

CALL FOR CORPORATE IMAGE AWARD JUNE 2015

DELIVERABLE D_7.7 TV4NEWOOD PROJECT

**AGREEMENT NUMBER:
ECO/12/333079/SI2.653690**

INTRODUCTION

Conlegno - Consorzio Servizi Legno Sughero, organized the first edition of a contest, "A name and a logo for thermo-vacuum treated wood", that took place from 15th March to 15th May 2015.

The Contest was disclosed in all European countries and in all the languages provided by the Project (ITA, ENG, DE, FR, SP).

DISSEMINATION ACTIVITIES

Starting from march 9 the Contest was published on the project website: [http://www.tv4newood.it/](http://www.tv4newood.it) ; <http://www.tv4newood.com/> ; <http://fr.tv4newood.com/> ; <http://de.tv4newood.com/> ; <http://es.tv4newood.com/> .

It was carried out a research to track down the most important European schools of design and architecture to propose their the participation in the Contest.

They were selected 254 email addresses to which the proposal was sent to participate in the Competition, in different languages.

Below the english proposal:

**Object: "A name and a logo for thermo-vacuum treated wood"
contest**



Website: www.tv4newood.it

Email: tv4newood@wde-maspell.it

Phone: +39 (0)744 800672

With this communication, the partners of the project Tv4newood, project financed by the European Commission through the 2012 Eco Innovation initiative, inform you that it is open the contest: "A name and a logo for thermo-vacuum treated wood".

The Tv4newood project was conceived with the aim of manufacturing a new type of wood which offered high performance with a low environmental impact, using the innovative procedure of the thermo-vacuum treatment of wood.

Participants are invited to visit the web site

<http://www.tv4newood.com/> for more information about the project and its objectives.

This competition is open to European citizens of any age and gender and is aimed particularly at students, amateurs or professionals in the communication sector with a passion for graphics and design. It will be able to present the proposals between March 15 and May 15, 2015, in the manner indicated in the contest attached and posted on the website <http://www.tv4newood.com/>.

The winner chosen by the jury composed by members of the partnership, will be awarded a prize of 5,000 euros (five thousand euro).

Enclosed the notice of the contest, with the prayer of widest dissemination.

We look forward to your proposals.
Join the crowd!

The partners of the project Tv4newood

The Contest was also communicated through all the “Social” of Conlegno (facebook, twitter, youtube) and through the “Social” of all the partners.

During the "Salone del Mobile" in Milan was dedicated a day for the dissemination (in “Salone del Mobile” there were many young designers).

THE RESULTS

In consideration of the important dissemination activities the Project have reached **149** proposals for participation in the Contest.

All the proposals were examined by the Jury and was voted the winner (See also Deliverable 7.8 AWARD ASSIGNED).