

Roads

MULTISTRADA 1200

On-line photo contest



MULTISTRADA 1200

The “Multistrada 1200 Photo Contest” is an **artistic contest** (“Contest”) organised by Ducati Motor Holding S.p.A. (“Ducati”) devised to uncover and reward the creative talent of all motorcyclists who will best interpret the character and distinctive features of the Ducati Multistrada 1200.



MULTISTRADA 1200

No limit transformation

Another Ducati dream is about to come true: 4 bikes in 1. A sports bike, a touring bike, an urban bike and a road enduro bike in one, by just pressing a button.

Multistrada is ready to turn into the bike you have always wanted; to face a new adventure or a new route packed with excitement.

If you are a traveller, if you love changing face in the bat of an eyelid, this contest is for you.

The world has endless aspects to offer. Live every situation your own way. Feel free to express your own personality.

A simple click and you are ready to face the world.



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Scope

The Contest aims to give contestants the chance to interpret their experience on the new Multistrada 1200 in total freedom.

Contest rules

For the purpose of these regulations, the word "Work(s)" refers to a photographic portfolio with four (4) photographs in the four environments represented by the four (4) riding modes of the Multistrada 1200: URBAN, TOURING, ENDURO, SPORT with no images of bike inside.

Contest subject is "Roads". Each photograph should therefore represent a road with (with no limitations in the way it may be represented except the presence of the bikes) evoking these four key concepts : **QUOTIDIANITY** , **FREEDOM**, **ADVENTURE** and **ADRENALINE** but without images of bikes inside.

It will be judged the ability to use photographs to represent the landscape, situations, settings that most evoke these 4 themes.



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Who can enter the contest ?

There is no fee payable to take part in the Contest which IS OPEN TO ALL MOTOR CYCLISTS, so it is not compulsory to own a Ducati bike, or any other bike for that matter.

The contestant must however be 18 years of age and over, or considered to be an adult by the country of residence.

Each contestant must guarantee that he/she is the legitimate author of the unpublished Works sent to Ducati and holds all rights to the same.

Ducati is entitled to decide not to allow certain Works to compete in the Contest at its own discretion; it is therefore entitled not to publish any Works deemed to be vulgar, offensive or those which damage the rights or image of Ducati or others.



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Participation regulations

To take part in the Contest please fill in the on-line form on the multistrada.ducati.com website, and expressly accept to abide by the contest regulations herein.

The form can be sent from **February 1st** to **April 16th**, 2010.

The form must be filled in and submitted within this deadline to participate in this Contest free of charge.

From **March 8, 2010** onwards, all contestants can visit the www.ducati.com website and upload their Works to compete in the Contest, following the instructions on the website.



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Formats, sizes and support documents

The Works must be traditional digitalised photographs and/or digitally processed photographs in black and white and/or colour.

To contest winners Ducati may request high resolutions with long side minimum 2500 pixel.

The Works (4 photographs in 4 different environments) must be accompanied by the following information: name of the author who submitted the contest application form; name of the Works; description of the Works.

Ducati will provide all contestants with the necessary instructions on how to publish the Works on the www.ducati.com website.



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Timing

From February 1st to April 16th, 2010:
acceptance of the applications

From March 8th to April 16th, 2010:
contestant uploading on the www.ducati.com
website of all Works

From March 15th to April 30th, 2010:
publishing of the Works and voting by the
general public

May 4th, 2010: voting by the panel of
experts.

May 5th, 2010: announcement of the
winners

**WDW2010 (from June 10 to June 13 2010,
Misano World Circuit , Italy): WINNERS
AWARD CEREMONY**



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Judging Panels

The Works will be selected by two different panels:

- a **people's panel** consisting in visitors to the website. The people's panel can vote anonymously and once only for one Work from **March 15th to April 30, 2010** on the Ducati website at www.ducati.com, following the instructions provided therein;
- a **panel of experts** who will award a special prize to one of the submitted Works, regardless of the final votes awarded by the people's panel. The technical panel will consist in Ducati representatives chosen from the various departments which have contributed to the realisation of the Multistrada 1200 project and a professional photographer.



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Voting system : people's panel

The Works that compete in the Contest can be published on the www.ducati.com website (by automatic uploading of the files by the individual contestants) where they will be viewed and voted on by users throughout the world. It will be possible to track the votes assigned by users in real time.

The first three Works that receive the highest number of votes by midnight (Central European Time - CET) on **April 30, 2010** will be announced as the winners and will be awarded the prizes below.

The authors of the winning Works will be notified by Ducati (via e-mail and/or telephone) and will receive their prizes directly from Ducati as agreed from time to time.

The Works which win the Contest and the names of the Authors will be published on the www.ducati.com website for at least six months from when the winners are announced.



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Voting system : panel of experts

The panel of experts will choose one Work from the Works published on the website and voted by the people's panel to which they will award a special prize.

The panel of experts will choose the winning Work using the following criteria: originality and consistency with the Ducati brand image and best interpretation of the transformist soul of the Multistrada 1200

The author of the winning Work will be notified by the chairman of the panel of experts (via e-mail and/or telephone) and will receive his special prize directly from Ducati, as agreed between the parties.

The Works which win the Contest and the names of the Authors will be published on the www.ducati.com website for at least six months from when the winners are announced.



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Prizes

The prizes for the winning Works consist in:

1st Place: trip for 1 person to Spain and Morocco on the new Multistrada 1200 from october 9 to 24 2010, return flight from any international airport to/from Malaga included

2nd Place: a complete set of technical attire "STRADA"

3rd Place: one Nikon D5000 + Nikkor 18-55 VR

Prize awarded by the panel of experts: a free internship as an official photo-reporter during the WDW2010 which includes: entrance to the WDW2010, board and lodgings for 4 days, one Nikon D300S + Nikkor 18-200 VR II NEW

Details on the prizes are available on www.ducati.com website.



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Works and IP rights

All intellectual property rights for the Works published on the www.ducati.com website remain the property of the respective authors.

On taking part in this Contest, the Author declares to hold all rights to the original images, including the "acquisition" and processing of the same.

The author also guarantees (and holds Ducati harmless against any claims made by third parties to the same) that the images and relative rights he/she submits to Ducati are not prejudicial to the rights of any third parties and that he/she has acquired all required consent for images including persons and/or things.

However, as indicated on the Subscription Form, all Works will be used, without time and/or location restrictions, and free of charge, by Ducati for advertising and/or commercial purposes and can be published using any form of support and means of communication; they can, for instance, be used at exhibitions or trade fairs and/or can be used in advertisements and disseminated to the press and media.

Moreover, Ducati reserves the right, and at its own discretion, to organise a series of events, including those of an international level/character, to promote the talent of the winners of the Contest and their Works; it remains understood that the authors of the Works can decide whether or not to participate at such events.

The Contest is regulated by Italian law.

