



REGULATIONS
on the International Competition
for the development of uniforms for breaking and skateboarding champions
OLYMP URBAN CULTURE.KZ.

The Olympic Games have always been very popular, and in order to keep the focus of the audience and attract young people, the organizers try to be open to innovation and change and reflect current trends in sports and culture.

One of these modern trends is the inclusion in the Olympic Games of new disciplines that are most relevant to the interests of young people. For example, at the 2021 Summer Olympics in Tokyo, breakdancing and skateboarding competitions were held for the first time in history. These disciplines attracted new audiences and showed a variety of sports expressions.

Much attention in the Olympic Games is paid to the appearance of athletes. The best designers are involved in the development of the sports uniform of a particular national team. They are faced with an important task - to emphasize the national flavor of each country through sportswear, reflect its cultural characteristics and convey authenticity. The design of the form uses national symbols, flag colors, traditional patterns. This allows athletes to feel connected to their country, showcase their national identity on the international stage, and receive emotional support.

Breakdancers and skateboarders will take part in the 2024 Summer Olympics, which will be held in Paris, France. Our athletes, who have already proven themselves on many sports grounds, have every chance of getting the main Olympic award. This Competition is held with the aim of developing the design and tailoring of a sports uniform for the Kazakh team of skateboarders and breakdancers .

1. General Provisions.

1.1. Organizer of **the International competition for the development of uniforms for breaking and skateboarding champions OLYMP URBAN CULTURE.KZ** (hereinafter referred to as the Competition) is BASE, the general partner is Forte Bank, with the support of the Committee for Sports and Physical Culture of the Republic of Kazakhstan, JSC NC Kazakh Tourism”, World dance sport federation, KFS (Kazakhstan Federation of Skateboarding), Creative & Innovation Institute, UNESCO Cluster Office, Global nomads brand. Information partners: “We project ”.

1.2. The competition is held from **14.06.2023** to **31.07.2023**.

1.3. All legal relations between the organizers of the Contest, the participants of the Contest, the jury of the Contest are governed by the legislation of the Republic of Kazakhstan. All terms and definitions of this Regulation are interpreted in accordance with the legislation of the Republic of Kazakhstan.

2. Purpose and objectives of the competition

2.1. The purpose of the Competition is to develop the design and tailoring of a sports uniform for the Kazakhstani team of breakdancers and skateboarders, participants in the 2024 Olympic Games in Paris.

2.2. Objectives of the Competition:

2.2.1. Identification of talented designers and fashion designers, assistance in the realization of their creative potential, creation of opportunities for professional development;

2.2.2. Promoting a healthy lifestyle and drawing attention to new Olympic disciplines such as breaking and skating ;

2.2.3. Support for the initiative of young people, increasing their creative and social activity;

2.2.4. Providing an opportunity for collaboration of contest participants with leading experts in the field of the Fashion industry.

3. Terms of participation

3.1. Designers over the age of 18 (eighteen) years are invited to participate in the Contest.

3.2. To participate in the Contest, it is necessary to provide the Organizers of the Contest by the specified deadline with:

- a completed questionnaire of the participant of the competition or send the work via a special form;
- photo or video materials of the finished design of the object, presented in a color image made in any technique (including computer graphics), at least 3 angles.

3.3. One author can submit only one competitive work.

3.4. Competitive works must meet the mandatory requirements of the terms of reference, and must also be the result of the Participant's creative work. The design of finished products should evoke positive emotions, be sure to include a regional cultural component, reveal the image of a breakdancer and a skateboarder, be comfortable, beautiful and modern.

3.5. To demonstrate the collection in the final show, the participants of the Competition are provided with models in accordance with the number of products created according to the regulations of the terms of reference. For all provided models, a single image is created, using natural make-up (nud-luk) and hairstyles corresponding to the image.

3.6. The fact that the author submits an application for participation in the competition means that author agrees with all the rules for holding the Competition set forth in these Regulations.

3.7. All photo and video materials sent to the Contest as an integral part of the Application for participation in the Contest are copies of the work included in civil circulation at the will of the author, according to the conditions of the Contest, the named materials are not returned to the author, by the fact of submitting the Application for the Contest, the author accepts this condition unconditionally .



4. Stages of the competition

4.1 Stages of the competition.

1. Acceptance of applications. Deadlines: **14.06.2023 – 07.07.2023** The participant sends his/her sketch of the form along with the completed questionnaire in the form of files with an image (drawing) (up to 5 images of no more than 1 Mb each, size of at least 2000 pixels along the long side of the picture) in any of the following formats: JPG, PNG (for two-dimensional graphics).

When filling out the questionnaire, the participant indicates in it the following data:

- Last name, first name.
- Date of Birth.
- Place of work or study.
- City of residence.
- Information about creative work:

Archive (file no more than 5 MB, extensions rar , zip) including:

1. Description (description of the sketch - no more than 3000 characters (!), in WORD format.
 2. Images (strictly in *. jpg , *. png format , up to 5 images of no more than 1 MB each and size no more than 2000 pixels on the long side each)
- Phone and email address.

All contestants who have submitted an application will receive a notification to the email address specified by them as an addressee for contacts.

The organizers reserve the right to admit to the Contest only those works that fully comply with the terms of reference of the Contest.

2. Semi-final defense of competitive works (sketches). Deadlines: from **08.07.2023** to **09.07.2023** - voting by an expert commission (jury) and selection of 5 best works. It is conducted online. Designers who successfully passed the second stage of the competition are invited to participate in the final. In total, 5 participants are selected for the final. To participate in the final, designers independently sew products in accordance with the sketch.

3. Tailoring of products. Deadlines: from **10.07.2023** to **24.07.2023** Sewing products in accordance with the sketches and providing them to the Organizers in Astana no later than May the 25-th, 2023. Also at this stage, **an educational and informational block is held:** live broadcasts with experts, including jury members (4 broadcasts in total).

4. Final defense of works. **27.07.2023** , according to the results of the final, the jury determines the winner of the competition. The materials necessary for musical, photo and video accompaniment of the competitive work are provided to the Organizers in electronic format, with the obligatory indication of the author's full name, the name of the work until **25.07.2023**.

5. Final gala show. **28.07.2023** The gala show is held with the participation of other Kazakhstani manufacturers, as well as Kazakhstani athletes in breaking and skating . During the gala show, the name (or pseudonym) of the winner is announced, and special prizes are awarded and presented.

6. Conclusion of an agreement for the transfer of monetary remuneration (grant) from 28.07.2023 to 11.08.2023 - preparation and transfer of sketches for further tailoring of a new sports uniform, conclusion of an agreement on receiving a designer's reward from further sales of a sports uniform.

5. Evaluation criteria

5.1 Evaluation of each collection participating in the Competition is carried out on a ten-point scale, from 0 to 10. When scoring, the jury is guided by the following criteria:

- 1) costume as an artistic and figurative system;
- 2) costume as the creation of an individual image;
- 3) a suit as an example of compositional mastery (color range of the collection, the use of an interesting silhouette solution, the quality of the selection of fabrics and materials, a constructive solution);
- 4) a suit as the development and application of innovations (the use of fundamentally new ideas, forms, materials and technologies);
- 5) ease of use.
- 6) at the final presentation of the works, the jury also evaluates the level and quality of technological processing.

The maximum number of points for evaluating the creative work of one participant is 60. The points awarded for evaluating creative work by each member of the commission are summed up. If several creative works gain the same number of points, the decision is made by the members of the commission by open voting.

5.2. The winning participant submits to the factory - the partner of the competition, sketches and a descriptive part of the sports uniform, and also prepares a technical task for a further order for tailoring the uniform.

6. Competition jury

6.1 The organizers invite well-known designers, art historians, heads of leading publications, social publics in the field of fashion, as well as light industry enterprises to the jury of the competition.

6.2 The Jury of the Competition sums up the results of the Competition, determines the finalists, and awards the Grand Prix.

7. Places, prizes and awards

7.1 The Grand Prix (monetary reward in the amount of 1,000,000 (one million) tenge) is received by the participant who scored the maximum number of points in the final presentation of the work. If there are several contenders for the Grand Prix, the voice of the chairman of the jury is decisive.

7.2 The prize fund is formed from prizes and gifts from partners and sponsors of the Contest.

7.3 The Grand Prix is available in cash, as well as collaboration opportunities and uniforms for the team of brakedancers and skateboarders participating in the 2024 Summer Olympics. (Paris).

7.4 All finalists of the Competition receive diplomas of participation. Partners of the Contest can present gifts and prizes to the finalists on their own behalf. The organizers of the competition also have the right to award special prizes.

7.5. Based on the decision of the jury of the competition, internships provided by the jury members and partners of the competition may be distributed among the finalists of the competition.

8. Rights and obligations of the Organizers and Participants of the competition

8.1. The participant has the right:

- to receive information about the terms and conditions of the competition;
- to receive information about the Competition Organizer;
- to refuse to participate in the competition by notifying the Organizer in writing to the e-mail address, no later than the end of the period for accepting applications.

8.2. The participant undertakes:

- to comply with the requirements of this regulation, including perform all the actions related to participation in the competition within the time limits established by this regulation;
- to bear all the costs associated with participation in the competition, including, but not limited to, Internet, telephone and postage costs.
- to sign documents authorizing the use by the Organizer of his/her name and image for promotional purposes related to the competition.

8.3. The participant recognized as the winner of the competition undertakes:

- to take part in media interviews about participation in the competition, as well as in photo- video shooting conducted by the Organizer;
- to bear all the obligations stipulated by this regulation and the current legislation of the Republic of Kazakhstan.

8.4. The organizer has the right:

- not to enter into written negotiations or any other contacts with the Contest Participants, except as provided for by these Regulations;
- to request from participants the necessary information and documents in cases provided for by these Regulations, as well as other documents for submission to state bodies;
- to organize and conduct interviews in the media (including advertising) with the participants of the competition, organize and conduct photo and video shooting, publish finished Creative works on other Internet sites and other information resources without additional consent and without payment of remuneration.

8.5. The organizer undertakes:

- to comply with the rules of these Regulations, including perform all the actions related to the competition;
- to give an award to the winner of the competition, provided for in clause 7 of these Regulations;

- to ensure that the Participants of the competition are informed about the rules of the competition, as well as about the results of it;
- to ensure that the participants of the competition are informed about changes in these Regulations;
- not to provide information about the participants of the competition to third parties for purposes not related to the conduct of the competition, except for the cases provided for by these Regulations and the legislation of the Republic of Kazakhstan.

8.6. The organizer of the competition is not responsible for:

- the content of creative works and their compliance with legal requirements;
- the impossibility of the participants of the competition to get acquainted with the detailed information about the competition;
- non-receipt / untimely receipt of information, data / documents due to the fault of the participants of the competition, or through the fault of communication organizations, or for other reasons beyond the control of the Organizer;
- the correctness, accuracy and reliability of personal data, contact and other information that the participants of the competition indicated in their questionnaires among their registration data, as well as for the impossibility in connection with this to contact the Participant of the competition at the contact numbers indicated in the questionnaire, e-mail addresses at reasons beyond the control of the Organizer, as well as for reasons, but not limited to, related to the quality of the work of telecom operators;
- The organizer does not return the received creative works to the persons who submitted them for participation in the competition.

8.7. By submitting a creative work for participation in the competition, each participant guarantees that he/she is the author of this creative work and the owner of the exclusive right to it, and also gives consent to the Organizer to place his/her creative work on the Organizer's website and information portal. Participants of the competition are liable under the current legislation of the Republic of Kazakhstan for violation of the rights of the third parties. By submitting a creative work for participation in the competition, the Participant assigns to the Organizer all exclusive rights in full without any exceptions and restrictions on the submitted creative work, including the right to rework, publish, transfer to the third parties, and also give permission for publication and anonymous use of creative work by the Organizer. From the moment of registration of the work for participation in the competition, the participants provide the Organizer with full and irrevocable consent to make any changes and / or additions to the creative work, as well as supplement it with comments and / or explanations.

Final provisions

The Organizers reserve the right to broadcast video recordings of all the events of the Contest on the air, on the Internet, photograph and video, record on electronic media and further distribution of them by any means without the consent of the Contest participants and without paying fees to them. Amateur photo and video shooting at the competition is free.

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