

## **NeueHouse Design Awards – Official Contest Rules & Terms of Service**

### **1. Contest Entry & Timing.**

- Entry Period: Submissions open on May 20, 2025, at 12:01 AM PDT and close on June 12, 2025, at 11:59 PM PDT.
- How to Enter: Submit all required materials digitally through the official contest platform. NeueHouse is not responsible for entries that are lost, late, incomplete, corrupted, misdirected, technically disrupted, or otherwise not received or processed.
- Eligibility: Open to individuals 21 years or older as of the submission date. Employees, contractors, or representatives of NeueHouse, Shinola (the presenting sponsor), and their affiliates, agencies, vendors, or immediate family/household members are not eligible.

### **2. Entry Fee.**

- a. To participate in the NeueHouse Design Awards, Entrants must pay a submission entry fee:
  - \$150 – Entry Fee - Deadline June 12, 2025
- b. All fees are:
  - Non-refundable
  - Inclusive of taxes and processing charges
  - Collected at the time of digital submission
  - No additional shipping, handling, or administrative fees apply. A confirmation of payment and entry will be provided upon receipt of all required materials and the applicable fee.

### **3. Entry Requirements.**

- a. All entries must include the following:
  - A no more than 150-word biography (PDF or online form)
  - A headshot or in-studio photo (JPG or PNG)
  - A main presentation PDF (5–10 pages)
  - Up to 5 high-resolution images (JPG or PNG, 300dpi, max width 3000px)
  - Optional: Video (MP4, max 2 minutes, max 100MB)
  - Optional: Supporting documents (PDF, DWG, STL for sketches or models)

### **4. Categories & Submission Guidelines.**

- a. Living: Furniture & Industrial Design
  - Eligibility: Completed physical designs or working prototypes
  - Deliverables: Title, 300-word description, materials, production notes, 3–5 visuals
  - If Selected: Final product must be delivered to NeueHouse Hollywood at entrant's expense within seven business days of being notified.
- b. Built Environment: Architecture & Spatial Design
  - Eligibility: Conceptual or realized architectural projects
  - Deliverables: Title, 500-word narrative, diagrams, renderings, elevations/sections

- If Selected: Final model or materials must be delivered to NeueHouse Hollywood at entrant's expense within seven business days of being notified.
- c. **Wellbeing: Health & Hero Technologies**
  - Eligibility: Products, prototypes, or conceptual innovations
  - Deliverables: Title, 300-word concept, tech specs, visuals, optional demo video
  - If Selected: Product or prototype must be delivered at entrant's expense within seven business days of being notified.

## **5. Submission Disqualifications.**

- a. Submissions will be deemed ineligible and may be disqualified without notice for any of the following reasons:
  - They contain third-party content, including copyrighted material or trademarks not owned by the entrant
  - They contain illegal, offensive, defamatory, pornographic, or otherwise inappropriate content
  - They were not created by the entrant
  - They have been previously published or made publicly available elsewhere
  - They contain personally identifiable information of any individual other than the entrant, or other sensitive/confidential content
  - They are impossible to produce or exhibit, or otherwise violate NeueHouse's discretion on logistical, ethical, legal, or reputational grounds
- b. NeueHouse retains the right to disqualify entries that violate these or other conditions at its sole and exclusive discretion.

## **6. Selection and Exhibition**

- Some selected entries may be invited for physical installation at NeueHouse Hollywood.
- If selected, entrants agree to deliver the final physical product, prototype, or model to NeueHouse Hollywood at their own expense and risk.
- Entries will not be returned and may become part of a permanent or long-term exhibition.
- NeueHouse reserves the right to curate, photograph, display, publish, and archive submissions for promotional, documentation, or archival purposes, with full credit to the entrant.

## **7. Intellectual Property**

- Entrants retain full copyright to their submitted work.
- By submitting their work, entrants grant NeueHouse a non-exclusive, royalty-free, worldwide license to use, display, publish, and reproduce submitted materials for exhibition, promotion, publicity, and educational purposes.
- Entrants affirm that their work is original and does not infringe on any third-party rights.

## **8. Prizes**

- a. **Grand Prize (One Winner)**
  - \$5,000 Cash Award

- NeueHouse Salon Membership (Estimated Retail Value: \$4,000)
  - Media Exposure Package (Estimated Retail Value: \$1,000)
  - Total Estimated Value: \$10,000
- b. Category Prizes (Three Winners – One per Category)
- NeueHouse Salon Membership (Estimated Retail Value: \$4,000 each)

## 9. Prize Conditions

- All prize values are stated as Estimated Retail Values (ERV)
- Prizes are awarded “as-is” without warranty or guarantee of any kind, except as provided by NeueHouse
- Other than cash prizes, prizes are non-transferable, non-substitutable, and not redeemable for cash. NeueHouse reserves the right to substitute prizes of equal or greater value if necessary
- Winners are responsible for all applicable taxes and will be issued a Form 1099 for prizes valued at \$600 or more

## 10. Winner Selection

- a. Selection Date: Potential winners will be selected on June 24, 2025.
- b. Selection Method: A panel of judges designated by NeueHouse will review all eligible entries based on creativity, originality, execution, and relevance to category themes.
- c. Notification: NeueHouse will notify potential winners via email by July 7, 2025. If no response is received, a follow-up email will be sent by July 14, 2025.
- d. Prize Fulfillment: Once eligibility is confirmed, prizes will be distributed within 30 days of signed documentation being received.
- e. Required Documentation: To claim a prize, potential winners must complete and return:
  - A publicity release
  - A liability release
  - A Form W-9 or other comparable tax form based on tax residency
- f. Failure to Comply: If required documentation is not returned within seven (7) days of initial request, or if the potential winner is found to be ineligible, the prize may be forfeited.
- g. Alternate Winners: NeueHouse reserves the sole and exclusive right to select an alternate potential winner, using the same judging criteria, if any original potential winner is deemed ineligible or does not respond.
- h. Winner List: To request a list of confirmed winners, email [contest@neuehouse.com](mailto:contest@neuehouse.com) by August 30, 2025 with the subject line “NeueHouse Design Awards – Winner List Request.”

## 11. Legal Disclaimers

- NeueHouse is not responsible for any printing, typographical, technical, or other errors in the winner selection process or in the announcement of prizes. In such cases, NeueHouse reserves the right to cancel all or part of the contest or to declare any potential winner ineligible without liability.
- NeueHouse retains the exclusive power to interpret these Official Rules, and all decisions made by NeueHouse regarding the Contest are final and binding on all participants.

## 12. General Conditions

- NeueHouse reserves the right to cancel, modify, or suspend the NeueHouse Design Awards or its rules at any time.
- NeueHouse is not responsible for lost, late, incomplete, or misdirected entries or technical issues affecting submission.
- Any fraudulent activity, including submitting entries under false names, creating multiple accounts, or manipulating the judging process, will result in disqualification.

## 13. Indemnity Clause

- a. By participating in the NeueHouse Design Awards, all entrants agree to fully release, indemnify, and hold harmless NeueHouse, Shinola (the presenting sponsor), and any other company, agency, or third party involved in the administration, promotion, judging, or provision of prizes for the NeueHouse Design Awards. This includes—but is not limited to—vendors, marketing agencies, and promotional partners.
- b. This indemnity covers all claims, damages, liabilities, costs, and expenses—including legal fees—arising out of or relating to:
  - The entrant's participation in the NeueHouse Design Awards
  - The selection or disqualification process
  - The awarding, receipt, use, or misuse of any prize
  - Any third-party claim arising from submitted materials or public display
  - Any breach of representation or warranty made by the entrant
- c. This indemnity extends to all participants, not just potential winners, and applies to claims made by third parties as well as claims made directly by entrants themselves.

## 14. Contact Information

**NeueHouse, Inc.**  
373 Park Avenue South,  
New York, NY 10016  
[contest@neuehouse.com](mailto:contest@neuehouse.com)

**Shinola Detroit, LLC** (Presenting Sponsor)  
441 W Canfield St  
Detroit, MI 48201  
[contest@shinola.com](mailto:contest@shinola.com)

*Note: While vendors and technical service providers may support the administration of the contest (e.g., entry platform, data collection, or IT troubleshooting), they are not sponsors of the NeueHouse Design Awards. The only official sponsors are NeueHouse and Shinola.*