

## Welde Designaward 2020/2021 – Topic: DECADENCE

### Who's Welde Brewery?

Weldebräu GmbH & Co. KG • Brauereistr. 1 • 68723 Plankstadt • [www.welde.de](http://www.welde.de)

Welde stands for authentic, independent brewing and the enjoyment of exclusive beer. Since 1752 generations of master brewers have combined the finest ingredients with traditional crafts and innovative ideas to create top-class beers at our brewery in Baden. Beers that are exactly what they should be: perfectly brewed with unique flavor, qualities that our vintage beers and the latest Craft Beer Edition demonstrate impressively.

As a certified Slow Brewery and member of the Association of Free Brewers, we are committed to the preservation of our regional brewing heritage and the diversity that comes with it.

### Prize Money?

€ 5000 for Winner.

### Where to participate?

[www.uncover-mannheim.de](http://www.uncover-mannheim.de)

### Who will evaluate my design?

The expert Jury of UNVOCER: Prof. Dr. Sarah Diefenbach, Prof. Dr. Thomas Friedrich, Markus Artur Fuchs, Cesy Leonard, Ilka Sobottke.

### What to submit?

- Topic: **DECADENCE** - let your creativity run free and surprise us with your best design.
- The winning design is printed directly on the bottle. The area to be designed on the 0.33l Welde bottle is 60 mm high and has a width of 188 mm (circumference).
- Print data: please in full color CMYK and completely vectorised, indication of pantone tones in the color field. Areas that are later to be printed in white should be created in a full tone color and named as white in the color field. No neon or pastel colors. 4 colors maximum. No color gradients!
- Convert font size at least 6 pt. Fonts to paths.
- Please do not use line widths less than 0.6 pt.
- File format: ai or eps. The graphic must consist of paths / vectors. No outlines, please convert lines into areas.
- What else do I have to consider?

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You are of legal age and work in the design sector (includes students and trainees). Racist, pornographic or similar work that is morally, inhuman or animal-disgraceful, as well as works that depict extreme attitudes of a religious, political or other kind will not be accepted.

The judges' decision is final.

### Info Print Data

- The design is not printed on a label, but directly on the bottle.
- The size / area to be designed on the 0.33l Weldelust bottle is 60 mm high and 188 mm wide (circumference).
- File format: ai (Adobe Illustrator) or eps. The graphic must consist of paths or vectors. No outlines, please convert lines into areas.
- Print data: please in full-tone CMYK colors and completely vectorised, indication of pantone tones in the color field. Areas that are later to be printed in white should be created in a full tone color and named as white in the color field. No neon or pastel colors. 4 colors maximum. No color gradients!
- Font size at least 6 pt. Please convert fonts into paths.
- Please do not use line widths below 0.6 pt.

### What to design?

You're invited to design out special Beerbottle – 0,33l, green, with a curved neck. We'll print the motif by screen printing on to and around the bottles. For printing reasons, only a certain area is available for this, please see data info.

### Which Topic should be designed?

The design is explicitly NOT about a draft for Welde No1 Slow Beer Pils, the Welde Brewery or the topic of beer. You are thematically tied to the topic of DECADENCE. We are interested in your point of view and representation on the topic!

### Who can participate?

Everyone who is of legal age can take part in the design award.

### What's in the Bottle?

Beer - Welde No1 Slow Beer Pils.

## **Welde Designaward 2020/2021 – Topic: DECADENCE**

### **How does the beer taste?**

Welde No1 Slow Beer Pils is a traditional Beer with fragrant hop flowers and a delicate citrus note. Lively taste, replaced by a pleasantly soft bitterness.

### **What's special?**

Welde No1 Slow Beer Pils is the most liked Welde Beer and our top seller.

### **What is Welde's Brand Positioning?**

Brand characteristics: innovative / authentic / regional / exclusive beer enjoyment / craftsmanship / enjoyable / Claim: brewery since 1752

### **Does the submission cost money?**

No, submission is free of charge.

### **Do I have to make a relation to Welde or beer in general?**

No, you are completely free in the design. Please make sure that your design complies with the conditions of participation of UNCOVER and WELDE and the design data required for printing.

### **How do I submit my designs?**

Submissions are accepted at <https://uncover-mannheim.de/#submission>.

### **Do I have to submit the open file?**

If your file has the maximum data size of 25 MB, you are welcome to send us a download link (after successful and confirmed registration).

### **How large should the submission file be max. for mail sending?**

The size of the mail should not exceed 25 MB.

### **What happens if the winning entry has to be adjusted for print?**

The winner will be notified by email and asked to make any adjustments.

### **Will the bottle with the winning design be available in trade?**

Yes, the winning design will be printed on 5,000 edition bottles of Welde No1 Slow Beer Pils. These will be available in stores.

## **Welde Designaward 2020/2021 – Topic: DECADENCE**

### **What happens to the submissions, what are these used for?**

You can find detailed information under the conditions of participation.

### **Do I give up my rights with the submission?**

You can find detailed information under the conditions of participation.

### **How will the winner be disclosed?**

The winner will be notified by email.

### **How does the evaluation procedure work?**

The jury selects the winner(s) in a jury meeting. All submissions will be reviewed and discussed. Your submission will be evaluated by the jury based on the following criteria: creativity / originality / artistic quality / technology / design / preparation of the topic.

### **When and where does the award ceremony take place?**

The WELDE design award and all other categories are expected to be presented in summer 2021. More information about this directly from UNCOVER.