

RULES OF THE TEIÀ PERFUMERY CONTEST

GENERAL FEATURES

Contest for perfumers of any nationality who wish to show their creative capacity.

The contest will be annual and will be framed within the fair "Pair of the Senses (Maridatge dels Sentits)" and of Teià. And it will be part of the annual activities of the BOW (Barcelona Olfaction Week).

Any perfumer creator may submit its perfumes to the competition, being able to compete with more than one composition, provided that these perfumes include the essence, or the olfactory note selected for that edition and meet the requirements specified in the "Sending samples" section.

The olfactory note will be different each year and will meet with the flower, plant or olfactory note that will be the common thread of the Pair of the Senses (Maridatge dels Sentits).

The organization of the contest reserves the right to admit or reject registered applications if they do not comply with the conditions of these bases or present any other deficiency or defect of form, including not having met the deadlines published for any of the phases of this contest.

THE JUDGE

The jury for the 2021 edition will be chaired by the master perfumer D. Rosendo Mateu and made up of a group of experts in the world of perfume, design, gastronomy, art, and the winners of the 2020 edition.

AWARDS

There will be three "Silver Mouillette" awards:

- **1 / Award for the best perfume - general category**
- **2 / Audience Award**
- **3 / Award for the best perfume - freelance category.**

The jury will select among all the perfumes sent, 6 perfumes from the general category and 6 perfumes from the freelance category, that will go to the final, and from which the best perfume in each category will be chosen. Additionally, these 12 finalist perfumes will be the ones that will compete to become, one of them, the winner by vote of the public.

REGISTRATION DEADLINE - EDITION 2021

In this 4th edition, the participating perfumers must present a perfume that contains the violet touch, a touch that will be the protagonist of the Pair of the Senses (Maridatge dels Sentits).

The registration period will be from December 18th, 2020 to February 15th, 2021.

To register you must fill out a form with all the requested information. To access the form, click here: <https://innovaciobcb.typeform.com/to/Zx3ZdPlh>. For any questions about the registration process, you may send an email to: concursperfumteia@gmail.com

SENDING OF SAMPLES

Samples must be sent between February 15th and March 15th, without exceptions. Samples that do not meet the set deadlines and arrive after the indicated deadline will automatically be excluded from the competition.

3 bottles of 10 ml of the composition should be sent, so that people living outside Europe do not have problems at customs. The president and two other members of the jury will make a first screening.

On April 1st, it will be announced which are the perfumes that go to the finals, the authors of these perfumes must send 500 ml of their perfume before May 10th that will be used for:

- Samples for each member of the jury.
- Samples at each authorized voting point.

Each contestant is free to choose the best way to divide their composition, taking into account the city from which the perfume is shipped in this second phase.

Identification of each sample:

- "IV International Perfume Contest of Teià"
- Name of the composition
- Alias of the contestant

In case the perfumer decides to participate with more than one perfume, he/she will have to use an alias and a different name for each composition.

- Deadline for sending samples: May 10th, 2021.
- Shipping address of the samples:
- Recipient: Ainea Perfumes.
- Address: Torrent de les Monges 30, 08329 Teià, Barcelona
- Telephone: 935402464
- Observations: International Perfumery Contest – Mouillette d'Argent

It is not necessary to send any type of explanation, or description of ingredients, or price of the composition.

Aspects to be assessed by the jury:

- Technical qualities of the composition
- Originality / Contribution / Recognizable
- Quality of composition / Wealth / Value
- Diffusion / Silage (trace)
- Persistence

COMPOSITION EVALUATION PROCESS:

Evaluation by the jury:

First phase.

From March 15th to April 1st, the president of the jury and two members of the jury will receive the compositions and evaluate all the olfactory proposals. Choosing 6 perfumes in the category of the best perfume and 6 perfumes in the category freelance perfumers.

The 12 selected perfumes go directly to the final of the public award.

All contestants will be informed whether they have been selected to proceed to the next phase of the public voting.

Public voting:

The public will have the opportunity to smell the 12 finalist proposals.

Public voting will take place from May 25th to June 4th, 2021.

The voting points will be public places or easily accessible by the public, frequented by the public and especially related to the world of perfumery or culture:

- Usual voting places in Teià: Espacio de Arte es la Antigua, official space of the Contest, and in the Municipal House of Culture La Unión.
- Common polling places in Barcelona: Las Topettes (Calle Joaquín Costa, 33) and Isidro Cosmetic Shop (Calle Marià Aguiló, 83).

During the celebration of events such as the IV Pair of the Senses (Pair of the Senses (Maridatge dels Sentits)), the 12 finalists' compositions can be voted on.

Silver Mouillette Awards

- Award for the best perfume - general category | jury award
- Best perfume award - freelance category | jury award
- Best perfume award - Audience award.

From May 17th to June 1st, the jury will receive the compositions and will evaluate the olfactory proposals.

The jury will choose a winner in the two categories and will select the 12 finalist perfumes that will go on to the open public voting.

The jury's decision will be announced on June 5th, 2021 and will be the final.

The winners will be invited to be part of the jury of the V Teià International Perfume Contest «Mouillette de Plata» 2022.

The audience award:

- It will be by vote open to the public and to all those attending the IV Pair of the Senses (Maridatge dels Sentits).
- The voting period will be from May 25th to June 4th, 2021.

- At different authorized points (see "Public Voting"), the public will find copies of each contestant perfume to vote (Teià and Barcelona).
- All contestants will receive an accrediting diploma. For those who cannot attend the awards ceremony, they will be given the digitized diploma.

Winners will receive **the Mouillette d'Argent award** created especially for the occasion and sponsored by the Beauty Cluster (www.beautyclusterbarcelona.com/es).

Awards ceremony and delivery gala:

The 3 prizes will be awarded on Saturday, June 5th, 2021 at the Ca la Antigua Art Space (Teià) in a public event, in the afternoon, where all contestants are invited.

Confirmation of attendance at the awards ceremony will be requested one week before the fixed date.

The gala may be held online if finally, situations of a state of alarm or restrictions due to pandemics such as COVID19 or major force situations force it or advise it.

The organization reserves the right to reproduce a series of limited copies of the winning perfume, of which the winners will receive 25 free copies of their perfume.

For any questions you can write to the official email of the contest concursperfumteia@gmail.com and as soon as possible we will answer all your questions.

Good luck!!!