

## **1<sup>st</sup> Label Design Competition Vinyes Son Alegre (Santanyí)**

Vinyes Son Alegre SL (the Winery), in partnership with the town hall of Santanyí, the Cultural Association LAUSA and the Cultural Association of Calonge, Es Mayoral, are holding the 1<sup>st</sup> Design Competition for labels of wine from Santanyí.

### **Rules of the Competition**

#### **First**

Participants: Any person interested in this contest may participate, provided that they are over 18 years of age, without limitation to their place of residence. A maximum of three separate entries per participant will be accepted, one for each wine (white, rosé and red). Participants may choose to enter one, two or three illustrations or drawings. The competition starts from the premise that each of the wine labels will have to bear the name of a given geographical location within the municipality of Santanyí: for the white wine and the rosé wine, a location of the coastal region, and for the red wine, a name of the interior region of Santanyí. Thus, each label, by default, will bear the logo of the Winery, the year of vintage and the name of the given location, which means that the contestant must solely create the illustration or drawing:

<p><b>Son Alegre</b></p> <p><b>Vintage 2014</b></p> <p><b>(Geographical location)</b></p> <hr/>
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The chosen names for the first edition of this competition are:

- Red Wine: **S'Antigor**

The name s'Antigor can be found at least eight times in rural areas of Calonge, s'Alqueria Blanca and Santanyí. These locations always coincide with sites where ruins from the Bronze Age can be found or were in existence in the past; hence the geographical term always refers to a prehistoric settlement. We believe that this name is well suited to describe a wine, because as the proverb says, "The older a friend or a wine, the better."

- Rosé Wine: **S'Aragall Blau**

An Aragall is not the same as a Saragall or a Xaragall, although these words share the same origin. Aragall designates a current in the sea caused by the morphology of a rock formation in the sea near the coast. This current or countercurrent causes the bait thrown by the fisherman to drift away from the shore and out of reach. The word Aragall is of Catalan origin said to date back to pre-Roman times. L'Aragall Blau is to be found at the s'Estret des Temps near the lighthouse of Cala Figuera.

- White Wine: **Cocó Barber**

A Cocó is a shallow cavity in a rock, usually of natural origin, although some man-made Cocós do exist. As a rule, one can find such Cocós on the coast; they are small rock pools collecting salt, a popular commodity in the old days. This particular Cocó Barber is found on the banks of the Ribera de Calonge. The name has its probable roots in a nickname that was used during the harvest of salt in bygone times. It is likely that in the old days this Cocó was called Cocó d'en Barber.

## **Second**

Theme: Every artist can use any technique or style deemed appropriate and which the name chosen for the Son Alegre wine/s may have inspired in him or her. All participating works must be truly original and must not have been submitted to any other contests.

## **Third**

Size: Each label must have dimensions not exceeding 6.5 cm in width and 10.0 cm in height and must be submitted in a JPG format.

#### **Fourth**

Place and date of submissions: Entries may be made by electronic means to the email address of the town hall in Santanyí (santanyi@ajsantanyi.net), by certified postal mail or in person to the Santanyí town hall (Registre General de l'Ajuntament, Plaça Major 12, 07260 Santanyí, España). The deadline is October 30th, 2014, at 13:00 hours.

In the case of delivery made by postal mail, all participants must submit a receipt of proof of postage to the Santanyí town hall by fax before the expiration of the deadline (Fax-Nr. 0034-971642231). A period of seven working days would normally be assumed for delivery of the documents by postal mail. Any documents not arriving within the specified period are deemed invalid, and any such participant will be excluded from the competition.

#### **Fifth**

Method of delivery: Documentation presented electronically must contain four files:

- a) Personal information with the title of the work or works, pseudonym or alias of the competitor and/or personal data of the author (name, surname, postal address, email and telephone number).
- b) A scanned copy of the identity card or passport of the author including the signature identical with the one appearing on the label in case of a winning entry.
- c) A document signed by the artist/author in which s/he states the explicit acceptance and full compliance with the rules of the competition.
- d) The artwork of the wine label designs itself, provided that the conditions stated above are met.

If sent by postal mail or presented to the Register of the town hall of Santanyí, the documentation must be divided into two envelopes; one with the contents of the documents referred to in points a), b) and c) and one with the contents of the letter d).

#### **Sixth**

The jury shall be composed of one representative each of the town hall of Santanyí, LAUSA, Es Mayoral and the Winery, as well as of one local artist or graphic designer, to be chosen by the organizers.

### **Seventh**

The jury's decision shall be final and will be made public via the respective websites of both, the town hall of Santanyí and the Winery, and shall also be announced in public during the celebrations of this year's Festes de Sant Andreu (November 30<sup>th</sup>, 2014). In addition, the competition organizers will contact the authors of the winning entries individually to inform them of the final decision.

### **Eighth**

The three awards shall consist of 700 euros for each winning label design. In addition, the winning artwork will be used for the labels of the three Son Alegre wines (white, rosé and red), including the artist's signature. The awards ceremony will take place during the week of the celebrations of Festes de Sant Andreu in Santanyí.

### **Ninth**

The original artworks of the winning entries will become property of the Winery, Son Alegre SL, without the winning person being granted any additional remuneration for any exploitation rights in the broadest term. The Winery will have the right to exploit, publish and use the winning images at any time and in any medium or format without any due limitation. The intellectual rights of the artwork will remain with their authors. Participants who were not amongst the winners will be able to collect the work presented.

### **Tenth**

Any participation in this competition implies the full acceptance of these rules.