



A professional jury will judge the artistic, literary and child-oriented qualities of the works. The winner receives 7.500 EURO and the winning work will be published by Clavis publishing. From all the entries a selection will be made for the exhibition on children's books illustrations in Hasselt, which may travel around afterwards. At the exhibition children will award their favourite illustration with the Children's Award. The winner of the Children's award receives 750 EURO. Works which have not been awarded with the first prize may also be considered for publication by Clavis.

The award and the resulting picture books will be largely discussed in the press and at book fairs abroad. For many illustrators this unique award is the start of a successful international career.

- Each illustrator may participate in the contest, notwithstanding nationality, language or experience. Participation of groups is allowed as well. The submitted projects have to meet the requirements mentioned in the technical data (see annex).
- Are excluded from participation: the members of the jury, members of the town council of Hasselt, staff of the Clavis Publishing House and the blood relations and in-laws of the members of the jury up to the second degree.
- The book is intended for children of the age from 2 to 7 years old. Only a children's book can therefore be eligible for award.
- By the participation in the contest the illustrators and/or authors guarantee that the submitted work is fully original and was never published before in any form whatsoever. They also guarantee that they have the full copyright on it and that they transfer the full rights for first publication to Clavis Publishing House for one year.
- The winner receives 7.500 EURO. The jury may however come to the conclusion that no contribution has sufficient qualities to be eligible for award.
- The winning work will be published by Clavis Publishing House, on the conditions of the skeleton contract and the usual fee in the business. Works which are not awarded with the first prize can also be recommended for publishing to Clavis Publishing House by the jury. The title will be defined in consultation with the author.
- The competing works should be sent by registered mail or handed over against acknowledgment of receipt at the following address:

Stad Hasselt – Dienst voor Cultuur
Stadhuis - Groenplein 1
B- 3500 Hasselt
Tel: +32 (0)11 23 95 28
Fax: + 32 (0)11 23 95 36
e-mail: keycolours@hasselt.be
- The regulations can also be requested at the address mentioned above. You can also consult them at www.keycolours.com. **The term of entry ends on July 16th, 2018. (posting date is valid).**
- The text must be sent in the original language. If the original language is not the Dutch, French, English or German language, a translation in one of those four languages should be added. The typed text must be presented in triplicate.
- Each presented work must have a title. Works on which the name or the address of the author is mentioned, will be excluded from participation. The title of the work must be written on the outside

de of a sealed envelope. This envelope should contain the duly filled in answer strip. The closed envelope should be added to the manuscript.

- The submitted works will be judged by a jury of six experts at children's books, including an illustrator and the winner of the previous edition. The winner of this edition will become member of the jury for the next edition.
- The decision of the jury will be communicated to the press, radio and TV in September 2018.
- The works will only be returned on one's own responsibility and at one's own expense. The illustrator transfers 5 EURO (inland consignment) or 15 EURO (foreign consignment) into the account IBAN BE97 2350 0108 0449 (Het Stadsmus). Sending cash money or a cheque is not permitted. The illustrator picks up his illustrations himself or authorises a third party to do so. The illustrations will be picked up at the municipal museum

Het Stadsmus

Guido Gezellestraat 2
B-3500 Hasselt
Tel. + 32 (0)11 23 98 90
Fax + 32 (0)11 26 23 98
e-mail hetstadsmus@hasselt.be
www.hetstadsmus.be

Opening hours:

*1/4 until 31/10: Tuesday to Sunday,
from 10 a.m. to 5 p.m.*

*1/11 until 31/3: Tuesday to Friday,
from 10 a.m. to 5 p.m.*

*On Saturdays, Sundays and public holidays
from 1 p.m. to 5 p.m.*

*Closed on Mondays; on the 24th and 25th
of December and from the 7th of January
up to and including the 31st of January.*

- The not awarded works can be picked up from the opening day of the exhibition in September 2018 and before the first of March 2019. Neither by the city of Hasselt nor Clavis Publishing can be held responsible for the material that has not been picked up after that date. No correspondence will be conducted regarding the collection of illustrations. Appointments will be made with the illustrators about the collection of the exhibited illustrations after the exhibition.
- The participating illustrators commit themselves to collaborate in the exhibition which will be organised with the granting of the award in

Hasselt and, possibly, elsewhere.

- The jury decides on all cases where the regulations could have left some doubts. No correspondence will be conducted on the decisions taken. They are irrevocable.

The work needs to contain the following elements:

1. A story for children aged 2 to 7 years old, written on not more than 4 A4 sheets and divided in as many text blocks as there will be in the book.
2. A full-sized pencil drawn scale-model with all plates of the book as they will be elaborated later on. The text blocks are indicated on all these pages.
3. Three of the above mentioned plates need to be fully elaborated in colour over at least 1 page. The chosen technique is free. Coloured copies are allowed but the jury will judge whether or not the quality of the copies is accepted.
4. A closed envelope containing the filled in answer strip.

Digital entry

It is allowed to participate digitally.

You send your work by e-mail to keycolours@hasselt.be

Your e-mail is maximum 20 MB.

The digital entry contains the following elements:

1. A story for children aged 2 to 7 years old, written on not more than 4 A4 sheets and divided in text blocks.
2. A full-sized pencil drawn dummy with all plates of the book as they will be elaborated later on. The text blocks are indicated on all these pages. Maximum 100 dpi.
3. Three of the above mentioned plates fully elaborated in colour. The chosen technique is free. Maximum 100 dpi.
4. The filled in answer strip.

You name the attachments with the title of your work and a number (1,2,3,4 ...).

If your digital entry is selected for the exhibition, you send coloured prints in due time.

Format of the book

You choose one of the following usual formats:

- 250 x 260 mm
- 290 x 210 mm (portrait or landscape)
- 235 x 325 mm

The story will be told on exactly 24 pages (cover, end papers and title page not included).
The original drawings should be full size, with a bleed of 5 mm.

The jury judges:

The literary and child oriented qualities of the story.
The bringing into vision of the story.
The artistic qualities of the illustrations.



HASSELT HEEFT HET.

Key Colours Competition

International Award
for the best
Picture book
concept



Kindly fill in this answer strip **(in capitals or typed)** and add to the manuscript in a **closed envelope**.
Write the title of your work on the outside of the envelope.

You may prefer to send your work in as a digital entry. If so, please complete the answer strip (in capitals or typed) and send it in as an attachment to your e-mail.

First name:

Surname:

Address:

Postal Code:

City:

Country:

Telephone:

E-mail:

www.

Title of picture book concept:

The undersigned declares:
(not applicable to digital entries)

- to pick up his/her illustrations personally or to give a written authority to a third party to do so
- he/she wants his/her illustrations sent back by mail, at own risk and on own expense
 - the undersigned transfers 5 EUR into the account IBAN BE97 2350 0108 0449 (inland consignment)
 - the undersigned transfers 15 EUR into the account IBAN BE97 2350 0108 0449 (foreign consignment)
BNP Paribas Fortis Hasselt | Ridder Portmansstraat 1 | B-3500 Hasselt
BIC: GEBABEBB

The undersigned declares to have read and understood the rules of the contest organised by the City of Hasselt and Clavis Publishing, and agrees with the conditions established therein.

Signature:

Number
(will be assigned by the City of Hasselt)