



G8 CREATIVE AWARDS 2025 CONTEST RULES

Last updated on June 12, 2025. Moscow, Russia

1. GENERAL PROVISIONS

- 1.1. **G8 Creative Awards 2025 Contest** (hereinafter referred to as the "Contest") is held as part of the International Festival of Creative Industries "G8 2025" (hereinafter referred to as the "Festival"). The purpose of the contest is a development of creative industries and it is held with the aim of identifying the most interesting implementations of the creative concept of authors and options for implementing technologies in creative industries, the possibilities of new media, applied tools and methods, uniting creative people from all over the world, creating an environment and infrastructure for the development of the creative economy and industry.
- 1.2. The Festival includes the following activities:
 - 1.2.1. Contest part of the G8 Creative Awards Festival (hereinafter referred to as the "Contest");
 - 1.2.2. Festival award ceremony.
- 1.3. The rules have been developed and approved by REDKEDS Limited Liability Company (legal name in Russian: ООО «КРАСНЫЕ КЕДЫ»; Registered address: 107076, Moscow, Novoslobodskaya St., 45, Building B, Floor 2, Office 4, Primary State Registration Number (OGRN) 1077762704667, Taxpayer ID (INN) 7718676285, Tax Registration Reason Code (KPP) 770701001), hereinafter referred to as the "Organizer".
- 1.4. The prize fund of the Contest is formed from the funds provided by the Organizer.
- 1.5. The Contest is held on the territory of the Russian Federation. Persons from any country in the world who meet the requirements and comply with the conditions stipulated by the Rules are allowed to participate in the Contest.
- 1.6. Information about the Festival Organizer, the Contest Rules, the number of prizes or awards based on the Contest results, as well as the terms, location, and procedure for receiving them is published on the Festival's official website on the Internet: <https://g8.art> (hereinafter referred to as the "Festival's Website").
- 1.7. Contest Terms:
 - 1.7.1. The contest will be held **from April 16, 2025 to September 13, 2025** (inclusively).
 - 1.7.2. Applications for participation in the Contest are accepted within the time period specified in paragraph 2.2 of the Rules.
- 1.8. The Contest is not an advertising promotion, other advertising campaign or advertisement of any product, service, seller (manufacturer, performer) or any brand, trademark and does not pursue the goals of promoting specific products, projects, services, brands in the relevant markets.

- 1.9. The Contest is not a lottery or other game of chance.
- 1.10. These Rules represent the Organizer's binding offer to conclude a Service Contract for the review of Contest entries with any qualifying party: individuals aged 18+, legal entities or sole traders meeting the category and nomination requirements.
- 1.11. These Rules constitute a public offer pursuant to Article 437(2) of the Civil Code of the Russian Federation.
- 1.12. The Offer shall be deemed accepted and the Contract concluded upon the Organizer's receipt of acceptance in the following form, namely through the Participant's consecutive completion of all below-listed actions:
 - 1.12.1. reviewing the Offer terms (Rules);
 - 1.12.2. submitting a Contest entry application in accordance with paragraph 3.2 of the Rules;
 - 1.12.3. consenting to personal data processing by either: checking the consent box in the relevant field or emailing such consent to the Organizer with an invoice request, which the Parties expressly agree shall constitute proper written-form consent;
 - 1.12.4. paying the Organizer's service fee for entry processing in the amount specified: in the relevant Contest Website section or in the issued Proforma Offer Invoice.
- 1.13. Upon completion of all actions specified in paragraph 1.12 of the Rules, the Participant shall be deemed to have: agreed to the Offer terms; validly accepted the Offer; concluded the Contract; and become bound by the Contract terms (Rules). The performance of all paragraph 1.12 actions shall constitute: proper acceptance of the offer under Article 438(3) of the Civil Code of the Russian Federation; and the Participant's full and unconditional agreement to the Contract terms (Rules). From the moment of Offer acceptance, the Participant shall be considered to have concluded with the Organizer a service contract under the Rules' terms. Such electronic acceptance shall satisfy the written-form requirement under Article 434(3) of the Civil Code of the Russian Federation.
- 1.14. For all questions related to the Festival, including the Contest, please contact the Organizer via email: info@g8.art.
- 1.15. The results of the Contest in the categories "Advertising and Design", "Branding", "Digital" of the Creative Advertising section are taken into account when compiling the RACA (Russian Association of Communication Agencies) rating.

2. CONDITIONS OF PARTICIPATION IN THE CONTEST

- 2.1. Submission of an application for participation in the Contest is done out through the Contest Website. The application form is available in the personal account on the Contest Website after user's registration. When submitting an application, it is necessary to comply with the rules for submitting projects set out on the Contest Website, as well as the rules for submitting works in specific nominations (see the section Rules for submitting applications in specific nominations).
- 2.2. Applications for participation can be submitted between April 16, 2025 (from 00:00:01 Moscow time) and August 1, 2025 (until 23:59:59 Moscow time). At the

same time, the Organizer has the right to extend the deadline for submission of applications for participation in the Contest until August 15, 2025 (until 23:59:59 Moscow time) without changing the evaluation procedure for projects. This extension does not require changes to the Rules and Conditions of the Contest. In the event of an extension of the deadline for submitting applications, information regarding this will be published on the Contest Website.

- 2.3. The Contest is open to: legal entities; competent natural persons (individuals) aged 18 or older; and individual entrepreneurs (collectively, the “Participant”), provided they meet the relevant nomination requirements. For avoidance of doubt, “natural persons” means human beings with full legal capacity under applicable law.
- 2.4. Any project that participated in an advertising campaign or was presented on the market between January 1, 2024 and August 15, 2025 (inclusively) may be submitted for the Contest award in all nominations, except for nominations in the Architecture category of the Creative Industries section. Any project that was implemented between January 1, 2022 and August 15, 2025 (inclusively) may be submitted for the Contest award in the Architecture category of the Creative Industries section. Only actually implemented projects (not concepts) may be submitted for an award in the Creative Advertising categories, if they were implemented between January 1, 2024 and August 15, 2025 (inclusively). Not only actually implemented projects, but also concepts may be submitted for the award in some categories of the Creative Industries section. The possibility of submitting concepts is indicated in the description of the relevant nomination.
- 2.5. The Participant must hold all necessary rights (property, intellectual) to the submitted work required for Contest participation. The Organizer may verify the accuracy of information provided in the application. Should any information prove inaccurate, the Contest organizers reserve the right to: request written explanations from the Participant; and demand appropriate corrections. The Organizer may disqualify any Participant if there are reasonable grounds to believe that: the Participant provided false information; or the Participant lacks sufficient rights to the submitted work. Failure to provide requested explanations within the specified period shall likewise constitute grounds for disqualification.

3. RULES FOR SUBMITTING APPLICATIONS FOR PARTICIPATION IN THE CONTEST

- 3.1. The Participant has the right to submit an unlimited number of projects simultaneously to the Contest and to submit each project for awards in multiple nominations. The nominations for which the project is to be presented are decided by the author (Participant) independently, depending on the subject and format, as well as on the age of the authors / co-authors.
- 3.2. The application for the Contest is submitted in the personal account on the Contest Website in the “Submit Project” section. To submit an application, a Participant must consistently complete all of the following steps:
 - 3.2.1. to register on the Contest Website, providing current contact information, last name, first name, email address, and telephone number. Optionally, they may also provide their social media account information;

- 3.2.2. if the applicant intends to submit a project on behalf of a company, indicate the company's name and its details during registration, or in the "My Profile" section;
- 3.2.3. select the nominations in which the applicant intends to submit the project;
- 3.2.4. fill out the submission form in English and Russian;
- 3.2.5. upload a preview image of the project, as well as any illustrations specified as mandatory on the application form;
- 3.2.6. fill out the materials required to submit the project in the relevant nomination (links to the case, presentation, etc.);
- 3.2.7. pay for the application (the cost of the Organizer's services to ensure the consideration of applications (projects) for participation in the Contest) by payment by bank card or by invoice issued by the Organizer, under the conditions specified on the Contest Website.
- 3.2.8. If more than three years have passed since the last use of the personal account, the User's personal account containing the User's personal data is blocked, the data is destroyed, without the possibility of recovery.
- 3.3. The cost of payment is based on the number of nominations to which the Participant submits an application. In this case:

| Category, nomination | Cost of one application in rubles, including VAT 20% |
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| Creative Industries section. Nominations in Categories: "Animation", "Architecture", "Web & App". | 20 000,00 |
| Creative Industries section. Nominations in the "Music" Category | 100,00 |
| Creative Advertising section. Nominations in Categories: "Advertising and design", "Branding", "Digital", "Events" | 20 000,00 |
| Creative Advertising section. Nominations in Categories: "Young Advertising and design", "Young Branding", "Young Digital" | 2 000,00 |
| Creative Industries section. Nominations in Categories: "Young Animation", "Young Architecture". | |

Each application is paid separately. The cost includes VAT at the rate of 20%

- 3.4. An application that is technically compliant (with all attachments successfully uploaded and functional links included) and paid will be submitted for moderation.
- 3.5. All visual materials in the application must meet the technical requirements specified in the registration form. Blurred, unclear and illegible images will not be accepted for the Contest.
- 3.6. Links to external sources must be working and lead to up-to-date information about the project.
- 3.7. Applications must not contain pornography, a cult of violence or cruelty, incite national, class, social, religious intolerance, disseminate information about the methods, techniques of development, production and use, places of purchase of narcotic drugs, psychotropic substances and their precursors, information promoting any advantages of using narcotic drugs, psychotropic substances and their analogues and precursors, non-traditional sexual relations or preferences, other information prohibited by the legislation of the Russian Federation, as well as information of an erotic and obscene nature.
- 3.8. Technical requirements for entries (projects):
 - 3.8.1. Image Requirements (maximum upload file size specified on the Contest Website):
 - thumbnail: 205x205 px, formats: JPG, PNG;
 - unrestricted height image, formats: JPG, PNG;
 - two images with 3:2 aspect ratio, formats: JPG, PNG;
 - standard project illustration with 16:9 aspect ratio, formats: JPG, PNG;
 - image slider with 3:2 aspect ratio.
 - 3.8.2. Video requirements: videos must be uploaded on: Vimeo (<http://vimeo.com>) or VK Video (<https://vk.com>), video thumbnail must have 3:2 aspect ratio, short videos (case videos/screencasts) must not exceed 30 seconds.
- 3.9. Each entry must include:
 - 3.9.1. title of the project;
 - 3.9.2. advertised brand (except for entries submitted in “Architecture” and “Music” categories)
 - 3.9.3. project author’s last name, first name;
 - 3.9.4. submitting company;
 - 3.9.5. project goals and objectives;
 - 3.9.6. description of concepts and solutions implemented;
 - 3.9.7. project link;
 - 3.9.8. project thumbnail (except for projects submitted in the Music category, for which this is not a mandatory requirement);
 - 3.9.9. image with unrestricted height (except for works submitted in the Music category, for which this is not a mandatory requirement);

- 3.9.10. two 3:2 aspect ratio images (except for works submitted in the Music category, for which this is not a mandatory requirement);
- 3.9.11. standard 16:9 aspect ratio image.
- 3.10. For entries submitted in the following “Young” categories: “Advertising & Design”, “Branding”, “Digital”, “Animation”, and “Architecture”, the following additional requirements apply:
 - 3.10.1. all co-authors must be listed (in addition to the main author);
 - 3.10.2. full names (surname, given name, and patronymic) of all authors/co-authors;
 - 3.10.3. it has been confirmed that the age of all participants/authors meets the requirements for the relevant category (the Contest Organizer has the right to request confirmation of the age of the Contest participants);
 - 3.10.4. project publication details with viewing access (except for works submitted in the Music category, for which this is not a mandatory requirement).
- 3.11. Optional for all entries (may be specified/uploaded):
 - 3.11.1. media publication link featuring the project;
 - 3.11.2. image slider (3:2 aspect ratio images);
 - 3.11.3. video thumbnail (3:2 aspect ratio image);
 - 3.11.4. link to main project video;
 - 3.11.5. short video (max. 30 seconds): case video, screencast;
 - 3.11.6. video slider.

4. RULES FOR SUBMITTING APPLICATIONS IN SPECIFIC NOMINATIONS

- 4.1. When submitting a project to each nomination, the Participant must comply with the requirements corresponding to that nomination.:

| Section: Creative Advertising | | |
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| Category A. Advertising and design | | |
| Code | Nomination name | Nomination description |
| A01 | Integrated campaigns | <p>Campaigns using various communication tools/channels (minimum 3 of any communication tools/channels).</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative)</p> |

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| A02 | Craft | <p>Content – photographs, videos, design and texts, distinguished by a high level of visual or copywriting skill and meticulous attention to every detail.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative)</p> |
| A03 | Video clip | <p>Videos created for TV or digital campaigns</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |
| A04 | Innovations | <p>Any projects where, in the opinion of the applicant, solutions using new technologies were applied (including AR, VR projects, 360° video, AI, etc.) or new ways of using technologies.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |
| A05 | Social projects | <p>Projects created for non-commercial purposes (charitable, educational, social and others).</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |
| A06 | Print and OOH | <p>Any projects using KV and printed layouts (OOH, POSM, press) that are an example of outstanding work by a designer or art director.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |
| A07 | Non-standard | <p>Any non-standard projects that do not fall into other nominations. Special projects, non-standard use of media, ambients and even PR</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |

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| A08 | Young Advertising and design | Projects suitable for all nominations in the Advertising and Design category, from individuals under 30 years of age |
| Category B. Branding | | |
| Code | Nomination name | Nomination description |
| B01 | Branding by the rules | <p>If branding is done well, this is a nomination that fits it. You know that criticism is unavoidable. But you are sure that your project shows a result that is significantly above average. Any released branding that solves its task, created relevant to time, context and place.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |
| B02 | Reform branding | <p>They will say: "Mind-blowing. Breakdown of patterns." You will answer: "That's what they used to say." The nomination is for those who are already looking into the future today through a device whose name will enter the dictionary only tomorrow. Any released branding that solves the task in a radical and innovative way.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |
| B03 | Packing by the rules | <p>It couldn't have been done better, and you know it. You also know that others do it perfectly too. However, it will not hurt to once again verify the quality of your work by comparing it to the best examples of the genre. Any released packaging that solves its task, created relevant to time, context and place.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |
| B04 | Reform packaging | <p>They will say: "Unconventional. We are used to something else." You will answer: "The time to try new things came yesterday." The nomination is for</p> |

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| | | <p>those who are trying out the future by touch. Any released package that solves the task in a radical and innovative way.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |
| B05 | Young Branding | <p>You are a young professional passionate about branding. Entering a contest will give you direction as you showcase your work to the best professionals in the creative industries. Young professionals under 30 years old can take part in the Young category. We accept works that fit all nominations in the Branding category.</p> |
| Category D. Digital | | |
| Code | Nomination name | Nomination description |
| D01 | Cool blogger integration | <p>In this nomination, we look forward to seeing exciting collaborations with influencers, bloggers, shows and brands. And all this combined with engaging content that resonates with the audience. If people remember your integration and you're proud of the result, apply. Small projects are also suitable: if you just made a creative advertising insert or a small native integration, feel free to apply too.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |
| D02 | Outstanding SMM | <p>Is your content the benchmark that sets the tone for the entire market? This is the place for you. We welcome applications if the channels you manage, branded content, or brand media have sparked resonance thanks to compelling visuals, virality, or evident usefulness.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |

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| D03 | Creative Activation | <p>If this project can make it to Cannes, take us along too (please). An important note: the project must be implemented in digital channels.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |
| D04 | Technocreative | <p>If your application was not made by ChatGPT, go to the metaverse and come back properly. Show us the use of modern technologies in marketing — installations, ambients, and other phygitals where you have applied AR, VR, metaverses, NFTs, neural networks, and all that jazz.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |
| D05 | Young Digital | <p>Freshmen, this is for you. Here we await fresh perspectives from young hearts, so all beginners are welcome. But there's one condition: you haven't hit 30 yet. We accept entries fitting into all festival categories under the Digital category. And we don't judge. In short, don't hesitate — boldly submit your application. Who knows, maybe you'll become a trendsetter in the industry?</p> <p>Projects by participants under 30 years of age, students or young professionals are accepted</p> |

Category E. Events

| Code | Nomination name | Nomination description |
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| E01 | Creative event | <p>Any standalone B2B or B2C event with a strong creative idea, visual design, meaningful context, and a well-structured Customer Journey Map. A high level of alignment between the event concept and the final result will be evaluated. Venue selection, a cohesive script and direction, and an engaging journey map with developed</p> |

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| | | <p>mechanics. Types of events: Product launch, any type of festival, forum, conference, corporate event, test drive, etc.</p> <p>The quality of the production's visual component is crucial: the approach to material selection, the complexity or uniqueness of the setup, and the use of multimedia solutions. Additionally, an important criterion for determining the winners will be verbal identity: strong copywriting, high media performance, and influencer engagement.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> <p>For projects that make it to the shortlist, an in-person (via Zoom) defense is required. The date of defense is determined by the Jury.</p> |
| E02 | Creative client integration | <p>Any client integration with a significant offline component into an existing market event. Evaluation criteria include sponsor congruence, relevance of the chosen event for brand integration, appropriateness/breadth of the integration, and achieving results within the framework of the set brand objectives. The quality of the production's visual component is crucial: the approach to material selection, the complexity or uniqueness of the construction, and the use of multimedia solutions.</p> <p>Attention will be given to various challenges: project deadlines, any kind of restrictions, and different obstacles encountered during the preparation and execution of the project. Types of events: sponsorship integration into an existing event, partnership brand zone at an event, sponsorship support for an event.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |
| E03 | Creativity with 2 Million | <p>There's only 2 million for a specific block, and it needs some "wow" effect. Unexpected creativity can emerge within very limited resources.</p> |

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| | | <p>It may seem unrealistic, but a solution can always be found. Types of events: small event or a significant section within a large event, multimedia section within an event, décor and design, production or interactive solution, direction/programming, catering case, PR or SMM support for any event.</p> <p>This nomination evaluates any unusual solutions and creative approach to solving problems within a limited budget.</p> <p>An application can only be submitted by a legal entity or individual entrepreneur (including through a representative).</p> |
| Section: Creative Industries | | |
| Category W. Web & App | | |
| Code | Nomination name | Nomination description |
| W01 | Websites | <p>This nomination highlights the quality of web application and web page interface design. Evaluation criteria include ease of navigation, content readability, visual appeal, and responsive design, as well as the overall user perception of completeness and functionality. An ideal website should not only deliver information but also provide a smooth and enjoyable user experience. Only web-based formats are eligible for this nomination.</p> |
| W02 | Mobile Application | <p>This nomination honors mobile application interfaces, focusing on aspects such as intuitive navigation, responsiveness of controls, and adherence to platform standards. Quality execution includes optimization for various screen sizes, smooth animations, and the ability to conveniently interact with interface elements. The main goal is to make use of apps simple and efficient within a mobile context. Only mobile formats are eligible for this nomination.</p> |

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| W03 | Interface | This nomination covers interfaces for devices such as TVs, smartwatches, and other unique platforms. The focus here is on adapting the interface to the specific usage context of each device — from large screens with specific controls to the limited functions of wearable gadgets. Quality in this nomination is defined by how successfully the interface takes into account the interaction features and provides the user with intuitive and convenient solutions. This nomination includes formats other than web and mobile. |
| W04 | Best Execution | This nomination honors projects that demonstrate exceptional quality and attention to detail in design. It emphasizes how thoughtful composition and visually appealing interactive elements create a harmonious and enjoyable user experience. Projects of any format are eligible for this nomination. |
| W05 | Breakthrough Solution | The nomination will be open to projects that offer new ways to solve problems, whose typical user experience has already become a standard in their industry. It focuses on how these breakthrough ideas can inspire, improve everyday use of technology, and pave the way for new industry standards. Projects of any format are eligible for this nomination. |
| W06 | Perfect Function Execution | The winner in this nomination will be the interface that allows users to complete their tasks in the most effective, quick, and simple way. The goal is not just to provide functionality, but to make it intuitive, fast, and pleasant to use. Projects of any format are eligible for this nomination. |
| Category M. Music | | |
| Code | Nomination name | Nomination description |
| M01 | Best conceptual work | A cohesive and well-thought-out work, where every part serves the overall idea. A clear structure, |

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| | | a strong concept, and internal logic built from beginning to end. |
| M02 | Genre-bending: at the nexus of genres | A fresh perspective and a bold blending of genres. A unique sound that goes beyond conventional forms. A reimagining of context and a creative fusion of different approaches and disciplines. |
| M03 | Echoes of an era | Inspiration and reinterpretation of traditional music or folklore, implementing them in a contemporary context. A respectful approach to musical traditions and their innovative use. |
| M04 | Inventive implementation | An original approach and the ability to carry an idea through to a functional result. Technical ingenuity, complex yet precise solutions. A realization that turns a concept into reality, rather than leaving it as mere imagination. |
| M05 | New sound | A fresh approach and an exploration of the sound's possibilities, with bold experiments in form and perception. |
| Category N. Animation | | |
| Code | Nomination name | Nomination description |
| N01 | Mastery in animation | Originality of the concept. Character design and environment. Originality of technique or mixture of techniques. |
| N02 | Series and feature films | Series (including pilot episodes) and full-length animated films, including indie/independent or or released on digital platforms ones |
| N03 | Animation in advertising | Advertising animations made in any technique, created to promote goods and services and placed on any media/platforms. |
| N04 | Innovation and technology | Projects in which nonstandard animation technologies were used (including AR, VR, video |

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| | | 360, AI, 3D mapping, installations, performance art, etc.) |
| N05 | Animated sketches | Ultra-short format from 2 frames or more. Including short animations for social networks. |
| N06 | Music and sound design in animation projects | Original use of sound design and music in animation. |
| N07 | AI Animation | Animation projects in which new AI tools are a key component of the creation process, opening new horizons for creativity and visual storytelling |
| N08 | Young Animation | Projects eligible for all categories of the Animation category Projects from individuals under 30 years of age, students or young professionals are accepted. |
| Category C. Architecture | | |
| Code | Nomination name | Nomination description |
| C01 | Third place: architecture, and interior design | Concepts and realized projects of public spaces: cultural and educational centers, museums, social organizations, tourist infrastructure facilities, parks, sports and entertainment venues, university campuses, libraries, bookstores, restaurants, etc. Criteria: creative approach and originality of the concept; flexibility and adaptability of spaces for various use scenarios; design solutions promoting interaction and socialization; use of eco-friendly materials, technological and functional design solutions, as well as the quality of implementation. |
| C02 | Architectural project | An architectural project realized over the last three years (from January 1, 2022) that demonstrates a high level of craftsmanship, a creative approach to solving design problems, the functional effectiveness of design solutions, and compliance with the context. Criteria: quality of the developed concept and implementation of the architectural project; creativity, innovative approach; use of new |

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| | | technologies to improve the design and construction process. |
| C03 | Design project | A design project realized over the last three years (from January 1, 2022) that demonstrates a high level of professional skills, an unconventional approach to work, and creative potential. Criteria: the level of creative and innovative elements of the project; creative approach and originality; compositional integrity and stylistic expressiveness; ergonomics and technological solutions, as well as the quality of implementation |
| C04 | Branding of a territory / development project | Projects realized from January 1, 2022 that demonstrate the integrity of the image of a territory and/or development project: naming, positioning, slogan, design concept, etc. Criteria: compliance with the context of the project; quality and creativity of the concept that helps make the brand recognizable; visual integrity; approaches and depth of development |
| C05 | Lighting design in interior and exterior | Lighting design projects for interior or exterior spaces of a third place, as well as public outdoor spaces realized from January 1, 2022. Criteria: quality of concept and implementation; functionality and adaptability to various use scenarios; ergonomics and eco-friendliness, as well as impact on the quality of life |
| C06 | Young Architecture | Concepts and realized projects eligible for all nominations of the Architecture category Projects from individuals under 30 years of age, students or young professionals are accepted. |

5. MODERATION, VOTING AND ANNOUNCEMENT OF WINNERS

- 5.1. After submitting an application, each application (project) undergoes technical moderation for compliance with the rules for submitting applications (projects). If the application (project) does not comply with one or more submission rules, the application is rejected in one or more nominations; in this case, the Participant does not have the right to edit the application (project) and send it for moderation again. In this case, the payment for a previously submitted application will not be

refunded and a new or edited application (project) will be paid for again as a new one.

- 5.2. The Operator reserves the right to send Participants service communications regarding application status updates, contest procedures, rule clarifications, results announcements, prize reception information; responses to Participant inquiries, formal complaints, dispute resolutions via registered email address, provided phone number (including instant messaging platforms).
- 5.3. As part of the voting process, each project is evaluated by the expert jury selected by the Contest Organizer, as well as by means of a People's voting. Information about the jury members (last name, first name, patronymic, information about professional activities, photo) is published on the Organizer's website.
- 5.4. The public voting for the "audience awards" is held separately from the main vote and does not affect the determination of the winners in the Contest nominations.
- 5.5. The jury is divided into 2 groups, each of which evaluates the projects at different stages of the contest:
 - 5.5.1. Professional jury (hereinafter referred to as the "Jury"), consisting of the most famous and eminent professionals in their industry;
 - 5.5.2. Public voting (People's voting).
- 5.6. The members of the Jury are determined by the Contest Organizer. The Organizer reserves the right to independently determine the composition of the Jury for each category of the Contest.
- 5.7. Each nomination to which the project was submitted is evaluated separately depending on the requirements of the corresponding nomination.
- 5.8. The jury voting consists of the following stages:
 - 5.8.1. Stage 1. The selection of the **shortlist** for the Contest will be held from August 18, 2025 to September 3, 2025 (inclusively):

The projects are evaluated by the members of the Jury. Each project is evaluated on a 100-point scale. Each Jury member evaluates all projects in each nomination of their category, with the exception of projects in the creation or implementation of which the Jury member is involved. For each project, the arithmetic mean number of points is determined (as the quotient between the sum of the points that the Participant got from all Jury members who have the right to evaluate the project and the number of Jury members who have the right to evaluate the project).

Three or more projects that have more points than the other ones in the same nomination advance to the next stage. The number of projects that advancing to the next stage depends on the number of applications submitted to the relevant nomination:

- _ if there are 9 or fewer projects in a nomination, at least 3 projects are selected;
- _ if there are 10-24 projects in a nomination, at least 5 projects are selected;
- _ if there are 25-49 projects in a nomination, at least 7 projects are selected;

- if there are 50 or more projects in a nomination, at least 10 projects are selected.

If several projects in a nomination received equal points, allowing them to proceed to the next stage based on the required minimum of projects in the corresponding nomination, then all projects that received such points proceed to the next stage.
- 5.8.2. Stage 2. The **selection of the Contest winners** will take place on September 8, 2025:
- The Jury determines the Contest winners in each nomination by a common decision of the Jury members, taken after discussing the works. In the event of a tie in the Jury vote, the vote of the Chairman is decisive. Determining the Contest winners consists of distributing the prize places among the projects in each nomination that were shortlisted based on the results of the first stage of voting. Prize places (“metals”) are awarded in each nomination: gold, silver and bronze for first, second and third place, respectively. Each of the prize places can be awarded to only one project in the corresponding nomination. The Jury has the right not to award any of the prize places to any project in the corresponding nomination. The jury has no right to award two or more identical prize places in the corresponding nomination.
- The Participant whose project is awarded second or third place in the nomination is recognized as the Contest Prize Winner.
- The Contest Winner is the Participant whose project is awarded first place (gold) in the nomination.
- Precious or semi-precious metals, as well as products (including medals) made of them, are not awarded to Participants (Winners and Prize-Winners). The terms “metals”, “gold”, “silver” and “bronze” have a conditional, symbolic meaning.
- 5.8.3. Stage 3. The **selection of the Grand Prix** for each Contest category will take place on September 8, 2025. The Jury determines the project worthy of the Grand Prix in each Contest category by a common decision of the Jury members, taken after discussing the projects that took first place in their nomination in the relevant category based on the results of the second stage of voting. In the event of a tie in the Jury voting, the vote of the Chairman is decisive. The Grand Prix is awarded to one of the works that took first place in its nomination.
- 5.8.4. The alternative people's voting takes place simultaneously with the main stages **from August 18, 2025 to September 8, 2025** (inclusively). To participate in the “public voting”, any competent individual aged 18 or older must register in the personal account on the Contest Website by providing current contact details (last name, first name [patronymic if applicable]), valid email address and phone number. After registration, the User may vote for an unlimited number of preferred entries. By casting votes, the User automatically confirms their acceptance of the Contest Rules. Users log in to the site and click on the “like” button for the project they prefer. The project that has received the most “likes” in each category is determined, as well as the project that has received the most “likes” overall in the Contest.

- 5.9. The list of projects that have passed to the second stage will be published on the Contest Website in the “Projects” section within seven days from the date of completion of the first stage.

The Contest Winners will be announced at the award ceremony on September 12, 2025. Information about the Contest Winners will be published on the Contest Website in the “Projects” section no later than seven days after the end date of the Festival Award Ceremony. The venue of the Festival Award Ceremony will be indicated on the Contest Website.

- 5.10. For projects that have made it to the shortlist in the Creative Event nomination of the Events category of the Creative Advertising section, the project must be presented in Zoom. The defense date is determined by the Jury. Information about the defense date is posted on the Website or communicated to the Participants in another way.
- 5.11. The Festival Award Ceremony **will take place on September 12, 2025**. The location of the Festival Award Ceremony will be indicated on the Contest Website.
- 5.12. The funds paid by the Participant when sending the application, including in cases where the application (project) did not pass moderation or was eliminated at one of the stages of the Contest, will not be returned either in full or in part. In the event of the Participant's refusal to participate in the Contest at any stage, the funds paid by them are not subject to return.

6. CONTEST PRIZES

- 6.1. Each participant declared a winner or prize winner based on the jury's vote receives a prize. The numbers and types of the prizes will be specified on the Contest Website.
- 6.2. The winners of the Contest and the Grand Prix will be awarded with a commemorative trophy. This will be announced during the Festival Awards Ceremony. The commemorative trophy will be personally presented at the Festival Awards Ceremony and cannot be mailed.
- 6.3. The Contest Prize Winners will be awarded with a prize in the form of a certificate. This will be announced during the Festival Award Ceremony. The certificate will be personally presented at the Festival Awards Ceremony and cannot be mailed.

7. PERSONAL DATA

- 7.1. Under these Contest Rules and for Festival participation purposes, the Organizer processes personal data of Contest participants, public voting participants, Festival attendees, Contest jury members, Festival speakers and invited guests (collectively referred to in this Section as “Data Subjects”). The Organizer acts as the Data Controller for these Data Subjects.
- 7.2. The processing of Data Subjects' personal data is conducted under authority of these Contest Rules; and in accordance with the Personal Data Processing Policy published on the Organizer's website. Where required by the Policy, Data Subjects must provide explicit consent for such processing.

- 7.3. The Personal Data Processing Policy contains complete information regarding processing purposes (all intended uses of personal data), data categories (specific types of collected information), processing methods (technical and organizational procedures), retention periods (duration of data storage), data subject rights (individual access and control mechanisms), operator's obligations (legal and operational requirements), consent withdrawal (procedures for revoking permissions), data erasure (protocols and timelines for deletion), other processing terms (additional governing conditions).
- 7.4. Pursuant to Article 152.1 of the Civil Code of the Russian Federation, Contest Participants and Winners grant consent for publication and subsequent use of their likeness¹ (including photographs, video recordings, or artistic works depicting them) with name attribution for any purpose, including commercial use, recording and dissemination of photographic images, audio/video recordings, sound recordings (including publication on the Organizer's website)

8. OTHER TERMS AND CONDITIONS

- 8.1. By registering for the Contest or participating in public voting on the Contest Website, each Festival Participant acknowledges having reviewed these Rules; and accepts all terms and conditions herein.
- 8.2. The fact of participation in the Contest implies that Participants agree and guarantee the consent from the authors and copyright holders of the results of intellectual activity contained in the Participant's project, that in the event of participation or victory in the Contest, their project can be used by the Organizer, including:
- 8.2.1. published on the Contest Website;
- 8.2.2. published in the media and social networks as information related to the Contest/Festival;
- 8.2.3. published on the social network pages of the Contest/Festival/Organizer.
- 8.3. Should the Contest/Festival (or any part thereof) become incapable of proceeding as specified in these Rules due to any reason – including but not limited to computer viruses, Internet/cellular network failures, technical defects, unauthorized interference, fraudulent activity, public health requirements, fire safety measures, anti-terrorism protocols, civil defense operations or any other circumstances beyond the Organizer's control the Organizer reserves the exclusive right to, at its sole discretion: cancel, terminate, modify or suspend the Contest/Festival; or disqualify affected entries and prohibit such Participants from further involvement.
- 8.4. All Participants shall independently pay for all expenses incurred by them in connection with their participation in the Contest/Festival (including, but not limited to, expenses related to Internet access, travel, and accommodation at the Festival venue).

¹ "Likeness" encompasses all visual representations as defined in Art. 152.1 CC RF

- 8.5. The Organizer will not under any circumstances compensate Participants for expenses incurred in connection with their participation in the Contest/Festival (including, but not limited to, cases of changes in the Rules, cancellation or postponement of the Contest/Festival), as well as the expenses of persons whose projects were not allowed to participate in the Contest or in any other way did not comply with the requirements of the Rules.
- 8.6. Participation in the Contest does not entitle any Participant to demand the provision of prizes from the Organizer, except in cases where a prize has been awarded to the relevant Participant in accordance with the Rules.
- 8.7. The Organizer has the right to change the Contest Rules any number of times during the first half of the deadline set for accepting works. All changes are communicated to participants by posting them on the Contest Website.
- 8.8. The Contest Participant grants – or guarantees the author/rights holder has granted – to the Organizer a non-exclusive, royalty-free license to use all intellectual property and related distinctive signs (including trademarks and service marks) contained in the entry, to the extent necessary for: Contest/Festival administration; and media coverage (online and traditional media). This license expressly requires no compensation, exempts the Organizer from royalty payments and waives usage reporting requirements.
- 8.9. The Participant submitting the project bears full and sole responsibility towards authors and rights holders for ensuring all intellectual property rights in the submitted work are properly observed.
- 8.10. The determination of the Contest winners and prize winners – the prize holders – is not random (“probabilistic”) in nature, but is based on the jury’s choice in accordance with the Rules.
- 8.11. The Organizer reserves the right, at its sole discretion, to disqualify any or all entries and ban from further participation any individual who falsifies or attempts to benefit from falsification of the entry process or Contest procedures, violates these official Rules, engages in disruptive conduct or acts with intent to annoy, abuse, threaten, or harass any person associated with the Contest/Festival.
The Organizer, at its sole discretion, may invalidate any or all entries and prohibit further participation in the Contest/Festival of any person who tampers with or profits from tampering with the entry process or the conduct of the Contest, or who acts in breach of these Contest Rules, acts in a disruptive manner, or acts with the intent to harass, abuse, threaten or disturb any other person who may be associated with the Contest/Festival.
- 8.12. The terms used in the Rules apply exclusively to the Contest.
- 8.13. All issues, including controversial ones, concerning the Contest are regulated based on the current legislation of the Russian Federation.
- 8.14. Unless otherwise provided by applicable Russian law, all disputes shall be adjudicated at the Organizer’s legal jurisdiction, mandatory pre-trial claim procedure applies and response period for claims is 30 (thirty) calendar days.



8.15. By participating in the Contest, the Participant acknowledges having fully reviewed and understood these Rules, unconditionally accepts all Contest terms and conditions and expressly agrees to comply with all provisions herein.