

## RULES OF THE TEIÀ PERFUMERY CONTEST - 2022

### **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.

### **In this 2022 edition the olfactory note will THE ROSE**

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 registration to the Contest will have a price of 70€. And the payment will be through the following webpage: [www.aineaperfums.com](http://www.aineaperfums.com), at the section of Concurso de Perfumería.

### **THE JUDGE**

The jury for the 2022 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 2021 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 2022**

In this 5th edition, the participating perfumers must present a perfume that contains the rose touch, a touch that will be the protagonist of the Pair of the Senses (Maridatge dels Sentits).

The registration period will be from December 15<sup>th</sup> 2021 to February 15<sup>th</sup>, 2022.

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](mailto:concursperfumteia@gmail.com)

## SENDING OF SAMPLES

### FIRST PHASE

#### Identification of each sample:

- "V International Contest of Perfumery of Teià"
- Name of the composition.
- Name of the contestant.

#### **Deadline for the first shipment of samples: March 15, 2022.**

Shipping address of the samples:

- Recipient: Ainea Perfums.
- Address: Torrent de les Monges 30, 08329 Teià, Barcelona - Spain
- Telephone: + 34 935 402 464
- Observations: Teià International Perfume Contest

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

- Samples must be sent (arrived) between February 15<sup>th</sup> and March 15<sup>th</sup> of 2022.
- 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 won't have problems at customs.
- From the 21<sup>st</sup> of March to the 1<sup>st</sup> of April, the president and two other members of the jury will make the first screening. They will choose 6 perfumes from the jury award category for best perfume and 6 perfumes from the freelance perfumers category.
- On April 1<sup>st</sup>, it will be announced which are the perfumers that go to the finals, and therefore should proceed to the sending of the samples.
- The 12 perfumers selected will go directly to the final of the audience award. One same perfume can be selected for those two categories. In that case, we will include an additional perfume as a finalist.

#### **SECOND PHASE – NEW SHIPPING FROM THE 12 FINALISTS-**

- The finalists perfumers can choose between:

**Option 1:** Send 500 ml of perfume concentrate between April 1 and April 30, 2022.

**Option 2:** Send your formula to Lluch Essence so that they can make the 500gr of the perfume concentrate. The formula will have to be sent between April 1<sup>st</sup> and 10<sup>th</sup> of 2022 (it will be confidential). We offer this option to avoid the expenses of transport and above all to avoid customs problems.

The 500 grams of perfume concentrate will be used to make:

- Samples for each member of the jury.
- Samples for the different voting points enabled. In the 2022 edition we will have voting

points, for the public award, in different cities of Spain and Andorra.

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

Aspects to be assessed by the jury:

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

#### **COMPOSITION EVALUATION PROCESS:**

Evaluation by the jury:

##### **First phase.**

From March 21<sup>st</sup> to April 1<sup>st</sup>, 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 12<sup>th</sup> to May 24<sup>th</sup> of 2022.

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).
- Perfumeries Julia ( Julia- Genova ( Madrid), Julia- Ruzafa ( Valencia), Julia-Bilbao, Julia-Zaragoza, Julia-Mataró, Julia- Carlemany ( Les Escaldes – Andorra).

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

The result of the public vote will be announced on May 26, 2022, along with the jury awards.

### **Silver Mouillette Awards**

- Award for the best perfume - general category | jury award
  - Best perfume award - freelance category | jury award
  - Best perfume award - Audience award.
1. The winners will be invited to be part of the jury of the VI Teià International Perfume Contest «Mouillette de Plata» 2023.
  2. All contestants will receive a digitized accredited diploma.
  3. The winners will receive the “Mouillette d’argent” award created especially for the occasion and sponsored by the Beauty Cluster ([www.beautyclusterbarcelona.com/es](http://www.beautyclusterbarcelona.com/es))

### **AWARDS GALA**

- The prizes will be awarded on Thursday, May 26<sup>TH</sup>, 2022 in Ca l’Antiga (Teià) in a public event, where all contestants are invited to attend.
- Confirmation of attendance to the gala will be requested one week before the event.
- The event can be witnessed online if the situation of the COVID pandemic finally requires it.
- The organization reserves the right to produce a series of copies of the winning perfumes. The winners will receive 25 copies of their perfume once it is produced.

### **FORMA DE PAGO:**

The registration fee for the Contest is 70€.

Payment methods: Through the web [www.aineaperfums.com](http://www.aineaperfums.com). Search for Inscripción Concurso Perfumería 2022.

CONTACT: For any questions or queries you can write to us at the official email of the contest [concursperfumeria@gmail.com](mailto:concursperfumeria@gmail.com) and as soon as possible we will answer your questions.