

ARCHITECTURE COMPETITION

# MELBOURNE TATTOO ACADEMY

COMPETITION CONDITIONS



Bee Breeders architecture competition  
organisers has prepared this document for  
the purpose of arranging the  
**MELBOURNE TATTOO ACADEMY**  
architecture competition.

The concept and planning for this  
competition have been developed solely by  
Bee Breeders architecture competition  
organisers.

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architecture competition organisers  
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# INTRODUCTION

The Bee Breeders Melbourne Tattoo Academy architecture competition is calling for submissions for a building complex that would function as a school for the art of tattooing in the heart of Melbourne. As the unofficial cultural capital of Australia, Melbourne is a diverse and open-minded city, and is home to many key arts outlets from film and television industries, to contemporary dance, theatre, street art and music. This makes it an ideal location to explore this ancient artform that is still relevant and popular in today's modern culture.



# MELBOURNE

Melbourne is the capital of the Australian state of Victoria, and the second most populous city in the country. Originally founded by free settlers from the British Crown colony of Van Diemen's Land in 1835, Melbourne became the capital of the newly founded colony of Victoria in 1851. The discovery of gold in mid-1851 caused a boom in the city's population, and Melbourne overtook Sydney as the biggest city in the country, and was transformed into one of the largest and wealthiest cities in the world during that time. Growth has continued throughout the decades, albeit at a more sustainable rate, with substantial international investment in the city's industries and property market since the 1990s. Major inner-city urban renewal has occurred in areas such as Southbank, Port Melbourne, Melbourne Docklands and more recently, South Wharf.

The cultural capital of Australia was the most livable city in the world, according to the Economist Intelligence Unit's annual global livability ranking, every single year between 2010 and 2015, and will likely be at the top of the list when the 2016 rankings are released later this year. In 2015 Melbourne scored 97.5 out of 100, ranking it above runners up cities Vienna and Vancouver for several reasons.



Cliveden Mansions, 192 Wellington Parade, East Melbourne - 1887; Image courtesy of <http://emhs.org.au/>



Melbourne streets; Image courtesy of <http://www.shutterstock.com/>



Image courtesy of <http://www.awx.com.au/>







Melbourne is a vibrant metropolis of a city that manages to seamlessly integrate its passion for architecture, culture and the arts into every street. Behind Melbourne's grid-like streets are quirky little Gothic Laneways that house restaurants, book stores, and unique shops. Commonly found as a feature of these laneways are colorful works of street art and the city is considered by many to be the street art capital of the world. And Melbournians go to great lengths to keep it this way and preserve murals and other notable works.

The city of Melbourne also straddles the scenic Yarra River, making it a prime spot for water sports, boating, and city views, with cutting edge architecture very much a part of the city's landscape, including structures such as the Digital Harbour Port 1010, the Arts Centre, Melbourne spire, and the Melbourne Recital Centre.



Image courtesy of <http://www.australiantraveller.com/>



Image courtesy of <http://www.calicultural.com.br/>



# MELBOURNE CULTURE/ DIVERSITY

The arts are a huge part of Melbourne's identity, with many famous music acts originating in the city such as Temper Trap, Nick Cave and the Bad Seeds, Jet, and others. It is also the home of the Australian Ballet which regularly performs at The Arts Centre. Due to its literary festivals, book stores, and publishers, alongside its history of famous award-winning authors, Melbourne is considered a UNESCO City of Literature, and is home to the State Library of Victoria, one of Australia's oldest cultural institutions that numbers among many public and university libraries across the city.



Image courtesy of <http://www.thecouchsessions.com/>



Busy laneways of Melbourne; Image courtesy of <http://www.shutterstock.com/>



Melbourne culture isn't just limited to the arts and literature, it's also said to be home to the best coffee in the world, and restaurants so diverse and high-quality that celebrity chefs are almost commonplace. The city's coffee culture is integral to its identity, with a great cup of coffee available on practically every street corner, and trendy hipster cafés crammed into every free space possible.

The population of Melbourne is diverse, like much of Australia it has a high percentage immigrant population, with many first generation Australian citizens coming from English, Irish, Scottish, Greek and Italian heritage. Though the majority of its population were born in Australia, in 2011 some 20% were of Australian native background. The large indigenous community in Melbourne is known as the Kulin Nation, and there are many galleries and museums with an Aboriginal-focus.



State Library of Victoria; Image courtesy of <https://en.wikipedia.org/>



The Queen Victoria Market; Image courtesy of <http://thelifethatbroke.com/>



Myer Christmas Parade; Image courtesy of <http://www.wikiwand.com/>



# MELBOURNE ARCHITECTURE

During the 1850s, Melbourne served as a major port and provided most services for the region, and as such experienced exponential growth during the Victorian gold rush. An influx of interstate and overseas migrants - and the subsequent need for public buildings - resulted in a program of grand civic construction funded by the state's newfound wealth. The 1850s and 1860s saw the commencement of Parliament House, the Treasury Building, the Old Melbourne Gaol, Victoria Barracks, the State Library, University, General Post Office, Customs House, the Melbourne Town Hall, St Patrick's cathedral, though many remained uncompleted for decades, with some still not finished.

Melbourne architecture is an extensive mixture of nineteenth and early twentieth century buildings. The more culturally historic buildings in Melbourne include: the World Heritage Site-listed Royal Exhibition Building, constructed over a two-year period for the Melbourne International Exhibition in 1880; A.C. Goode House, a Neo Gothic building located on Collins Street designed by Wright, Reed & Beaver (1891); William Pitt's Venetian Gothic style Old Stock Exchange (1888); William Wardell's Gothic Bank (1883) and Flinders Street Station (1909), which was the busiest commuter railway station in the world in the mid-1920s and is located at the very heart of the city centre.



A.C. Goode House; Image courtesy of <https://en.wikipedia.org/>



Victoria Barracks, Melbourne; Image courtesy of <http://mapio.net/>





Melbourne's Shrine of Remembrance;  
Image courtesy of <http://www.visitvictoria.com/>



Old Melbourne Gaol; Image courtesy of <https://picsandstuff.wordpress.com/>



White Night at Royal Exhibition Building; Image courtesy of <https://www.youtube.com/>



While the CBD is dominated by modern-built high-rise buildings, several grand classical Victorian buildings still stand today, such as the Rialto Building (1889) designed by William Pitt and the Winfield Building (1890) designed by Charles D'Ebro and Richard Speight. Melbourne also features the 'Shrine of Remembrance', built in memorium to the men and women who served in World War I, and now acts as a memorial to all Australians who have served in war.

Residential architecture in Melbourne is more of an eclectic mix of styles, with no singular architectural style defining it. You will find a mixture of houses, townhouses, condominiums and apartment buildings in the metropolitan area, and larger free-standing dwellings with relatively large gardens being more popular in suburban areas. The impact of the gold rush is still keenly felt in areas such as Yarraville, where 19th century houses line the main streets. Victorian terrace housing, historic Italianate, Tudor revival and even Neo-Georgian mansions are all common styles in different areas across Melbourne.



Rialto Building ; Image courtesy of <http://www.wikiwand.com/>

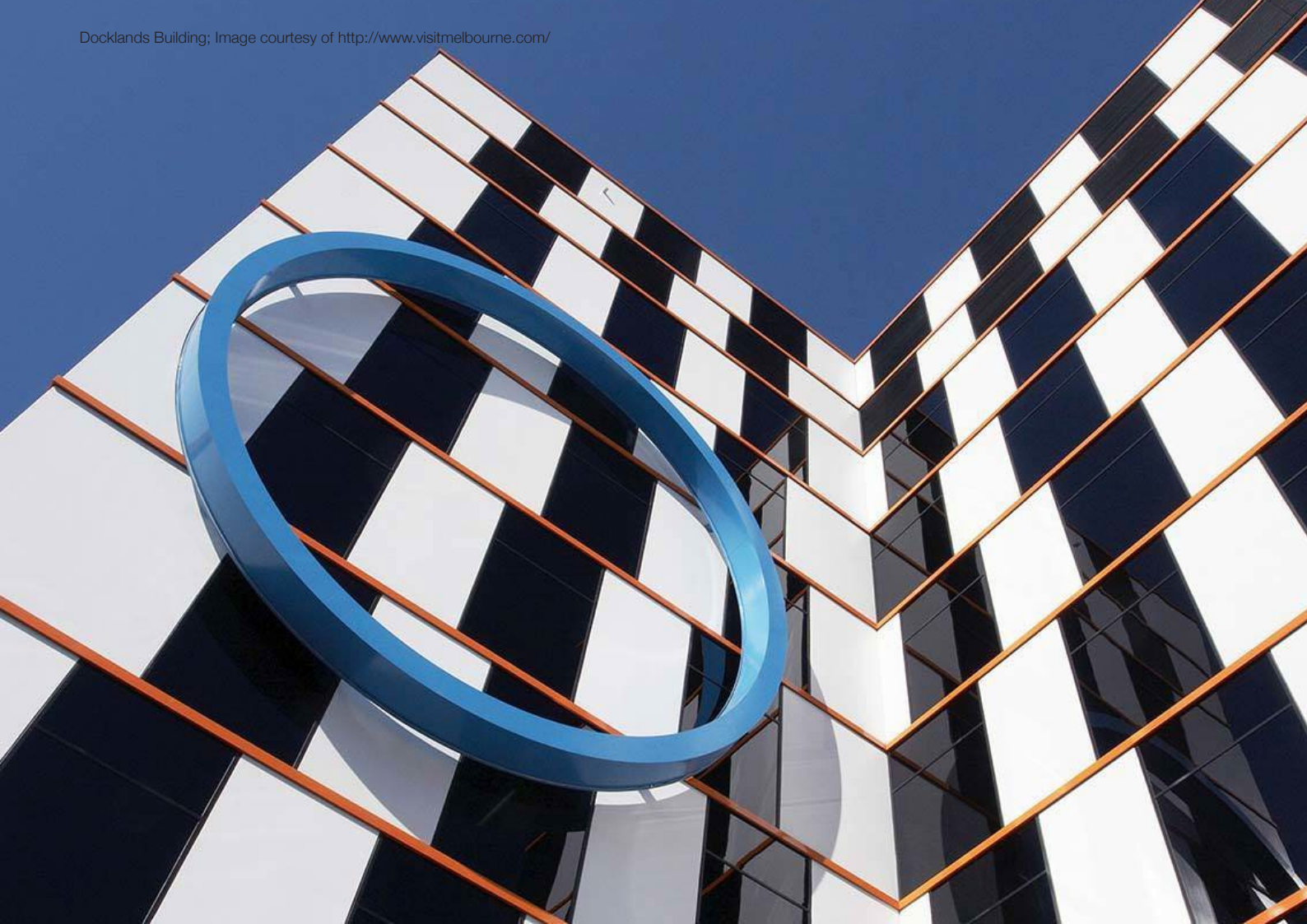


Melbourne Luna Park in St Kilda; Image courtesy of <https://en.wikipedia.org/>



Sun Theatre, Yarraville; Image courtesy of <http://www.visitmelbourne.com/>







# TATTOO CULTURE AND HISTORY

The history of tattoos reaches back as far as 5000 BCE, long before they became the \$1.65 billion industry they are today. While in previous generations, tattoos were mainly seen on the arm of military men and biker gangs, as much as 40% of those aged between 26-40 in the United States have at least one tattoo. Tattoos were originally created as badges of honour, ceremonial markings, signs of social rank or forms of punishment.

The earliest tattoos in recorded history date back to Egypt during the time of the construction of the great pyramids, though the tradition is likely to have started far earlier. When the Egyptians expanded their empire, the art of tattooing spread as well, into the civilisations of Crete, Greece, Persia and Arabia, before reaching China around 2000 BC.



A Māori Chief with tattoos; Image courtesy of <http://chosenarttattoo.com/>



Tattooing wealthy women; Image courtesy of <https://izquierdacasal.com/>





Tattoos have often been surrounded by a stigma, inciting fear in those who were unfamiliar with the art. Ancient Greeks and Romans reported that many of the people they encountered during their northwestern domination of Europe bore tattoo marks—including the Britons, Iberians, Gauls, Goths, Teutons, Picts, and Scots. Seen as more frightening and aggressive, the act of getting tattooed was slowly condemned with the spread of Christianity through Western Europe. This was of course until the Europeans began sailing, and contemporary tattoos began to make their way back into Europe via traders and missionaries who visited the Polynesian Islands.

During his trips to the South Pacific in the 1700s, Captain Cook “obtained” a heavily tattooed Polynesian named Omai and brought him back to London where he became something of a sensation. This led to the upper-class getting small tattoos in discreet places as the popularity of tattoos slowly returned to Europe after having been absent for hundreds of years.

The invention of the first electric tattooing machine in 1891 by Samuel O’Riely, meant that almost anyone could get a tattoo at a reasonable price, which of course turned the upper-class away from the trend. By the turn of the century, tattoos had once again become associated with dangerous and unscrupulous characters, with heavily tattooed people appearing in travelling circuses and so-called “freak shows.”



Inside of a tattoo shop; Image courtesy of <http://www.bustle.com/>



Street art in tattoo style by Steen Jones Mel; Image courtesy of <http://www.visitmelbourne.com/>



Japanese tattoo art on back; Image courtesy of <http://tattoo-ideas-formen.blogspot.com/>



# THE COMPETITION

## MELBOURNE TATTOO ACADEMY

The Melbourne Tattoo Academy architecture competition is tasking participants with creating designs for a building in one of the most popular locations of this multicultural city, where the art of tattooing can be practiced and the stigma broken. The main purpose of the building should be to function as a school for the art of tattooing, offering space for workshops, accommodation in the form of a hostel, and a public gallery/meeting area as well as a conceptual café.

The academy should have the potential to become a recognisable landmark for the locals, as well as a popular tourist attraction for international visitors. Designs should be bold and creative, and in keeping with the vibe and atmosphere of one of the world's most diverse and open-minded cities.





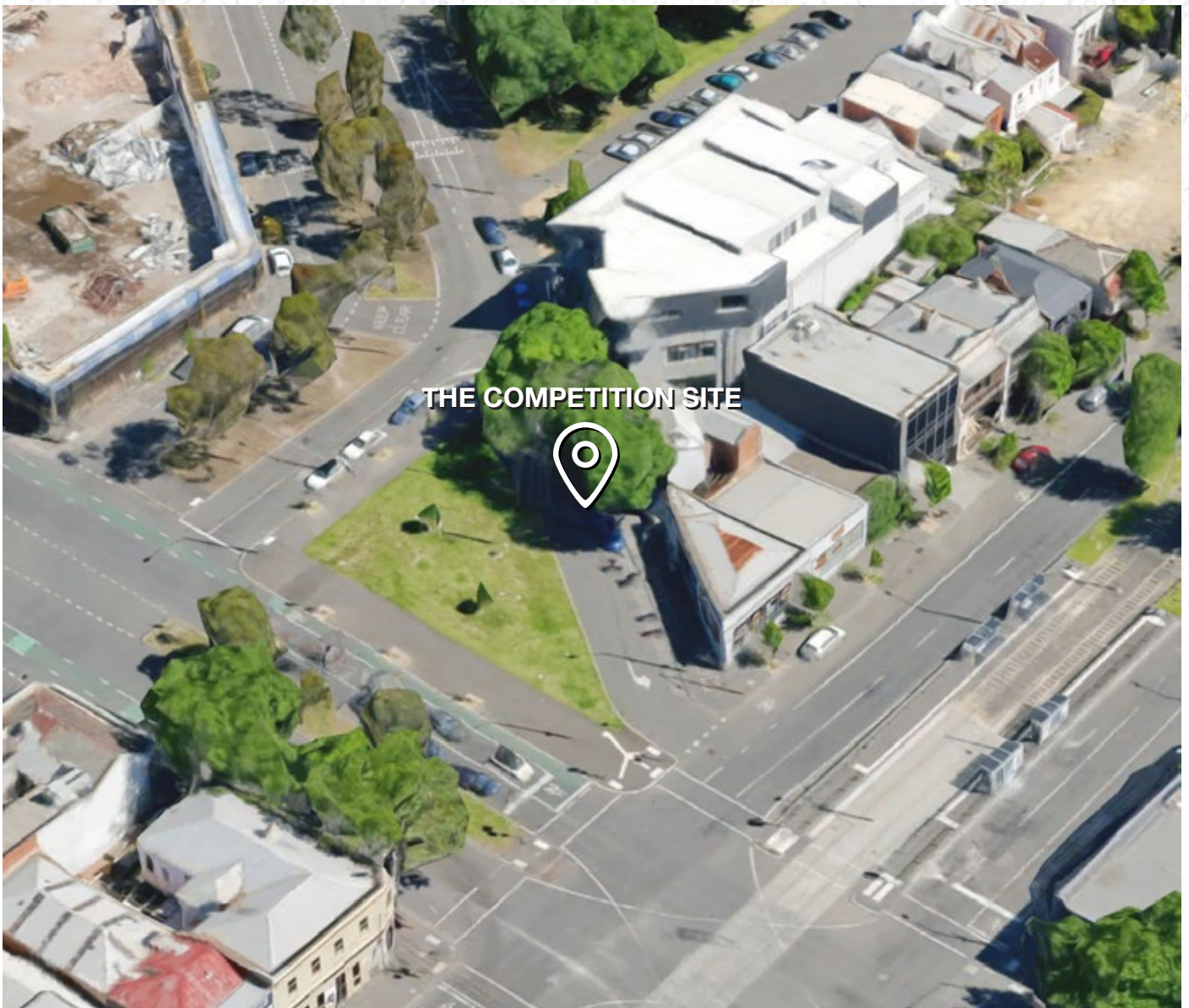
# THE COMPETITION SITE

Set in one of the most culturally diverse and inclusive cities in the world, the Melbourne Tattoo Academy would act as a landmark and tourist attraction, all the while helping to break down the stigma attached with tattoos.

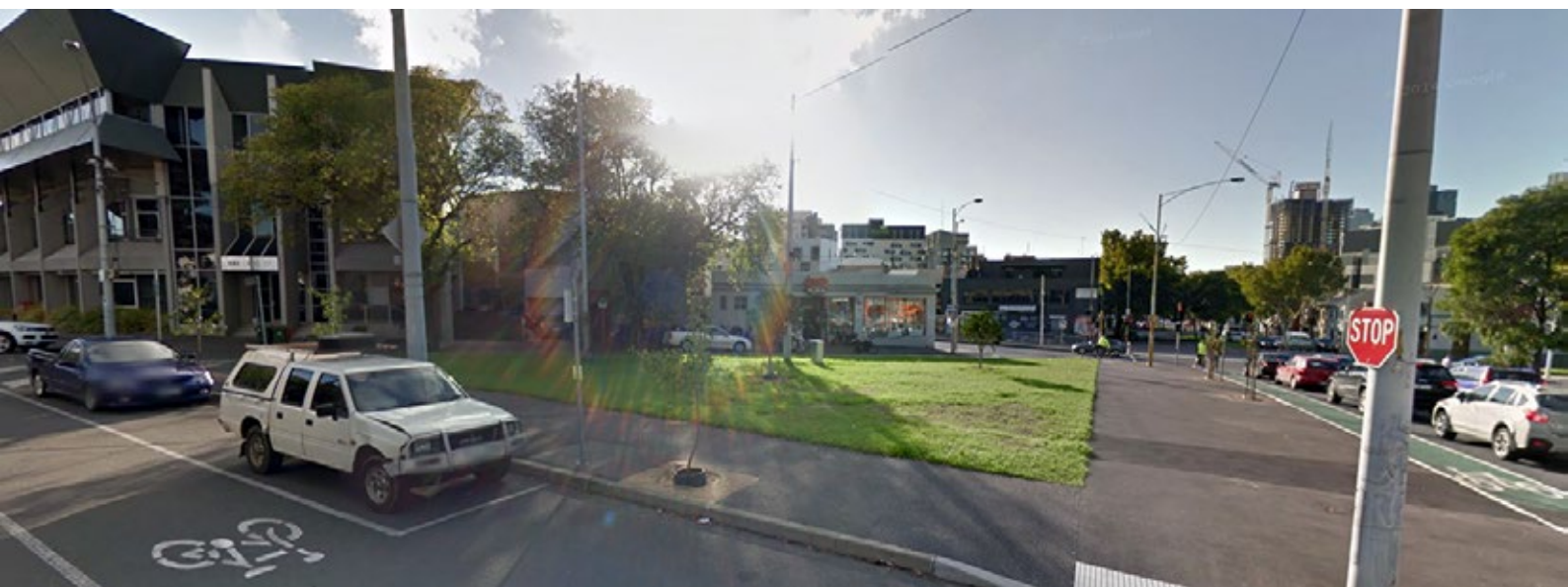


**SITE COORDINATES:**  
@ -37.8034586, 144.956003

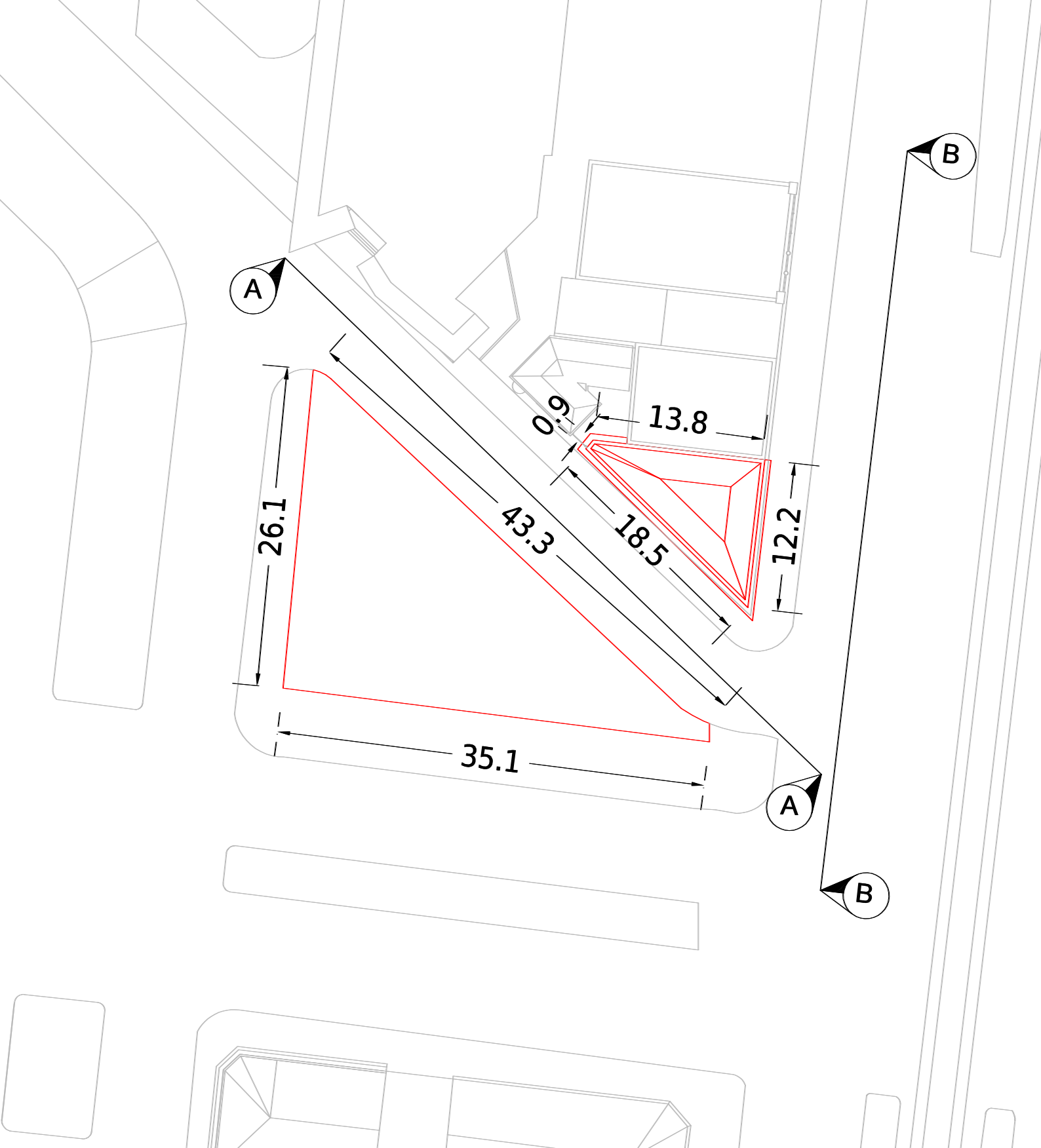
SITE CAD AND PDF PLAN AND SECTIONS AS WELL AS  
3D SKETCHUP MODEL IS AVAILABLE FOR DOWNLOAD ON  
**MELBOURNETATTOOACADEMY.BEEBREEDERS.COM**









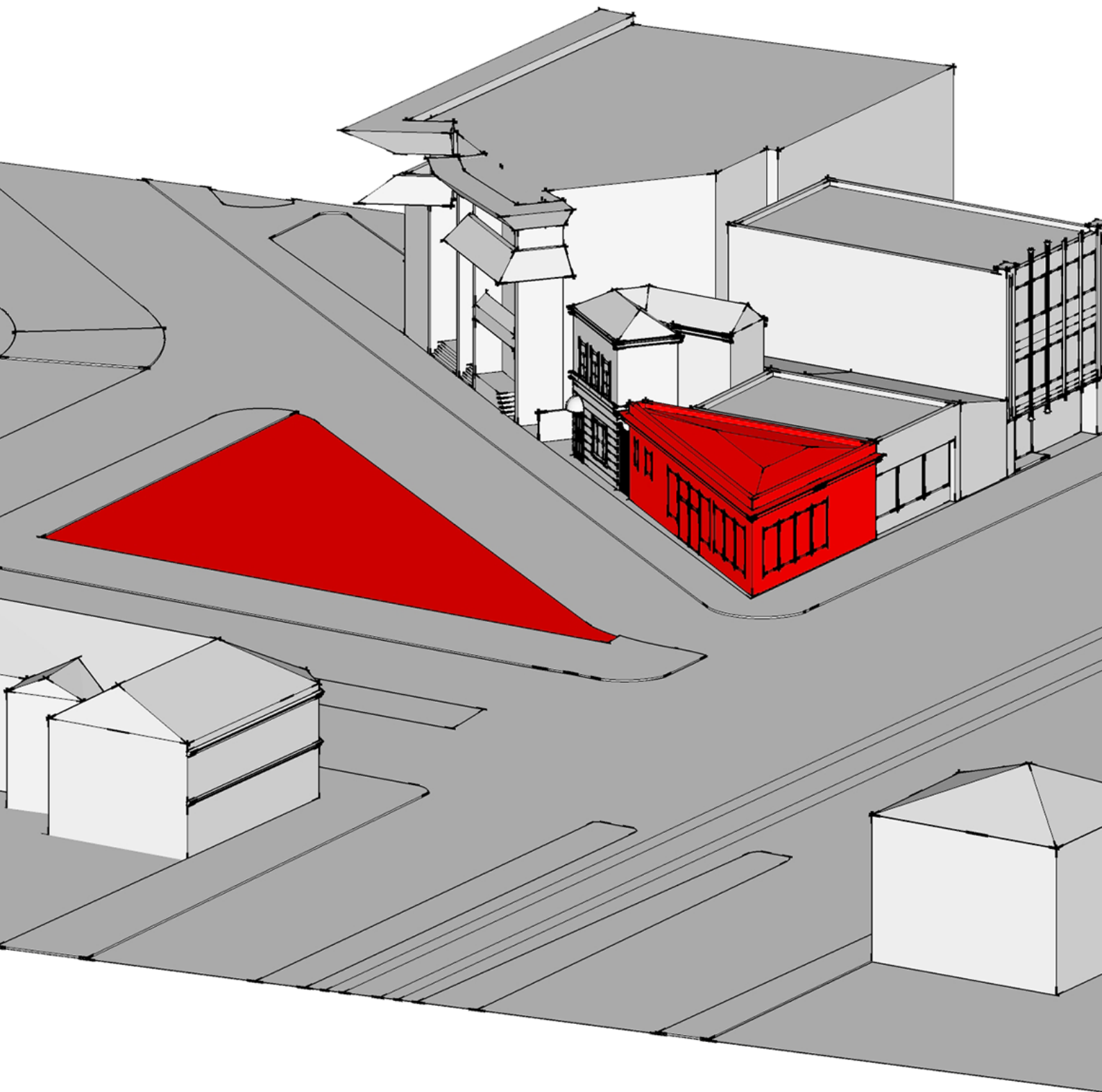


**SITE PLAN**

SCALE 0 m 20 m

THE COMPETITION SITE / EXISTING BUILDING ———





SITE 3D MODEL  
IS AVAILABLE FOR DOWNLOAD ON  
[MELBOURNETATTOOACADEMY.BEEBREEDERS.COM](http://MELBOURNETATTOOACADEMY.BEEBREEDERS.COM)



# AVENUE PROGRAMME

We ask that the participants accommodate the following functions, with the main function being a school for the art of tattooing:

- Reception and info centre;
- Public gallery;
- Presentation venue;
- Coffee shop;
- 4 private workshop areas;
- Guest house to accommodate 5 people at once.

Service areas:

- Internal and external circulation spaces must be explained;
- The participants must include parking in their project strategy.

*The AVENUE PROGRAMME is flexible, open for modifications and improved development strategies.*

# SITE RESTRICTIONS AND CLARIFICATIONS

- There is no maximum building height that must be respected.
- The existing building can be modified in any way including total demolition.
- Overpasses and subways that connect both sites are allowed. Overpasses must be at least 3 meters high to avoid disruptions to vehicle traffic.
- The road dividing the site must be retained. No temporary or permanent road obstructions are allowed.
- There is no minimum distance from the road or neighbouring building that must be respected. Participants are allowed to place their building/s at the edge of the site boundary if they find it beneficial to their design proposal.
- There are no restrictions for underground construction.

*The jury may choose to reward projects that show extreme creativity in this area even if they breach any of the rules, so long as it's justified.*

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## RECOMMENDED SUBMISSION CONTENT

- A cityscape to illustrate how the proposal fits in with the quality, value, and significance of the historical and modern urban structure of Melbourne.
- Concept designs which highlight that all aspects of the design are of the highest quality and in keeping with the design brief and the proposed site.
- The main points of proposed plans and sections, multiple internal and external perspectives demonstrating the spatial quality of the building as well as operational needs and accessibility requirements.
- Demonstration of project feasibility in regards to environment, climate conditions, lifecycle and responsible use of materials.

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## SUBMISSION REQUIREMENTS

Participants are required to upload four (4) A2 landscape-orientated presentation boards (must not exceed 5mb per .jpg/.jpeg file) with sketches, renders, plans, sections, elevations, diagrams and/or other presentation tools to explain their proposal.

No video files are accepted.

All information provided in writing must be in English.


All submissions must be uploaded via [beekeepers.com](https://beekeepers.com) upload panel. Access information and instructions on how to upload the presentation panel is issued to participants via email immediately after successful registration.

Presentation boards must not indicate any information related to individual's/team's identity.

Participants that do not comply with the requirements will be disqualified without a refund.

## PRIZES

3 winning proposals and 6 honourable mentions will be selected. Bee Breeders will award a total of US \$6,000 in prize money to competition winners as follows:

 <p>Prize money <b>US \$6,000</b></p> 
<p>1st Prize <b>US \$3,000</b></p>
<p>2nd Prize <b>US \$1,500</b></p>
<p>3rd Prize <b>US \$500</b></p>
<p>BB Student Award <b>US \$500</b></p>
<p>BB Green Award <b>US \$500</b></p>
<p><b>+ 6 HONOURABLE MENTIONS</b></p>

More information about the special awards can be found on [MELBOURNETATTOOACADEMY.beebreeders.com](http://MELBOURNETATTOOACADEMY.beebreeders.com).

The winners will get international art and design media coverage and will be featured on the Bee Breeders website.

A full list of media partners who have committed to present the competition winners in their publications can be found on [MELBOURNETATTOOACADEMY.beebreeders.com](http://MELBOURNETATTOOACADEMY.beebreeders.com).

Bee Breeders will also acknowledge the outstanding performance of all winners and honourable mentions with Certificates of Achievement.

## REGISTRATION FEES

	Enthusiasts and companies	Students*
Early Bird Registration	<b>US \$80</b>	<b>US \$60</b>
Advance Registration	<b>US \$100</b>	<b>US \$70</b>
Last Minute Registration	<b>US \$120</b>	<b>US \$80</b>

\*See requirements here: [beebreeders.com/competition-registration-type](http://beebreeders.com/competition-registration-type)

## COMPETITION SCHEDULE

<p>Early Bird Registration <b>JULY 7 - AUGUST 3</b></p>
<p>Advance Registration <b>AUGUST 4 - AUGUST 24</b></p>
<p>Last Minute Registration <b>AUGUST 25 - SEPTEMBER 21</b></p>
<p>Closing date for registration <b>SEPTEMBER 21, 2015</b></p>
<p>Closing date for submission <b>OCTOBER 12, 2016 (11.59pm GMT)</b></p>
<p>Announcement of the winners <b>OCTOBER 26, 2016</b></p>



# JURY & EVALUATION PROCESS

Competition jury consists of two jury panels:

- **Core jury panel**
- **Consultative jury panel**

Full jury panel members list is published on [MELBOURNETATTOOACADEMY.beebreeders.com](http://MELBOURNETATTOOACADEMY.beebreeders.com)

The core and consultative jury panel will be responsible for setting the criteria that participants need to fulfil based on the site and brief, and will evaluate each submission accordingly.

Participants are advised to research both the working site and previous similar case studies as part of the design process.

MELBOURNE TATTOO ACADEMY is an ideas competition which encourages participants to experiment with the limits of architecture. The jury may choose to reward projects that show extreme creativity in this area, even if they breach any of the rules, so long as it's justified.

## Selecting Top 3 winners:

- ① Consultative jury panel will produce a shortlist of 40 from **all** submitted entries.
- ② Consultative jury panel will select 9 competition finalists from the shortlist.
- ③ Core jury panel will evaluate the 9 finalists and select the top 3 winning projects and the 6 honourable mentions.

## Student Award:

- ① Consultative jury panel will produce a shortlist of 40 from all submitted **student** entries.
- ② Consultative jury panel will select 9 competition finalists from the shortlist.
- ③ Core jury panel will evaluate the 9 finalists and select the winning project.

## Green Award:

- ① Consultative jury panel will produce a shortlist of 40 from **all** submitted entries.
- ② Consultative jury panel will select 9 competition finalists from the shortlist.
- ③ Core jury panel will evaluate the 9 finalists and select the winning project.





# ARCHITECTURE STUDENTS

Bee Breeders architecture competition organisers would like to hear from representatives of universities, schools & colleges offering architecture / design studies.

Contact us to receive special student rates for **group registrations** as well as further information and support to get your students involved in architecture competitions.

Send us request from your **university email address** along with basic information about yourself and your university/school.

Please note that only recognized university staff can apply for the reduced student rate.

# MEDIA PARTNERS

A full list of media partners who have committed to present the competition winners in their publications can be found on [MELBOURNETATTOOACADEMY.beebreeders.com](http://MELBOURNETATTOOACADEMY.beebreeders.com)

For potential media partners who are also interested in covering the present competition and its winners, please contact us on [hello@beebreeders.com](mailto:hello@beebreeders.com)

Competition press kit (in English) and banners are available on [MELBOURNETATTOOACADEMY.beebreeders.com/press](http://MELBOURNETATTOOACADEMY.beebreeders.com/press)

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## ELIGIBILITY

Competition is open for all. No professional qualification is required. Design proposals can be developed individually or by teams (4 team members maximum).

Under no circumstances will jury panel members, organisers, nor any persons with whom they have direct personal or professional relationships, be allowed to participate in this competition.

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## COMPETITION DOCUMENTATION

Following information is available for download on [MELBOURNETATTOOACADEMY.beebreeders.com](http://MELBOURNETATTOOACADEMY.beebreeders.com) :

- *Full competition brief;*
- CAD and PDF site plan and elevations;
- 3D site model.

All information can be downloaded as often as required; no additional information or material will be provided after the registration.

The brief and all associated documentation for this competition are for the sole purpose of an academic exercise and are not legitimate documents.

The provided materials can be used or alternatives can be created or sourced at the participant's discretion.





# LEGAL NOTICES

## PRIVACY POLICY

Bee Breeders is committed to upholding the Website user's (the "User") privacy and security through the following Terms and Conditions.

The User agrees that he/she will only use the Website in a way that is consistent with the Website's Terms and Conditions.

By registering for a Competition, the User agrees to these Terms and Conditions set out below.

### Privacy Policy

1. All information collected on the Bee Breeders website ("Website") is only used to process and administer Competition Submissions in accordance with the Competition's Terms and Conditions.

### Security Policy

2. All data entered by a user ("User") and collected through the Website is collected, stored and processed through Bee Breeders' data administration system and treated with the utmost care and respect.

3. All payment information such as payment details are processed in accordance with Payment Card Industry Data Security Standard (PCI DSS) through "Payment Gateway"- Secure Sockets Layer (SSL) protected channel.

### Changes

4. Bee Breeders reserves the right to amend Website Terms and Conditions without prior notice. It is the User's responsibility to check regularly, in order to ascertain if any changes have been made to these Terms and Conditions.

5. Bee Breeders reserves the right to modify or withdraw the Website at any time without liability.

### Copyright Protection

6. All registered trademarks, symbols, or words are owned and protected property of the respective trademark owners.

### Information Collection

7. Bee Breeders collects User's personal information at the Registration for a Competition. Personal data asked upon registration includes Entrant's full name, country and email address. Registered User's personal data is used only for Competition submission administration and processing. User's contact details are used to inform him/her about Competitions updates and may be used to inform about future competitions.

8. Bee Breeders may use cookies, if allowed by the User's Internet browser's settings. Cookies are small text files sent from a web server to the User's browser whenever he/she visits a website. Cookies record information on viewed pages and general navigation of the Website. Cookies do not allow access to a User's computer and personal data.

9. Bee Breeders reserves the right to monitor Website's activity and traffic patterns to improve its functionality.

### Data Protection

10. Bee Breeders will hold and use the User's personal data strictly in accordance with Hong Kong data protection legislation.

### Limitation of Liability

11. Bee Breeders disclaims any liability for the contents of Entrant's Submission and expressed opinions in relation to Competitions, products or services on this Website, as well as opinions expressed or published about Bee Breeders Competitions outside the Website.

### General Indemnity

12. The User agrees to indemnify Bee Breeders from all claims, liability, damages, losses, costs, expenses and legal fees arising out of breach of these conditions by the User or any other liability arising out of the User's use of this site.

## TERMS AND CONDITIONS

### Preamble

1. Bee Breeders is a trading brand of Concept Labs Limited registered in Hong Kong. Registration No. 2290360. Legal address: Room D, 17/F., Billion Plaza 2, 10 Cheung Yue Street, Lai Chi Kok, Kowloon, Hong Kong. For Online Payment processing: West Coast Inter LP Suite 2, 78 Montgomery Street., Edinburgh, EH7 5JA, Scotland, United Kingdom

2. Bee Breeders sets forth the following terms and conditions ("Terms and Conditions") which regulate the architecture and design competitions (the "Competitions") hosted on <https://beebreeders.com> (the "Website"). Competitions hosted on the Bee Breeders Website are organised and administered by Bee Breeders (the "Organiser").

3. Bee Breeders reserves the right to assign judges, agents, or other authorised administrator to administer its competitions, including making any decision or exercising such decisions at its discretion.

4. Bee Breeders reserves the right to amend these Terms and Conditions at any time without notice. Bee Breeders may also create rules, which will apply to a specific competition only.

5. By entering a competition, the Entrant agrees to these Terms and Conditions set out below and agrees that all submissions adhere to these Terms and Conditions.

### Entrant Eligibility

6. Bee Breeders competitions are open to anyone ("Entrants") aged 18 and over. An individual aged over 18 years must represent entrants under 18 years of age.

7. Employees of Bee Breeders, members of the judging panel and their employees, associates or family members are prohibited from entering the competition.

### Submissions

8. In order to participate in the Competition, Entrants must register through Bee Breeders registration panel ("Registration").

9. Entrants may register and make a submission either individually or as a team. Teams are restricted to a maximum of four people.

10. Submission ("Submission") must be the original work of the Entrant and must not have been previously published.

11. Entrants are prohibited from the sale, assignment, or transfer of any of their submission rights to a third party.

12. All Submissions must strictly conform to the Terms and Conditions and the Rules and Guidelines set out in the Competition Brief.

13. Submissions to the Competition should be made solely through the specified upload panel, access to which is granted upon successful Registration. Submissions received by email or any other delivery method will not be considered.

14. Once a payment is received, the Entrant will receive an automatically generated confirmation email containing their unique registration code - UIC (see Unique Identification Code below). The Entrant may continue to upload submission edits through the Website control panel up until the Submission deadline.

## Ensuring the Integrity of the Competition

15. To ensure Entrant anonymity and to protect the integrity of the Competition, upon registering with Bee Breeders each Entrant will receive a Unique Identification Code ("UIC"). The UIC will be used to administer, organize, process and evaluate the Entrants submissions to the Competition. All information collected regarding the Entrant will be stored under their UIC.

16. All Submissions shall be devoid of any marks, logos, symbols, or signs that may identify its authority or source. Any infringement of these rules will lead to immediate disqualification.

17. The judging panel will be made aware of an Entrant's' identity only after the winners have been selected.

## Publicity

18. By entering the competition, the Entrant acknowledges and accepts that all aspects of any Submission - including but not limited to narratives, descriptions, details, images, illustrations, and animations - may be used by the Organiser for publicity purposes.

19. Publications advertised in the Competition Brief are not binding to the Organiser. The Organiser shall make an effort to follow the announced Publication schedule, but can not be held responsible for Publishers' decisions.

## Registration Fee

20. Entrant must submit the Registration Fee ("Registration Fee") at the time of Registration for the Competition.

21. All costs and disbursements incurred by an Entrant in preparing a Submission are the sole responsibility of the Entrant. Registration fee is non-refundable except in the case when the Competition is suspended.

## Payment Methods

22. Bee Breeders accepts Registration Fee, payable in U.S. Dollars through PayPal payment system or by credit card.

## Entrant Disqualification

23. Submissions that do not comply with the submission guidelines or contain any registered trademarks or designs shall be disqualified. Bee Breeders is under no obligation to notify the Entrant of the disqualified Submission.

24. All Submissions received after the Submission closing date will be automatically disqualified.

## Cancellation of the Competition

25. Bee Breeders reserves the right to cancel or suspend the Competition or alter the Competition rules at any stage, if in its opinion it is considered necessary, or if circumstances arise outside of its control. In case of Competition suspension Entrant registration fees shall be returned.

## Selection of the Winner

26. The decision of the Judges Panel is final, no appeals will be entertained and no further correspondence shall be entered into.

27. If the selected winning Entrant can not accept, receive or becomes ineligible for the prize for any reason, the prize shall be awarded to the next highest ranking Submission from the remaining entries that meet the winning criteria.

28. Unless stated otherwise Organisers association with the Competition judges is not legally binding and does not imply any contract or partnership.

## Prize

29. Prize is announced in the Competition Brief for each Competition separately.

30. Bee Breeders will endeavor to send prizes within 30 working days after the Competition result announcement.

31. A 16.5% tax rate is deducted from the prize fund.

32. All transaction charges are recouped from the prize fund.

## Publicity and Promotion

33. Upon request Entrants agree to participate in Promotional activities and Publicity arrangements in respect to the Competition. The Organiser is authorised to use all statements made by the Entrant in connection with the Competition without additional approval.

34. Organiser reserves the right to run promotions on the Website, as well as to discontinue any of its promotions at any time.

## Intellectual Property Right and Copyright

35. Intellectual property Right and Copyright of Bee Breeders Competitions are governed by Copyright Law of Hong Kong, stating that copyright belongs to its author.

36. No Entrants shall receive or be entitled to receive any payment in any form for Submissions or for granting the Organiser right of their use, other than the Prize money payable to Competition winning Submissions as advertised in Competition brief.

37. By entering the Competition all Entrants grant to the Organiser an unrestricted, worldwide, irrevocable and royalty-free license (but not the obligation) to use his/her Submission as follows: publicly display by any means and in any media now and hereafter known, copy, modify, translate and/or adapt, archive and distribute in relation to Competitions and Publicity purposes without any further notice or remuneration to the Entrant.

38. The Entrant reserves an equal right to publish, reproduce and use his/her work (Submission) without limitation.

39. All credits in connection with the Submission are associated with the registered Entrant's name. Organiser shall (but is not obliged to) make a reasonable effort to display the author's name on any Submission whenever published or otherwise featured.

## Liability Indemnity

40. By entering the Competition, all Entrants agree to release, discharge, and hold harmless the Organiser and its partners, representatives and judges from any claims, losses, damages, expenses and liabilities (including attorney's fees and settlement fees) arising out of their participation, Entrants participation, Submission or any Competition related activities.

41. By entering the Competition, all Entrants agree to release, discharge, and indemnify the Organiser and its partners, representatives and judges from any claims, losses, damages, expenses and liabilities (including attorney's fees and settlement fees) brought by any third party against the Organiser due to or arising out of the Entrant's Submission, Organiser's use of Entrant's Submission or Entrant's participation in competition, including claims for copyright and trademark infringement.

42. By entering the Competition, all Entrants agree that any disputes, claims and causes of action between Entrant and Organiser arising out of or connected with a Competition or any prize awarded shall be resolved individually, without resort to any form of legal action or class action. In case of the legal action or a claim, brought by the Entrant against the Organiser or its agents the Entrant shall pay Bee Breeders' or its agent's attorneys' fees and legal costs arising from the claim should it fail.

43. Unless otherwise stated, Competitions are design concept only and do not imply Organisers intention for the proposals to be constructed or built.

## Governing Law

44. These Terms and Conditions are governed by and in accordance with the laws of Hong Kong.



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hello@beebreeders.com  
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