and creative briefs to students
2. Select one or more of the four disciplines to compete in i.e. Fashion, Photography, Video and/or Visual Arts (note that for each discipline, each participating school may submit no more than 10 projects)
3. Register online by December 31, 2012 (see How to Register)
4. Determine which students will participate, as either individuals or groups (five students maximum per group)
5. Forward the names of the participating students, along with their e-mail addresses, to yccregistration@setouts.co.uk
6. Contact the YCC representative in your country

SCHOOLS: HOW TO REGISTER FOR YCC

In order to officially participate in YCC, please complete the brief online registration process as follows:

1. Visit www.youngcreativechevrolet.eu
2. Specify creative disciplines
3. Complete rest of application

All schools are required to register for YCC no later than **December 31, 2012**. Only one registration per school is required.

FOR MORE INFORMATION:

Telephone: +44 (0)75 404 88 254

E-mail: yccregistration@setouts.co.uk

NOTE TO STUDENTS

Once your school has registered for YCC, you will be briefed in the selected creative disciplines and invited to begin. For more information about the creative briefs, submission process and deadlines, please keep reading or visit www.youngcreativechevrolet.eu for detail.

GENERAL CONTEST RULES: DEADLINES AND SUBMISSION

YCC 2013 SCHEDULE

- **Launch of YCC 2013:**
October 1, 2012

- **School registration deadline:**
December 31, 2012

- **Project submission deadline:**
April 15, 2013

- **National jury deliberations:**
May/June 2013

- **European jury deliberations:**
July 2013

- **YCC Award Night:**
tbc

CREATIVE BRIEFS

All schools receive this YCC Handbook, which details the contest guidelines, creative briefs and submission specifications.

PROJECT DEVELOPMENT

Once the school has officially registered online for YCC, students are invited to begin work on the creative brief(s) in the selected discipline(s).

Students may work individually or in groups, with no more than five students per group.

The same student(s) may participate in several creative disciplines but may submit only one entry per discipline. (As indicated earlier, no more than 10 projects per discipline may be submitted by the same school.)

For more information on submission specifications, please refer to the official creative briefs (beginning on page 10).

PROJECT SUBMISSION

All projects submitted to the contest must be the artist's own work. In submitting a project, the participant guarantees that no other original work has been used in the project (including, for example, music, photos, videos, movies or advertising clips). If a participant wishes to include all or part of another's original work (i.e. work belonging to a third party) in a project, written permission for the royalty-free and worldwide use of that work by Chevrolet must be obtained from the owner(s), as well as any third party rights' agencies, and submitted with the project.

Projects are not commissioned by, nor do they represent the views of, Chevrolet.

GENERAL CONTEST RULES: SELECTION AND PRIZES

SUMMARY

A first selection will be carried out at a national level. A maximum of three prizes will be awarded per discipline (Chevrolet reserves the right to award fewer should the work be deemed below standard). The winning entry in each discipline will compete for the corresponding European prize.

The objective across all disciplines is to encourage freedom of expression and creativity. Projects of an inappropriate nature that could be harmful to the image of the Chevrolet brand, however, will not be accepted. Chevrolet reserves the right to disqualify any project deemed inappropriate.

SELECTION

• **NATIONAL LEVEL:** The first selection will be carried out by the recognized artists, design experts, media professionals and senior Chevrolet officers who compose the national YCC juries. All first-, second- and third-place national winners will be announced by June 2013, with first-place winners advancing to the European finals.

• **EUROPEAN LEVEL:** The second selection will be carried out by a European YCC jury consisting of notable leaders in the arts, media and creative industries, as well as senior Chevrolet representatives.

The results of the European final will be announced in July 2013. The European winners in all disciplines will be invited to attend a gala YCC awards ceremony; previous events have been held in Paris, Turin, Berlin, London and Los Angeles.

All YCC jury deliberations take place behind closed doors.

RIGHTS

The award-winning YCC projects will become the property of Chevrolet Europe, which will retain the right to use them in communication with the media, at motor shows and in dealerships, as well as for other public relations events and materials.

Projects which do not place may be returned to their creators upon request.

YCC 2013 PRIZES

NATIONAL LEVEL:

- 1st prize: € 1,200
- 2nd prize: € 800
- 3rd prize: € 500

EUROPEAN LEVEL:

- 1st prize **FASHION:** € 4,000 and a unique behind-the-scenes work experience in fashion
- 1st prize **PHOTOGRAPHY:** € 4,000 and a unique behind-the-scenes work experience in photography
- 1st prize **VIDEO:** € 4,000 and a unique behind-the-scenes work experience in video
- 1st prize **VISUAL ARTS:** € 4,000 and a unique behind-the-scenes work experience in visual arts

Previous behind-the-scenes work experiences have included hands-on sessions in a recording studio and at a photo shoot; and insider visits to entertainment giant Endemol (France), fashion label Lipsy (UK) and design studio It's Nice That (UK).

For all disciplines:

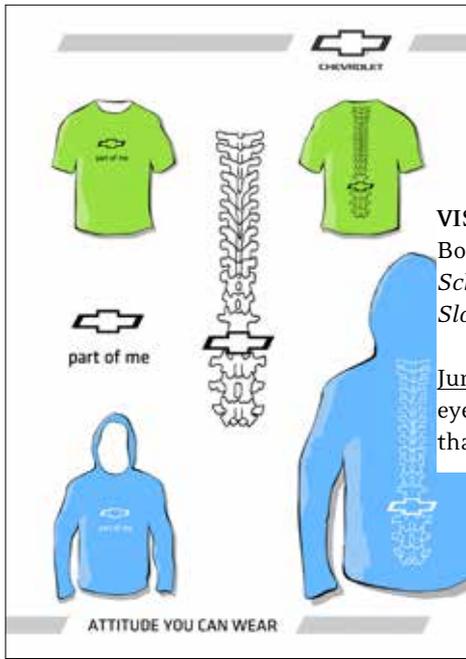
- 2nd prize: € 3,000
- 3rd prize: € 2,000

In addition to the above prizes, European YCC winners will be hosted at the gala YCC Award Night to accept their prizes in person.

NOTE

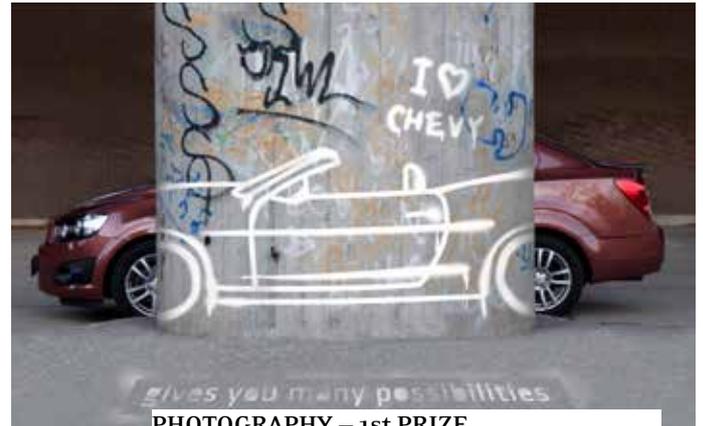
Participation in YOUNG CREATIVE CHEVROLET implies the full and unconditional acceptance of these rules and the waiver of any appeal against Chevrolet Europe. Chevrolet Europe retains the right to modify, prolong or discontinue the contest at any time and for any reason with or without prior notice.

HIGHLIGHTS: YCC 2012 EUROPEAN WINNERS



VISUAL ARTS – 1st PRIZE
Bohuslav Konuš
School: FA STU Bratislava, Slovakia

Jury comment: “A clever, eye-catching design that makes a statement.”



PHOTOGRAPHY – 1st PRIZE

Bohuslav Konuš
School: FA STU Bratislava, Slovakia

Jury comment: “The photo has a nice rawness to it... it changes the environment into something beautiful and optimistic.”



VIDEO – 1st PRIZE

Jana Bauerová and Marie Čermáková
School: J.E. Purkyně University, Art and Design, Czech Republic

Jury comment: “The winning video was technically well-executed... and it tells an amusing story of how a simple message can change our lives.”



FASHION – 1st PRIZE

Tatiana Turňová
School: Slovak University of Technology, Slovakia

Jury comment: “Ingenious pattern cutting (creates a reversible dress)... and an innovative hemline which is only being featured on the runways now.”

**FOR ALL YCC 2012 WINNERS, PLEASE VISIT:
WWW.YOUNGCREATIVECHEVROLET.EU**

HIGHLIGHTS: YCC 2012



EUROPEAN JURY

In July 2012, the European YCC jury deliberations took place behind closed doors in Cologne, Germany.

The European YCC 2012 jury consisted of senior Chevrolet leaders, as well as the following accomplished professionals from creative industries and the arts (listed alphabetically):

ANDY BAKER

Andy is the co-founder of MOFILM.com, the world's leading crowdsourcing site for videos. Andy and his team work with major global brands and clients, such as The Coca-Cola Company, Unilever, Chevrolet and the 2012 Summer Olympic Games.

SAMANTHA JONES

Samantha is a fixture in the international fashion industry, having worked for Zara, LC Waikiki (market leader in Turkey), C&A and, most recently, Primark as the Global Design Director of the women's, men's, children's and home collections.

ANNETTE KELLER

Annette is Deputy Photography Director at Swiss fashion magazine *Annabelle* and responsible for feature and travel photography. Previously, she worked in the photography departments of *Bolero* and *Weltwoche* before heading up the Emphasis photo agency in Hong Kong.

ALFRED RHIEM

Alfred is the founder of Talk Talk Media, which works with artists and major brands, such as Vodafone D2, Volkswagen Motorsport and Gerry Weber fashion. Once the manager of Motown Records in Germany, he has also developed well-known formats for television.

RON SMRCZEK

Ron is Creative Director at the Milan unit of Chevrolet's newly-formed agency, Commonwealth. His earlier work on Nike and Pfizer's Viagra at global agency TAXI brought him international recognition and advertising awards, including Cannes Lions, Pencils and Clios.

CHEVROLET YCC 2012 JURY MEMBERS

SUSAN DOCHERTY

President & Managing Director, Chevrolet Europe

MARC KEMPE

Former Director, Public Relations, Chevrolet Europe

LIZ WETZEL

Director of Interior Design, GM European Design Studio

YCC 2013

BRIEF: FASHION

THE FOOTBALL PHENOMENON

Football. Some love it, others live for it, and then there are those who have yet to be moved. Regardless, everyone can agree on one thing: the most popular sport on the planet creates passion, emotion and anticipation on a staggering scale. Whether you follow it, play it or merely observe the excitement from the proverbial sidelines, the power of football (soccer) is hard to deny.

The iconic Chevrolet brand is stepping up its involvement with football (www.chevroletfc.com) on a global scale, best captured by sponsorship of two of the world's most popular teams, Manchester United and Liverpool FC. Chevrolet is also the founding sponsor of the One World Futbol

Project and will deliver a minimum of 1.5 million virtually-indestructible footballs to children in need all over the world. We're proud to be closer to the game and its billions of fans – and that's where the seventh season of YOUNG CREATIVE CHEVROLET comes in.

YCC 2013 is an exploration and celebration of the global phenomenon called *football*. With the recent European Football Championship, the World Cup in 2014 and all of the matches in between, football is arguably everywhere. We're calling on the best applied arts students in Europe to get inspired and delve into the heart of it.

PREMIER-LEAGUE STYLE

You're a diehard football fan and a style icon – sometimes even at the same time.

Your assignment is to design an eye-catching, sporty yet elegant outfit that captures the energy of the ultimate football fan. The outfit can be for a man or a woman, and will be worn by a model at European events to showcase the Manchester United Special Edition Chevrolet Aveo (see Visual Arts brief).

For inspiration, we encourage you to explore the design, lines and "personality" of the sporty Chevrolet Aveo city car. You may also be interested in checking out the Manchester United Special Edition Chevrolet Trax for reference only; your design should be specific to the Aveo.

ADDITIONAL GUIDELINES

- The outfit should complement Manchester United's visual identity, but not imitate it. Should you wish to use Manchester United colors or build on other design elements, please download the Manchester United graphic guidelines document on the YCC website.
- The only logo that may be integrated into the design, though it is not required, is that of Chevrolet. Subtle usage is permitted.

PLEASE SUBMIT PROJECTS AS FOLLOWS

- Two copies of the drawing on A3 paper mounted on foam board: one drawing of the front and one of the rear (back)
- One digital version of the drawing in JPEG with A4 300-dpi resolution on a CD or USB key
- Written detail regarding proposed materials i.e. estimated cost of manufacturing, possibilities and time frame for production, and a sample of the suggested fabric

SPECIAL NOTE

Each first-place project from YCC national contests will compete in the European final and therefore need to be produced in European standard size 38 (women's) or 50 (men's).

When submitting your project, please indicate your name(s), e-mail address(es), mobile phone number(s) and the name of your school.

YCC 2013

BRIEF: PHOTOGRAPHY

THE FOOTBALL PHENOMENON

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CRACKING THE CODE

What is it about football? And what makes a fan a fan? You may not always think about what draws people to football, but for the sport to be so enduring it must tap into something well beyond the pitch.

Your assignment is to go back to the basics of football to capture an image that reveals the underlying reason(s) for the passion surrounding the game. Whether you focus on the spirit of competition, discipline, endurance, grace under pressure, teamwork or any other dimension – through imagery, symbol or visual metaphor – your work should shed light and provide a point of view on football's massive appeal.

PLEASE SUBMIT PROJECTS AS FOLLOWS

- Two copies of a 40x60 cm paper print, mounted on foam board, with a 3 cm white margin
- Electronic file (CD-ROM or USB key) in an A4 300-dpi resolution, and both JPEG and TIFF formats

When submitting your project, please indicate your name(s), e-mail address(es), mobile phone number(s) and the name of your school.

ADDITIONAL GUIDELINES

- No Chevrolet vehicle needs to be present in the image.
- Images of an inappropriate nature that could be harmful to the Chevrolet brand will not be accepted; Chevrolet Europe reserves the right to disqualify any project deemed inappropriate.

YCC 2013

BRIEF: VIDEO

THE FOOTBALL PHENOMENON

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MAKE ME A FAN

If you're a football fan, you understand the game. If you're a *generous* football fan, you see it as your duty to enlighten those who don't.

Your assignment is to create a video piece that not only explains the rules and world of football to those who don't play or follow the sport, but makes them into fans. The piece should be entertaining, upbeat and no longer than 90 seconds.

ADDITIONAL GUIDELINES

- The creative concept should be visual/musical in nature in order to be suitable for use in multiple languages.
- Due to copyright issues, clips from advertising or movies that were not created in-house should not be used.
- Original music should be used; otherwise, permission from the composer must be obtained in writing and submitted with the project.
- All videos should feature a short "powered by Young Creative Chevrolet" sequence at the end which can be downloaded from the YCC website.
- Images of an inappropriate nature that could be harmful to the Chevrolet brand will not be accepted; Chevrolet Europe reserves the right to disqualify any film deemed inappropriate.
- The following may not be shown or represented: illegal or criminal activity; dangerous behavior, including reckless driving, or the encouragement of dangerous; political, religious or sexual themes.

PLEASE SUBMIT PROJECTS AS FOLLOWS

» Two DVD copies: one large format and one small format

Large format (for viewing)

- QuickTime Movie (MOV or MP4) – please not in Windows Media, WMV or AVI
- Screen size: 768 x 432 (16:9)
- File size: no larger than 80MB
- Length: 20 to 90 seconds

Small format (for sharing)

- QuickTime Movie (MP4) – please not in Windows Media, WMV or AVI
- Screen size: 320 x 179 (16:9)
- File size: up to 6MB maximum
- Length: 20 to 90 seconds

When submitting your project, please indicate your name(s), e-mail address(es), mobile phone number(s) and the name of your school.

YCC 2013

BRIEF: VISUAL ARTS

THE FOOTBALL PHENOMENON

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INSTANT FAN-TRANSPORTER

The car that gets you closer to Manchester United is more than just a car.

Your assignment is to create the ultimate Manchester United fan car through the use of stickers covering the body of the car. Your "fan transporter" will be the sporty Manchester United Special Edition Chevrolet Aveo, featured at European events (see Fashion brief).

While the designs should be specific to Manchester United, they should focus on the fans rather than the team itself.

ADDITIONAL GUIDELINES

- Only the painted parts of the car body qualify i.e. no windows, wheels, etc.
- Please refer to the Aveo design templates, available as a download from the YCC website, for layout specifications.
- The Manchester United logo must be included in the design. For information regarding logo usage, as well as color and visual identity specifications, please consult the official Manchester United graphic guidelines, available on the YCC website.
- The Chevrolet logo should not be the centerpiece of the design. Should you wish to use it, please refer to the standard European corporate design guidelines, available as a download from the YCC website.

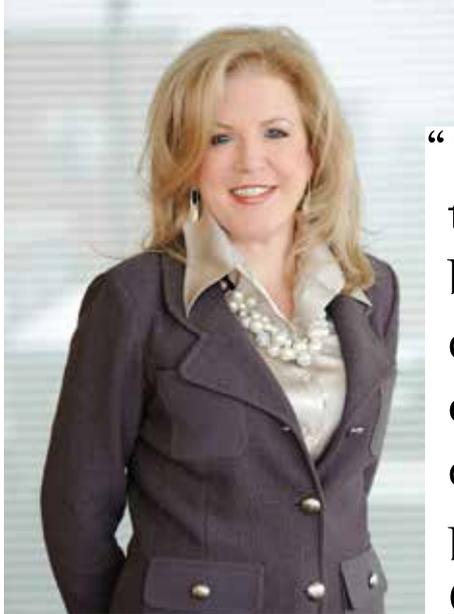
- Images of an inappropriate nature that could be harmful to the Chevrolet brand will not be accepted; Chevrolet Europe reserves the right to disqualify any design deemed inappropriate.

PLEASE SUBMIT PROJECTS AS FOLLOWS

- One mock-up of the sticker/cover design as follows: two copies of a DIN A2 (landscape format, 420 x 594 mm) paper print, mounted on foam board, with no margins (bleed off); there are no restrictions regarding the kind and quality of paper used
- Electronic files in EPS/TIFF (300-dpi, DIN A1) on a CD-ROM/DVD-ROM/USB stick together with a JPEG copy (300-dpi, DIN A4) on the same memory medium
- Note: CD-ROM may also contain any necessary technical information (color pantones, comments, etc.) useful to the realization of the project

When submitting your project, please indicate your name(s), e-mail address(es), mobile phone number(s) and the name of your school.

YCC WRAP-UP



“To see evidence of such art and design talent in Europe is not only inspiring but promising. Young artists and designers who are this good should be encouraged at this stage of their careers, and we’re delighted to continue playing our part with YOUNG CREATIVE CHEVROLET.”

Susan Docherty
President & Managing Director Chevrolet Europe

YCC THROUGH THE YEARS

» **YCC 2007**

32 schools registered from 8 countries

» **YCC 2008**

75 schools registered from 15 countries

» **YCC 2009**

120 schools registered from 19 countries

» **YCC 2010**

135 schools registered from 20 countries

» **YCC 2011**

155 schools registered from 22 countries

» **YCC 2012**

More than 280 schools registered from 24 countries

What will YCC 2013 bring?

DON'T MISS YOUR CHANCE TO BE PART OF YCC 2013

REGISTER ONLINE BY
DECEMBER 31, 2012

www.youngcreativechevrolet.eu

FOR MORE INFORMATION:
yccregistration@setouts.co.uk
or +44 (0)75 404 88 254

PRESENTED BY



CHEVROLET