

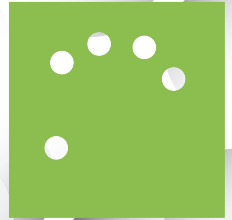


Paperazzo

HAPTIC  
AWARDS

YOU CAN SEE BETTER  
WITH YOUR HANDS!

*The only design competition  
that places the haptic quality  
in the limelight*



The “**Paperazzo HAPTİK AWARD**” held once a year since 2012, celebrates the best paper and print products with a focus on haptic design. The idea of this prize is to show consumers examples of high-quality printed paper products that exist worldwide.

In particular, the selective use of haptic messages gives printed products a competitive advantage over the use of internet and digital media. For this reason, multi-sensual design creates effective, holistic communication that convincingly conveys a message. This also sets such design apart from the constant exposure to more and more digital stimuli, which miss the aspect of tactile messages.

Therefore, the award aims to make a contribution to the paper and printing industry.

### **Explanation of the term haptics**

By focusing on the haptic quality of paper products, and thereby on the sense of touch, this competition aims to put tactile stimuli in design at the center. Of importance to this competition is how the haptic design of an object speaks to the senses – mainly touch but also the other ones. We also ask: how does design carry a wealth of information? Incorporating tactile sensations into design opens up new channels for ways of communication that a message carried by other senses than touch might lack.

Haptics and touch in this competition do not simply mean that something feels nice or interesting but that it essentially contributes to conveying an overall message successfully. How the message is defined and delivered to the consumer supported by the haptic message in harmony with other aspects (e.g. colors and size) is an essential part of this award’s challenge.

### **What is the HAPTİK AWARD?**

#### **What are the criteria for choosing the winners?**

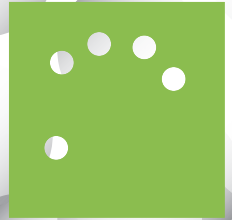
The **Paperazzo** editorial team brought the **HAPTİK AWARD** into life because we experience the variety of paper on a daily basis. We deal e.g. with different surfaces and finishing, and therefore know that the haptic feeling is an essential channel to convey messages – albeit an oftentimes underestimated one. However, only when designs feature tactile sensations do they maximize the message they try to transit. This also especially rings true in comparison to the sensory overload of visual and auditory stimuli we have learned to ignore.

What this competition is not: a paper that is chosen at the last minute simply because it has a “nice feel”. Similarly how a designer doesn’t choose a color only because they like it. Colors as well as haptics for the design of paper products are chosen because they convey the project’s contents to the recipient.

Images are only experienced indirectly but haptic messages received by the fingertip offer a tangible sensation directly and therefore quite convincingly – either in a positive or negative sense.

#### **Corporate Haptics is the future trend in the media production!**

To develop the proper haptic profile in correspondence to a brand’s logo or color scheme isn’t an easy task. To include haptic elements as an essential part of a corporate identity is a worthwhile challenge for designers, brand developers and finishing experts – especially for the paper industry. To contribute the necessary impulse to this and to offer a suitable forum for such designs is one of the paramount goals of the **Paperazzo HAPTİK AWARD**.



## Competition Guidelines

### 1. Participants

Participation is open to everyone involved in the development and manufacturing of paper and print products. Awarded are singular vision as well as team efforts that are made up of customer order, idea, creative work and implementation/production.

We are eagerly awaiting your design ideas: This may be an already realized paper design, or may still be only a blueprint. Please send an either already finished object or a meaningful dummy/mock-up, supplemented by a concise description of the concept and how it will be implemented.

### 2. Categories

- Business stationery
- Greeting cards/invitations
- Company reports/image brochures/customer magazines/catalogue production
- Packaging
- Books
- Direct mailing
- Next generation prize
- Paperazzo Special Prize Paper

#### Special Prizes

- Next Generation Prize open only to students (entry fee waived).
- Special Award Paper – Award for Paper Manufacturers

Winners will be awarded in each category, unless there are no entries that the Jury considers to be worthy of the award. Multiple entries are allowed per entrant as is submitting one entry in several categories.

### 3. Criteria

The submission will be judged on the submitted product as well as the written description by the entrant.

For the *Paperazzo HAPTİK AWARD*, we seek a design created 'from one mold', starting with a description of what message is supposed to be conveyed with the submission – and how the haptic aspects of the product change the message in comparison to a message conveyed by sound, image or word. Generally, the visual and haptic design should complement and support one another, as the interplay between looks and touch play a large role in the jury's evaluation. Even if it seems difficult: in order to speak about haptic design, the product's visual appearance should be designed according to its tactile sensation and not vice versa.

For Example: a book designed using haptic criteria sticks out from its competition, due to its refined tactile features which speak to the sense of touch when the reader holds the book in their hands. Imagine reading a book and turning the pages; it is probably no longer surprising that the book's title would be appropriately positioned at the right front edge of the cover – and another haptic element could be on the back cover.

### 4. The procedure

An independent panel of experts evaluates the submissions and determines the winners of the different categories. The jury members are experts in the relevant areas (printers, creative agencies, designers, typography, publishing, etc.). The jury may reassign an entry's category, if it is more suitable in another. The staff of the magazine *Paperazzo* are not entitled to vote but merely have an advisory and organizational function. The majority decision of the jury is final and the results remain a secret until the evening of the award ceremony.



## 5. The award ceremony

The date for the award ceremony will be shared in advance. The nominated entrants will be notified as soon as the lineup is set. All winners will be announced at the award ceremony **HAPTİK AWARD**.

## 6. Registration

Only projects that were created in the last three years can be entered. More than one category can be entered for a single project. Applications can be submitted for oneself or on behalf of others. If more than one person was involved in a project, a group registration is advisable.

Applications may be submitted in English or in German.

**Entry Fee for each submission:** 85,00 € (incl. VAT). There is no charge for the *Next Generation Prize*.

### Bank Information

Commerzbank Frankfurt,  
Bank routing-Nr. 500 400 00,  
account-Nr. 711 115 600  
IBAN: DE64500400000711115600  
SWIFT Code: COBADEFFXXX

### Application Check List

1. Completed registration form printed out eight times
2. Description of entry (text shall not exceed 1000 characters):
  - Brief presentation of the company / teams / designers
  - The assignment / the message to be conveyed / goal of this project
  - Why does your application deserve the award? Is the haptic message paramount importance?
3. Examples of the haptic product in tenfold copy (or less with reason why not possible)
4. USB flash drive with photos of project and applicant (team) if available (in 300 dpi).
5. Payment of 85,00 € fee for each submission upon receipt of invoice.

Please send the application objects and documents (including copyright of all images, allowing Keppler Junius GmbH & Co. KG to reproduce them in our magazines, on our homepages and social media) to:

### Paperazzo HAPTİK AWARD

Keppler Junius GmbH & Co. KG  
Ruesterstr. 11  
60325 Frankfurt am Main  
Germany

Submitted originals cannot be returned.

More information and the registration form can be found at

[www.paperazzo.de](http://www.paperazzo.de)

For questions, please contact us  
Tel : +49 69 20 73 76 20  
E-mail : [info@paperazzo.de](mailto:info@paperazzo.de)

Thank you and good luck! We look forward to receiving your submission!

## 7. Privacy Policy

The participant agrees that their data via the application form is collected, stored and used solely for the purpose of carrying out the **Paperazzo HAPTİK AWARD**.

The participant was informed about the storage of their data.

It is assured that the data processed be used only for the organization for the **Paperazzo HAPTİK AWARD**. The participant(s) agrees with this data collection.

A rejection of this Privacy Policy leads to automatic exclusion from participating in the **Paperazzo HAPTİK AWARD**.