

European Union Expo 2025 Osaka

Uniform Competition Guidelines

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Overview

At the forthcoming World Expo in Osaka (13 April - 13 October 2025), the European Union Pavilion will showcase the many ways in which it is helping ‘nurture tomorrow’ and making the world more sustainable, connected, inclusive, and secure for present generations and posterity alike.

The purpose of this competition is to provide an opportunity for young European talent across the Union to design a fitting uniform for EU staff members to wear at the Pavilion. Specifically, the uniform must be in line with the Pavilion’s ‘Nurturing Tomorrow’ concept and that of the Expo itself (‘Designing Future Society for Our Lives’). It should also reflect the visual identity and overall brand of the EU while embodying the guiding values of the New European Bauhaus (sustainability, aesthetics, and inclusion).

Submissions will be judged by notable Japanese designers against specific criteria (see ‘Selection Criteria’). In addition to having their design featured at Expo 2025 Osaka — which is expected to attract over thirty million visitors from around the world — the winner will receive a fully funded trip to Osaka and play an instrumental role in overseeing the production of their design.

SUBMISSION REQUIREMENTS

ENTRY OF DESIGNS INTO THE COMPETITION CONSTITUTES ACCEPTANCE OF THESE GUIDELINES AND COMPETITION RULES BY THE ENTITY SUBMITTING THE ENTRY, VOID WHERE RESTRICTED OR PROHIBITED BY LAW.

Applicants' submissions must contain the following:

1. A portfolio

A portfolio showcasing relevant work and summaries (in English) of projects must be included in all submissions. Preference will be given to portfolios demonstrating an ability to blend form with function.

2. Sketches of the uniform design

The sketches must clearly illustrate the design of all the uniform's elements (see 'Design Guidelines'). All sketches submitted must be in digital format.

3. A rationale

A rationale — in English, and no longer than 1,000 words — outlining the idea behind the uniform design and how it relates to the EU Pavilion and Expo 2025 concept; the EU visual identity and brand; and the guiding values of the New European Bauhaus must be included in all submissions. In this respect, applicants are strongly encouraged to make use of the New European Bauhaus Compass, a framework used to ensure projects and decisions are in line with the Bauhaus' ethos. A PDF of the Compass can be downloaded here: https://new-european-bauhaus.europa.eu/get-involved/use-compass_en

The rationale should also clearly describe the design's functionality; sustainability; details; materials; construction; sizing; and colour palette (see 'Design Guidelines').

4. Supporting documentation

Together with a portfolio, uniform design sketches, and a concept note, applicants must include in their submissions:

- Proof of residency in and citizenship of an EU Member State (via a scan of a passport photo page or national ID card)
- Proof of graduation from or enrolment in a fashion-related programme at a recognised postsecondary institution in the EU (via a copy of a degree; official letter from a university registrar; or official transcripts)
- Proof of having worked on at least one commercial fashion project within the past two years (via reference letters or media mentions)
- All supporting documents must be in English or accompanied by an English translation.

5. Other Requirements and Restrictions

- This competition is sponsored by European Commission and administered by ICF Next S.A. on behalf of the European Commission ("sponsor(s)").
- Applicants ensure that:
 - their submission does not infringe any third-party proprietary rights, intellectual property rights, industrial property rights, personal or moral rights or any other rights, including without limitation, copyright, trademark, patent, trade secret or confidentiality obligations, or otherwise violate applicable laws.
 - their submission has not been submitted previously in a competition, promotion of any kind or exhibited or displayed publicly through any means.
- Applicants warrant and represent that:
 - the submitted uniform designs and sketches are applicants' own, wholly original work, and are their own creation. Applicants warrant that they have secured all necessary rights relating to the use of the designs and sketches.
- Permissive use

The winning applicant grants the sponsor, along with any related affiliates or agents, the exclusive, unlimited, worldwide, perpetual, irrevocable, and royalty-free right, license, privilege, and permission to use, reproduce, adapt, modify, design, produce, fabricate, display, distribute, broadcast, exhibit, publish, or otherwise exploit, any and all designs, sketches, concepts, or renderings of applicant's winning submission, and any ancillary use or derivative works. This includes but is not limited to the use of applicant's name (including any and all nicknames, related names, and aliases) and image, visual

representations of the winning design, and any associated artistic elements in connection with any project, event, exhibition, production, or media, in any form now known or hereafter developed, throughout the world, as the sponsor deems appropriate, without any consideration or prior notice.

- Right to Cancel, Modify, or Disqualify

If for any reason the EU Pavilion uniform design competition or any portion of it is not capable of running as planned due to technical or administrative problems, unauthorized interventions, fraud, technical failures, or any other causes beyond sponsors' reasonable control that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the competition, the sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the competition or any part thereof, including modify the prize.

- Limitation of Liability

IN NO EVENT SHALL SPONSORS, ADMINISTRATORS, OR ANY RELATED AFFILIATES, CLIENTS, PERSONNEL, DIRECTORS, OFFICERS, AGENTS, OR PRINCIPALS BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES, OR LOSS OF PROFITS INCURRED BY APPLICANTS OR ANY THIRD PARTY, WHETHER BASED ON WARRANTY OR IN CONTRACT, TORT, OR OTHER LEGAL THEORY, AND WHETHER OR NOT ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, ARISING FROM THE COMPETITION, THE PRIZES, OR THE USE OF A PRIZE.

Applicants agree that sponsors shall have no liability for unsuccessful efforts to notify potential winners or for any injuries, losses, or damages incurred due to participation in the competition.

- Indemnity

By accepting a prize, the winning applicant agrees to release and hold harmless sponsor, administrators, and any related affiliates, clients, personnel, directors, officers, agents, or principals from any liability, loss, or damages arising from or in connection with awarding, receipt, or use of a prize or participation in prize-related activities, and they shall have no liability for any injury, misfortune, or damage to persons or property incurred by entering, participating in, or winning the competition.

- In Case of Disputes

Sponsors will interpret these rules and resolve any disputes, conflicting claims, or ambiguities concerning the rules, and sponsors' decisions shall be final. If any provision of these rules is found to be invalid by a court, the remaining provisions shall remain in full force and effect. Sponsors reserve the right to modify or terminate the competition or make other decisions regarding its administration or outcome as they deem appropriate.

- **Forum and Recourse to Judicial Procedures**

All issues and questions concerning the construction, validity, interpretation, and enforceability of these rules, or the rights and obligations of the applicant and sponsor in connection with the competition, shall be governed by European Union law, complemented by the law of Belgium. Participation constitutes the applicant's full and unconditional agreement to these rules and sponsor's decisions, which are final and binding in all matters related to the competition.

Deadline

Submissions must be made before 12 am (CET) on 15 November 2024. Submissions made past this date will not be considered.

DESIGN GUIDELINES

Submitted designs must adhere to the following guidelines:

Elements

The design must contain sketches (in digital format) of:

- A top (e.g. a shirt or T-shirt)
- A bottom (e.g. trousers)
- A jacket (that can be worn in cooler weather and taken off if necessary)
- At least one accessory (e.g. a hat or scarf)

As regards these elements, the mandatory concept note (see ‘Submission Requirements’) must contain information on:

- Details (information on features such as seams, buttons, and zippers)
- Sizing (approximate measurements for sizes that can accommodate a wide range of body types)
- Construction (keeping in mind that the uniform will need to be easily produced)
- Innovative aspects, if any (e.g. zero-waste patterns and the possibility of digital tailoring and/or 3D printing)

Pavilion and Expo Concepts and New European Bauhaus Values

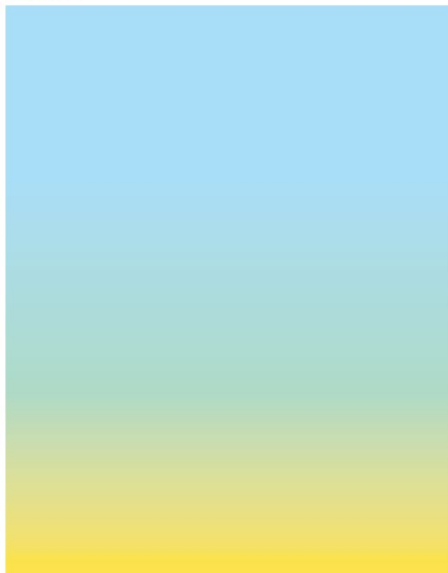
Applicants must show how their designs are in line with the EU Pavilion concept (‘Nurturing Tomorrow’) as well as that of Expo 2025 in general (‘Designing Future Society for Our Lives’). Their designs must also be in harmony with the guiding values of the New European Bauhaus (sustainability, aesthetics, and inclusion) and the EU brand.

Inspiration Images

Mood Board of the EU Pavilion for EXPO 2025 OSAKA

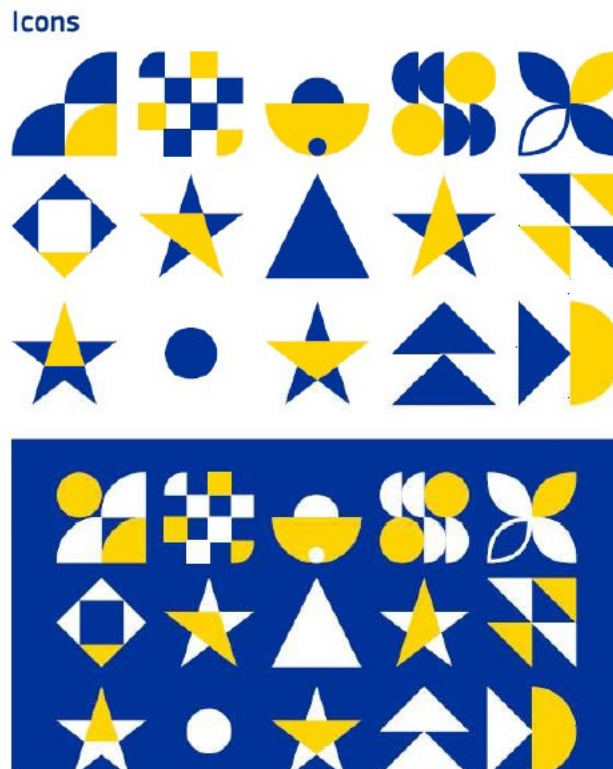


Gradient:



As mentioned in the Submission Requirements, applicants are strongly encouraged to download and use the New European Bauhaus Compass (available via https://new-european-bauhaus.europa.eu/get-involved/use-compass_en) in designing their uniforms and providing rationales.

In addition, applicants are encouraged to explore and integrate key aspects of the EU Pavilion's visual identity. You may draw inspiration from the provided shapes and colors, and incorporate them into your designs where appropriate. Visual references will be attached for your guidance.



Colour Palette

The design must primarily make use of muted/neutral colours as the EU is aiming for a minimalistic, understated, clean, and elegant look. The EU colours of blue (CMYK:100/80/0/0) and yellow (CMYK: 1/14/100/0), can be used but should not dominate the design.

Functionality

Pavilion representatives of all body types and genders should be able to move around comfortably in the unisex uniform. It should also be able to be worn indoors and outdoors and in a variety of settings (e.g. both casual and formal) and temperatures. In this respect, consideration should be given to things like moisture-wicking fabrics and technical ones that are both lightweight and durable, as well as how easily the uniform can be regularly washed and dried. Applicants must also keep in mind that the Expo will mostly take place during spring and summer in Osaka, which can be very hot and humid.

Sustainability

The entire design must make use of sustainable and ethically sourced materials from the EU and be able to also be made sustainably in the EU. For instance, is the uniform biodegradable? How much energy and water is required to make it? Will its production necessitate the use of any pesticides or fertilisers? Can it be made of repurposed materials and *itself* repurposed? Preference will be given to design rationales that clearly address such questions.

Prototype Requirement:

Please note that a prototype of the uniform must be created before proceeding to mass production. This is essential to ensure the design's functionality and quality.

Budget Consciousness:

It is important to consider cost-efficiency in your design. While creativity is encouraged, applicants should be mindful of developing designs that align with practical budgeting considerations.

Cultural Considerations:

The uniforms will be worn by European and Asian representatives. Designs should reflect the EU and New European Bauhaus style and values, while taking into account the cultural preferences and diversity of body types.

SELECTION CRITERIA

Submissions will be judged according to the following criteria:

Originality ___/15	How original is the design? How singular is the thinking behind it and its look in general? To what degree can similar designs be found elsewhere?
Alignment with Concepts and Values ___/20	How well does the design reflect the EU Pavilion and Expo 2025 concepts; the EU's values, visual identity, and overall brand; and the guiding values of the New European Bauhaus? To what extent has the design made use of the New European Bauhaus Compass?
Aesthetics ___/20	Are the design's colours and proportions in harmony with one another? Are the materials chosen appealing in terms of both look <i>and</i> feel? Is the uniform well-tailored? Can it flatter a wide range of body types?
Functionality and Feasibility ___/20	How easy is the uniform to produce? Can it be digitally tailored and/or 3D-printed? Can it be worn in both formal and casual settings? Can it be worn indoors and outdoors? Is it unisex and adaptable to a wide range of body types? Is it durable? Is it breathable? Will it be comfortable to wear in spring and summer in Osaka? How visible will sweat stains be on it? Can it be easily washed and dried on a regular basis? How easily will people be able to freely move around in it? How much attention has been given to things like buttons, seams, and zippers? Have approximate measurements been provided?
Sustainability ___/15	Can the design be sustainably made in the EU with ethically sourced materials from the EU? To what degree does the design address considerations such as (but not limited to) biodegradability; minimal energy and water consumption; the absence of pesticides and fertilisers; the

	use of repurposed materials; and the ability to itself be repurposed?
Portfolio and Experience ___/5	How impressive and relevant is the applicant's portfolio and experience? Do they have the necessary know-how and background to produce the uniform the EU is looking for?
Presentation ___/5	How clear, attractive, and easy to follow is the submission?

Judging Process

After the submission deadline (12 am (CET) on 15 November 2024), the jurors will review the submissions against the aforementioned criteria to prepare a shortlist. Subsequently, one winner will be chosen and announced on 18 December 2024.