



# **west elm** **christmas** **window** **competition**

We're ready to deck the halls – and the windows for a fun and festive season.

For the first time, we're inviting design students + lovers of design from around Australia to take part in a very special window design competition.

Think Christmas.

Think festive fun.

And then make it recyclable.

---

## **1 x OVERALL PRIZE WINNER**

\$1,000 west elm gift card  
+ your design featured centre stage in-store

## **6 x FINALISTS**

One of five \$250 west elm gift cards  
+ your design featured centre stage in-store

## **VOTERS' PRIZES**

One of five \$100 west elm gift cards

## **ENQUIRIES**

marketingaus@wsgc.com

---

## **brief**

west elm is getting ready for the most wonderful time of the year, and we'd love you to be a part of it.

We're looking for six winning designs to fill our window in each store location, take centre stage, stop people in their tracks, create some fun and frivolity – and make merry!

Using recycled or recyclable pieces, together with a number of west elm products, entrants will be challenged to create a dramatic moment that captures the Christmas spirit and creates theatre and festive fun within our store windows.

From conception to execution, we're charging you to tap into your highest creative self, dream big, roll up your sleeves and get excited!

## **key dates**

*Competition closes*

**Monday 21 October 2019**

-

*Finalists selected + contacted*

**Friday 25 October 2019**

-

*Finalists install final design in-store*

**Friday 22 November 2019**

-

*Finalists + design photographed in-store*

**Monday 25 / Tuesday 26 November 2019**

-

*Christmas window showcase ends*

**Friday 13 December 2019**

-

*National winner announced*

**Monday 16 December 2019**

## **how to enter**

Complete the entry form on page 3 + email to [marketingaus@wsgc.com](mailto:marketingaus@wsgc.com) by **Monday 21 October 2019**.

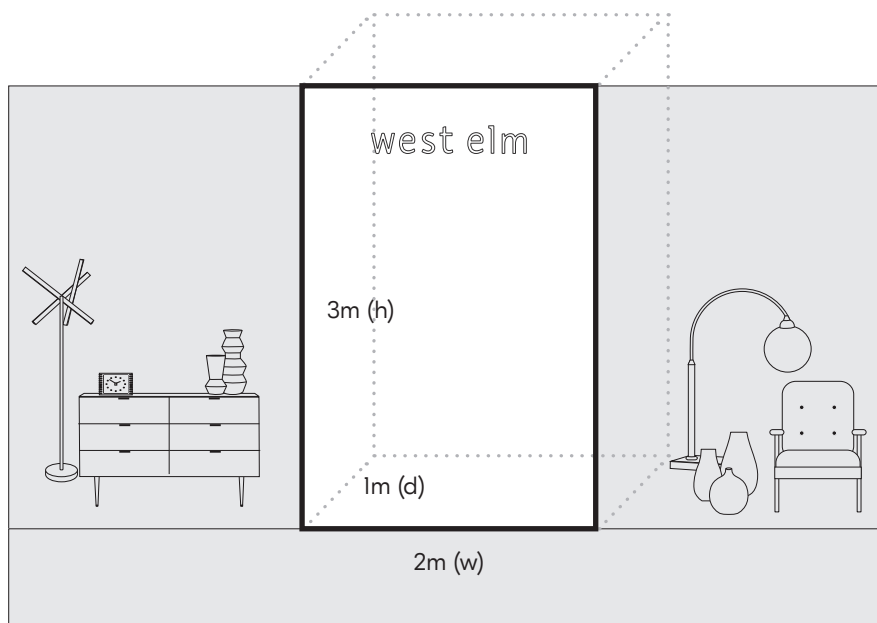
---

## considerations

- Chosen materials should be recyclable, reusable or sustainable.
- To truly embrace the sustainable element of this project, the cost of materials used in construction should not exceed \$150, to be covered by west elm.
- Size of design should fit within 2m (w) x 3m (h) x 1m (d).
- Construction of winning designs will need to be completed within a 4-week period from Friday 25 October - Friday 22 November 2019.
- Entrant must be available to install their design on Friday 22 November 2019.
- Your design will be part of a working store, so please consider safety above all else.
- Your design will be showcased alongside complementary west elm product.

## installation

Design can be hung or a free-standing installation.



---

## entry form

To enter simply complete the details below, together with **both** checklist items.

Email to [marketingaus@wsgc.com](mailto:marketingaus@wsgc.com) by **Monday 21 October 2019**.

Full Name :

School/Course Name *(if applicable)* :

Contact no. :

Email :

Local west elm store *(select all that apply)* :

Bondi

Brisbane

Chadstone

Chapel Street

Chatswood

Perth

## key dates

I am available on the following **two** key dates :

22 November 2019 *(Installation of final design in-store)*

*and*

25 or 26 November 2019 *(Photography of finalists + their design)*

## checklist *(both items are a requirement of entry)* :

**1 x A4 Moodboard** (file size limit 5 MB)

A page of images to relay what your design drawing might not be able to – things such as mood, inspiration, material references or construction.

**Design Drawing** (file size limit 5 MB)

A detailed illustration, executed either by hand or CAD, denoting your window concept design.

---

I agree to the terms + conditions of this competition  
**Please refer to pages 4-5**

Key dates, checklist and terms + conditions boxes must be checked for your entry to be valid.

email this page to [marketingaus@wsgc.com](mailto:marketingaus@wsgc.com)

**Williams-Sonoma Australia Pty Ltd**  
**West Elm Christmas Window Competition: Phase 1**  
**Terms and Conditions**

Information on how to enter forms part of the terms of entry. Entry into the competition is deemed acceptance of these terms and conditions. The 'Promoter' is Williams-Sonoma Australia Pty Ltd (ABN: 75 157 917 783) of c/o DLA Piper, Level 38, 201 Elizabeth Street, Sydney NSW 2000, Australia, Phone +61 2 9286 8509.

The competition commences on 10/9/19 at 9:00am AEST and concludes on 21/10/19 at 5:00pm AEDT.

**ELIGIBILITY**

Entry is open to Australian residents aged 18 years of age or over. However, employees and their immediate families of Williams-Sonoma Australia Pty Ltd and their associated agencies and companies are not eligible to enter.

**ENTRY REQUIREMENTS**

- To enter, participants must submit the details below via email to [marketingaus@wsgc.com](mailto:marketingaus@wsgc.com) by 5pm Monday 21 October 2019:
  - a. completed entry form including full name, school/course name (if applicable), contact phone number, e-mail address and closest west elm store; plus
  - b. 1 x original A4 Moodboard (file size limit 5 MB); plus
  - c. 1 x original Design Drawing (file size limit 5 MB)
- Illegible, incomprehensible and incomplete entries will be deemed invalid.
- Entries must be received by 5:00 p.m. AEDT on 21 October 2019. The Promoter accepts no responsibility for any late, lost or misdirected entries due to technical disruptions, network congestion or for any other reason. Any entry that is made on behalf of an Entrant by a third party will be invalid.
- Dates listed under 'Key Dates' must be strictly adhered to by the applicant. There are no exceptions to this rule.
- The Promoter reserves the right to verify the validity of entries and to disqualify any entry which, in the opinion of the Promoter, includes objectionable content, profanity, potentially insulting, inflammatory or defamatory statements, disqualify any entrant who tampers with the entry process, who submits an entry that is not in accordance with these Terms & Conditions of Entry or who has, in the opinion of the Promoter, engaged in conduct in entering the promotion which is fraudulent, misleading, deceptive or generally damaging to the goodwill or reputation of the promotion and/or the Promoter.
- In the case of the intervention of any outside act, agent or event which prevents or significantly hinders the Promoter's ability to proceed with the competition on the dates and in the manner described in these terms and conditions, including but not limited to vandalism, power failures, tempests, natural disasters, acts of God, civil unrest, strike, war, act of terrorism, the Promoter may in its absolute discretion cancel the competition and recommence it from the start on the same conditions, subject to any directions given under State Regulation.

**JUDGING PROCESS + PRIZES**

- Six finalists will be chosen from all valid entries by the West Elm Australia Judging Panel, with each finalist representing a different West Elm Store location.
- The judging process will take place from the 22-24 October 2019.
- The six finalists will be notified by 25 October 2019. Finalists will be contacted by West Elm Australia to discuss details of their 'Final Design'. If the entrant does not respond within 48 hours of being contacted, a new finalist will be chosen.
- If the majority of judges on the West Elm Australia Judging Panel consider that there is no entry of sufficiently high merit to name a finalist, no prize/finalist will be awarded in that location.
- The West Elm Australia Judging Panel's decision is final and the Promoter will not enter into correspondence regarding the judging process.
- One of the six finalists will be named the Overall National Winner in the public voting phase, between 6-15 December 2019.

- The prizes include:
  - o 1 x Overall National Winner: 1 x \$1000 West Elm gift card
  - o 5 x Runner-Up Prize Winners: 1 x \$250 West Elm gift card
- Total maximum prize pool value is \$2,250 (including GST).
- The prize is not transferable or exchangeable, nor is the prize redeemable for cash. The Promoter is not responsible for any lost or stolen gift cards. Once prizes have left the Promoter's premises, the Promoter takes no responsibility for prizes damaged, delayed or lost in transit.
- If the prize is unavailable, for whatever reason, the Promoter reserves the right to substitute the prize for a prize of equal or greater value, subject to State Regulation.
- Prizes will be sent to the finalists by 20 December 2019.

### **CHRISTMAS WINDOW SHOWCASE**

- Finalists are expected to construct their Final Design between 25 October – 21 November 2019, without assistance from West Elm Australia.
- Finalists must be available to install their Final Design within their assigned West Elm Store location on 22 November 2019, with minimal assistance from West Elm Australia.
- Finalists are required to be photographed with their Final Design at their assigned West Elm Store location on either 25 or 26 November 2019.
- Finalists are responsible for any costs associated with the transportation, installation and removal of Final Design to their assigned West Elm Store location.
- Chosen materials should be recyclable, reusable or sustainable. The cost of materials used in construction should not exceed \$150, to be covered by West Elm Australia.
- Size of Final Design should not exceed 2m (w) x 3m (h) x 1m (d).
- The Promoter reserves the right to not display the Final Design if it does not reflect the original submission.
- Finalists must remove their Final Design installation from the assigned West Elm Store location by 13 December 2019.
- The Promoter shall not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or for any personal injury suffered or sustained in connection with the construction and installation of the Final Design, except for any liability which cannot be excluded by law.
- The Promoter assumes no responsibility for any error, omission, interruption, delays, theft or destruction or unauthorised access to, or alteration of the Final Design, and reserves the right to take any action that may be available.

### **PROMOTION + PUBLICITY**

- Finalists will be photographed with their Final Design for promotion via West Elm Australia's marketing channels including, but not limited to, West Elm Australia's website, email database and social media sites.
- Finalists agree to participate in and co-operate as required with all reasonable media editorial requests relating to their entry, including but not limited to, being interviewed and photographed, filmed and/or chaperoned throughout the duration of the competition.
- The Promoter reserves the right to refuse to allow a finalist to take part in any or all aspects of the competition, if the Promoter determines, in their absolute discretion, that a finalist is not in the mental or physical condition necessary to be able to safely participate in the competition.
- It is a condition of accepting the prize that the winner may be required to sign a legal release in a form determined by the Promoter in its absolute discretion.
- In consideration for the Promoter awarding the prize to the finalists, the winners hereby assign to the Promoter all rights, title and interest in and to all copyright in any material created pursuant to the winner's participation in any aspect of the competition.
- The finalists acknowledge that the Promoter is free to use the Final Design and to exercise its rights in relation thereto and the winners will not be entitled to any fee for such use.