



Minted x Pottery Barn Kids x PBteen Wall Art Challenge

SUBMISSION DEADLINE: THURSDAY, FEBRUARY 18, 2016 10AM PT

OVERVIEW

We are thrilled to announce that we are partnering with two of the most widely recognized and largest brands in the children and teens home decor space: Pottery Barn Kids and PBteen. Pottery Barn Kids and PBteen share Minted's dedication to producing high quality and well-designed products, and are looking forward to introducing unique artwork from Minted's community of independent artists into their assortments.

As usual, our community at large will vote to tell us what to sell. In addition Minted, Pottery Barn Kids, and PBteen will each be selecting Editors' Picks. Pottery Barn Kids and PBteen will each select 25 Editors' Picks from this challenge (25 Editors' Picks for each brand) to be sold on potterybarnkids.com or pbteen.com. Pottery Barn Kids and PBteen will each select 20 exclusive pieces from their respective 25 pieces. These exclusive pieces will be featured in either a catalog or retail store for Pottery Barn Kids or PBteen. Minted's Editors' Picks will be sold exclusively on Minted.com.

We are looking for a variety of modern art prints to span a wide age range covering babies, kids, and teens - everything from art for a beautiful nursery to art for a chic college dorm room. Please feel free to submit gender-neutral colors, and note that Pottery Barn Kids strives to equally meet the needs of parents of boys and girls. Please note that we are not seeking customizable art in this challenge. Pottery Barn Kids and PBteen will not sell customizable art through this challenge.

PRIZES, as voted by the community at large

The top-rated designs will receive the following prizes:

- **FIRST PRIZE: \$3000**
- **SECOND PRIZE: \$1500**
- **THIRD PRIZE: \$750**
- **FOURTH - THIRTIETH: \$200**

POTTERY BARN KIDS EDITORS' PICKS AWARDS

Pottery Barn Kids will select a collection of 25 art prints as Editors' Picks. The creator of each winning Pottery Barn Kids art print will receive a **\$150** cash prize for the winning art print (or instead a larger prize if the art wins one of the larger prizes mentioned above in the community-voted section). Pottery Barn Kids will select 20 of their pieces to be exclusive to Pottery Barn Kids, and the remaining 5 pieces will be shared with Minted. All of Pottery Barn Kids' exclusive pieces will either be displayed and sold in Pottery Barn Kids retail stores or featured in a Pottery Barn Kids catalog. If your work is selected to be an exclusive work sold in a physical retail store, we may ask you for an alternate colorway that matches or coordinates with the retail stores' merchandise color palate. The 20 exclusive pieces as well as the 5 pieces shared with Minted will also all be sold online at www.potterybarnkids.com.

The 25 prints chosen by Pottery Barn Kids will not be sold as limited edition. Pottery Barn Kids will offer the pieces in different sizes. In addition to the upfront cash prize, artists will be paid by Minted a total of **10% of the wholesale price that Pottery Barn Kids pays Minted** (artists will be paid directly by Minted). Pottery Barn Kids will determine the size(s) and the default frame color in which each print will be sold on potterybarnkids.com. Art prints sold on Minted.com will earn 10% of net sales generated on Minted.com.

CREATIVE GUIDELINES

A. SUBMISSIONS

- ☐ You will be creating art prints. Your print will be available in a variety of sizes at Minted, ranging from 5" x 7" to 44" x 60".
- ☐ We are accepting non-customizable art prints. Any type of art is accepted, from photography to illustrations and paintings.
- ☐ Please do not submit foil artwork. If your piece wins, Minted may then request the piece in foil.
- ☐ You do not have to use templates provided in the submission kit.

B. OTHER SUBMISSION NOTES

- ☐ You may submit multiple designs; however please do not make multiple submissions of the same design with different colorways or minor tweaks. Need help deciding on which piece to submit? Try out a [poll](#)!
- ☐ Winners may be asked to submit 2 alternate colorways for their art print when applicable and a detailed description of the print. If you submit an art series, we may ask for additional pieces in the series.
- ☐ Submissions are limited to 30 per artist. If one artist submits more than 30 pieces, we will only consider the first 30. This is a maximum limit (very few artists submit this much work) and we strongly encourage all artists to curate their submissions down to the strongest pieces.
- ☐ As a reminder, please do not submit repurposes of your designs already for sale on Minted to this challenge. If you'd like to request that we repurpose your existing design into this category, please submit your request through our [form](#). Requests will be evaluated as a group while we're reviewing challenge submissions. More info in our [FAQ here](#).

C. DESIGN NAME

- ☐ Choose unique names for your designs. Be creative! Do not include the phrase 'Art Print' in your title, this will be added automatically.
- ☐ Please use only alpha-numeric characters in the design names (e.g., no commas, semi-colons, dollar signs, etc.). Be aware that adding spaces or other characters amidst the letters may, in the future,

PBTEEN EDITORS' PICKS AWARDS

PBteen will select a collection of 25 art prints as Editors' Picks. The creator of each winning PBteen art print will receive a **\$150** cash prize for the winning art print (or instead a larger prize if the art wins one of the larger prizes mentioned above in the community-voted section). PBteen will select 20 of their pieces to be exclusive to PBteen, and the remaining 5 pieces will be shared with Minted. All of PBteen's exclusive pieces will either be displayed and sold in PBteen retail stores or featured in a PBteen catalog. If your work is selected to be an exclusive work sold in a physical retail store, we may ask you for an alternate colorway that matches or coordinates with the retail stores' merchandise color palate. The 20 exclusive pieces as well as the 5 pieces shared with Minted will all be sold online at www.pbteen.com.

The 25 prints chosen by PBteen will not be sold as limited edition. PBteen will offer the pieces in different sizes. In addition to the cash upfront prize, artists will be paid by Minted a total of **10% of the wholesale price that PBteen pays Minted** (artist will be paid directly by Minted). PBteen will determine the size(s) and the default frame color which each print will be sold on pbteen.com. Art prints sold on Minted.com will earn 10% of net sales generated on Minted.com.

MINTED EDITORS' PICKS AWARDS

Prints selected as a Minted Editors' Picks will receive a **\$150** cash prize (or instead a larger prize if the art wins one of the larger prizes mentioned above in the community-voted section). All prints that are sold on Minted.com will also earn a **commission of 10% of net sales** of the products sold.

SPECIAL PRIZES, as determined by Minted's editorial team

Among the top rated pieces and Minted, Pottery Barn Kids, and PBteen Editors' Picks, Minted will award special prizes to these individual pieces, decided by Minted's editorial team:

- **Minted Editor's Choice Award:** For the artwork that is chosen as most innovative by the Minted Team: **\$500 and \$500 Minted Credit**
- **From the Heart –Teen Award:** For the best piece of art displaying an inspirational or unique quote for a teen room: **\$250 and \$250 credit to PBteen**
- **From the Heart – Children's Award:** For the best piece of art including an inspirational or special quote for a child's room or nursery: **\$250 and \$250 credit to Pottery Barn Kids**
- **Your Best Shot Award:** For the most bold piece of color photography: **\$400**
- **A Few of my Favorite Things Award:** For the best hobby focused art print (from soccer to surfing to ballet, etc.): **\$350**
- **On the Go Award:** For the best transportation themed art print (cars, trucks, planes, or trains): **\$300**
- **Over the Moon Award:** For the best space or celestial themed art print: **\$300**
- **Off the Charts Award:** For the best pop culture or music themed art print: **\$300**
- **Gone Wild Award:** For the best animal themed print: **\$300**
- **Secret Garden Award:** For the best botanical themed art print: **\$250**
- **Great Outdoors Award:** For the best piece depicting a natural or coastal scene: **\$250**
- **Jetsetter Award:** For the best destination themed art print (cities encouraged): **\$200**
- **Artful Set Award:** For the best diptych or triptych perfect for a teen or child's room: **\$200**
- **For the Little Ones Award:** For the best piece for a nursery: **\$200**
- **Most Wonderful Time of the Year Award:** For the best holiday themed art print: **\$200**
- **Once Upon a Time Award:** For the best fantasy themed art print (unicorns and rainbows encouraged): **\$200**
- **For the Love of Art Award:** For the best love/heart themed art print: **\$200**
- **Critique Awards:** For the top five artists who display extraordinary community spirit and whose comments receive the highest number of "Constructive" votes by the time submissions close. Learn more about getting and giving feedback [here](#): **\$50 in Minted credit**

An important note about Special Prizes: As a reminder, Special Prizes are a form of Editors' Pick and are selected from previously-announced Editors' Picks and top-rated selections. As such, Editors' Picks who are awarded Special Prizes will receive the applicable Special Prize amount in lieu of the Editors' Pick prize amount. Top-rated designs who are awarded Special Prizes will receive the applicable Special Prize amount in addition to the applicable top-rated prize amount.

Special Prizes will be awarded at Minted's sole discretion. If for any reason, Minted cannot fulfill the described non-monetary Special Prize commitment, we will award you with a prize of equal or greater value.

Let's get started!

1 CREATE HIGH-RES ARTWORK

You will be creating art prints. Your artwork should extend to the edge of the max width and/or height requirements (38" x 54" for portrait/landscape and 38" x 38" for square, not including the required matting border).

- For best results we recommend creating vector images. This will allow the artwork to scale up to any size without losing any of the image quality. If your final artwork will be non-vector based, please be sure to scan it in or create it at a high, for-print resolution. Your DPI should be set to 300. Make sure to set up your file for the largest print size as a full-bleed image that meets either the height or width requirements within the content area (38" x 54" or 38" x 38"). You are not required to use the templates provided in the submission kit.

2 CREATE LOW-RES SUBMISSION FILES

After you create your hi-res artwork, you will upload a low-res version for viewing in the challenge gallery. You will upload a low-res JPEG or GIF of your design. Your files must be 200kb, with the larger side at 550px. See the bar at right for instructions on how to save your work as a low-res file.

3 READ AND ACCEPT THE TERMS AND CONDITIONS

As part of the Entry Form, you will be asked to thoroughly read and agree to the Minted Terms and Conditions for Design Submissions. NOTE: Terms and Conditions are updated each challenge, and there is important information that you should know about. The Minted Terms and Conditions are included at the end of this document.

4 FILL OUT AN ONLINE ENTRY FORM AND SUBMIT

Submit your design at www.minted.com/contest. You will be asked to log in or create an account. Please fill in the form and upload your submission. Please choose a unique title for your artwork, using only alpha-numeric characters.

5 WHAT HAPPENS NEXT?

After you submit, you can edit your design as many times as you want before the launch of voting. Log in to your Design Studio, click on "Manage Your Collection" and click "edit" underneath the design you want to edit.

FAQS

See the the full FAQ at: <http://www.minted.com/designer-faq>

Who should I contact if I am having technical difficulties submitting?

Please read through the above FAQ first as your question may be answered there. If not, email us at artists@minted.com and someone will get back to you. We check this email regularly during business days.

How can I submit artwork created in a physical medium?

You will need to scan in your artwork and create it at a high, for-print resolution. For large-scale artwork, we suggest taking a high-quality photograph of the work or finding a local print shop or architectural firm that has the ability to scan larger items.

Can I use clip art in my designs?

Royalty-free clip art is permitted, but only as long as the source licenses the art for reproduction in items for sale. Many clip art books only allow for reproduction for 'personal use only'. The reason for this is that Minted would then have to re-purchase that design if your entry was selected, likely at a much higher premium because of the scale of our reproduction.

HOW TO PREPARE YOUR SUBMISSIONS FOR THE WEB

- Your submission must be in JPEG or GIF format. It must be under 200kb and the largest side must be 550 pixels max. Submission JPEGs must be saved in RGB color mode for online viewing on Minted.com.
- We recommend creating hi-res CMYK artwork, then saving it down a new, low-res RGB version when submitting to the challenge. Although only the low-res artwork is necessary for submission, if your piece wins, we will later ask for a high-res version.

ARTWORK CREATED IN ILLUSTRATOR

- From the File Menu, select 'Save for Web & Devices...'
- We recommend selecting the Preset 'JPEG High.' Quality 60 is usually fine, but it can be optimized as you see fit to get the best file size/quality ratio.
- Just below the presets menu, click on the 'Image Size' tab. Make sure the 'Constrain Proportions' box is checked.
- Set the largest side of your artwork to 550 pixels and click on the 'Apply' button, then save.

PLEASE NOTE

- If you win, final artwork created digitally will need to be in CMYK and bitmap elements at a minimum of 300dpi. Please no spot or RGB colors. You may use the Pantone Color Bridge CMYK/Uncoated guide, but be sure to always create your files using the CMYK build. You will need to include all linked files. Bitmap elements should be in TIFF format (not JPEG).

MINTED, LLC TERMS AND CONDITIONS FOR ARTWORK SUBMISSIONS

Minted, LLC (“Minted,” “we,” “our,” or “us”) appreciates your (“you,” “your,” or “Artist”) participation in the Minted contest set forth in the contest overview attached hereto (the “Contest Prize Overview”) (such contest, the “Contest”) via your submission of an artwork (hereinafter the “Artwork”). By submitting the Artwork to Minted, you agree to the following terms and conditions (“Terms and Conditions”):

You promise, represent and warrant that each and every Artwork you submit to Minted (a) is your own original work, (b) has not been previously published, distributed, sold or reproduced anywhere by any means in any physical medium (including in any books or magazines) other than (i) in a single original work if the Artwork was first produced in a tangible medium (e.g., watercolor or other painting or photographic negative) and/or (ii) no more than twenty five copies total of the Artwork sold by you prior to submission of your Artwork, (c) does not contain any trademarks, logos, or copyrighted material other than that which has been provided to you by Minted or that you solely own, and (d) does not contain any content subject to any right of publicity or privacy or any intellectual property belonging to any third party. You acknowledge that you will not use any content provided to you by Minted for any purpose other than to submit Artworks incorporating such content to Minted in connection with this Contest.

You acknowledge that Minted may decline to select an Artwork for voting on Minted.com (our “Site”) or as the winner of a cash award as part of the Contest (a “Prize”) for any reason in its sole discretion.

If the Artwork is selected to be displayed by Minted for voting on our Site, then you grant us the right to use, upload, modify, reproduce, create derivative works of, and display the Artwork for the purposes of promoting Minted and this Contest on our Site and otherwise throughout the world, in Minted’s sole discretion, both during the Contest and during the Trial Period (as defined below).

Whether or not we select the Artwork for a Prize, you may not offer for sale, sell, or submit the Artwork or Matching Items (as defined below) to others or otherwise publish, distribute, or reproduce the Work or allow others to do so for any purpose until the date that is 90 days after the Contest’s submission deadline (the “Trial Period”). After the expiration of the Trial Period, if Minted has not notified you that it has selected the Artwork for a Prize, then you will be free to use the Artwork for any purpose. Notwithstanding the foregoing, if you have been provided an Artist-specific, branded shopping area on a subdomain of the Site by Minted (a “Store”), to the extent you self-launched products incorporating the Artwork or Matching Items prior to submitting your Artwork to the Contest, subject to the terms and conditions governing your use of the Store, you may continue to sell such products via your Store during the Trial Period. If Minted selects your Artwork for a Prize, your Artwork will be subject to these Terms and Conditions, including the applicable Contest Prize Overview.

During the Trial Period, we may display the Artwork in connection with use on products offered for sale to assess consumer interest, even if we have not yet selected your Artwork for a Prize.

You hereby license us the use of your name and identifying information and image (“Artist Name”) for purposes of promoting the Artwork both during and after the Trial Period.

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Nothing in these Terms and Conditions obligates Minted to promote or sell the Artwork or the Matching Items, even if the Artwork is selected for a Prize.

If the Artwork is selected for a Prize, then we shall pay you a lump sum cash Prize amount and a Sales Commission, as set forth below and in the applicable Contest Prize Overview. All Prize amounts are in U.S. dollars. Minted may, in its sole discretion, also select Editor's Picks and/or recognize other categories of top Artworks (including as voted by the community) as Prize winners, as specified in the applicable Contest Prize Overview, each of which will be deemed selected for a Prize.

If the Artwork is selected for a Prize by Minted at any time after the Trial Period, Minted may notify you of its selection and you may accept or reject the Prize. To the extent that you accept the Prize for any Artwork selected after the Trial Period, these Terms and Conditions will be applicable to your Artwork, including the Prizes and Sales Commissions set forth in the applicable Contest Prize Overview. With respect to an Artwork submitted in this Contest that was not selected for a Prize, the Prizes and Sales Commissions set forth in these Terms and Conditions will not be applicable to any future use of such Artwork by Minted or any future sales of such Artwork, including sales via your Minted Store, if applicable.

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GENERAL: Submission of the Artwork and checking the box acknowledging that you have read and agree to these Terms and Conditions and the applicable Contest Prize Overview constitutes your acceptance of the Terms and Conditions and applicable Contest Prize Overview, and creates a binding contract under California law. You may not assign or otherwise transfer any right or obligation herein without the prior written consent of Minted, which may be withheld in Minted’s sole discretion. Minted may assign or otherwise transfer any right or obligation herein without your consent. Any dispute between you and Minted shall be decided under California law, via binding arbitration in accordance with applicable rules of the American Arbitration Association. Any such arbitration demand shall be filed in San Francisco, California within one year of the date that any claim may arise.

CONTEST PRIZE OVERVIEW:

SALES COMMISSIONS:

Product	Sales Commission
Printed and “Print-It-Yourself” stationery products incorporating the Work	6%
Digital cards incorporating the Work (excluding “Print-It-Yourself” stationery)	8%
Art prints incorporating the Work (note that this is different than the commission for self-launched art prints sold in your Store, which have a lower commission)	10%
All other products incorporating the Work	As determined by Minted upon Minted’s launch of each such product; Minted will notify you of the applicable Sales Commission for each such product.

MATCHING ITEMS:

Winners may be asked to submit 2 alternate colorways for their art print when applicable and a detailed description of the print. If you submit an art series, we may ask for additional pieces in the series.

PRIZES:

The top-rated designs, as voted by the community, will receive the following prizes:

- FIRST PRIZE: \$3000
- SECOND PRIZE: \$1500
- THIRD PRIZE: \$750
- FOURTH-THIRTIETH PRIZES: \$200

MINTED, LLC TERMS AND CONDITIONS FOR ARTWORK SUBMISSIONS

POTTERY BARN KIDS EDITORS' PICKS AWARDS:

Pottery Barn Kids will select a collection of 25 art prints as Editor's Picks. The creator of each winning Pottery Barn Kids art print will receive a **\$150** cash prize for the winning art print (or instead a larger prize if the art wins one of the larger prizes mentioned above in the community-voted section). Pottery Barn Kids will select 20 of their pieces to be exclusive to Pottery Barn Kids, and the remaining 5 pieces will be shared with Minted. All of Pottery Barn Kids' exclusive pieces will either be displayed and sold in Pottery Barn Kids retail stores or featured in a Pottery Barn Kids catalog. If your work is selected to be an exclusive work sold in a physical retail store, we may ask you for an alternate colorway that matches or coordinates with the retail stores' merchandise color palate. The 20 exclusive pieces as well as the 5 pieces shared with Minted will also all be sold online at www.potterybarnkids.com.

The 25 prints chosen by Pottery Barn Kids will not be sold as limited edition. Pottery Barn Kids will offer the pieces in different sizes. In addition to the upfront cash prize, artists will be paid by Minted a total of **10% of the wholesale price that Pottery Barn Kids pays Minted** (artists will be paid directly by Minted). Pottery Barn Kids will determine the size(s) and the default frame color in which each print will be sold on potterybarnkids.com. Art prints sold on Minted.com will earn 10% of net sales generated on Minted.com.

PBTEEN EDITORS' PICKS AWARDS:

PBteen will select a collection of 25 art prints as Editor's Picks. The creator of each winning PBteen art print will receive a **\$150** cash prize for the winning art print (or instead a larger prize if the art wins one of the larger prizes mentioned above in the community-voted section). PBteen will select 20 of their pieces to be exclusive to PBteen, and the remaining 5 pieces will be shared with Minted. All of PBteen's exclusive pieces will either be displayed and sold in PBteen retail stores or featured in a PBteen catalog. If your work is selected to be an exclusive work sold in a physical retail store, we may ask you for an alternate colorway that matches or coordinates with the retail stores' merchandise color palate. The 20 exclusive pieces as well as the 5 pieces shared with Minted will all be sold online at www.pbteen.com.

The 25 prints chosen by PBteen will not be sold as limited edition. PBteen will offer the pieces in different sizes. In addition to the cash upfront prize, artists will be paid by Minted a total of **10% of the wholesale price that PBteen pays Minted** (artist will be paid directly by Minted). PBteen will determine the size(s) and the default frame color which each print will be sold on pbteen.com. Art prints sold on Minted.com will earn 10% of net sales generated on Minted.com.

MINTED EDITORS' PICKS AWARDS:

Prints selected as a Minted Editors' Pick will receive a **\$150** cash prize (or instead a larger prize if the art wins one of the larger prizes mentioned above in the community-voted section). All prints that are sold on Minted.com will also earn a **commission of 10% of net sales** of the products sold.

SPECIAL PRIZES:

Among the top-rated designs and Editors' Picks, Minted will award special prizes to these individual designs, decided by Minted's editorial team.

- **Minted Editor's Choice Award:** For the artwork that is chosen as most innovative by the Minted Team: **\$500 and \$500 Minted Credit**

- **From the Heart –Teen Award:** For the best piece of art displaying an inspirational or unique quote for a teen room: **\$250 and \$250 credit to PBteen**

- **From the Heart – Children's Award:** For the best piece of art including an inspirational or special quote for a child's room or nursery: **\$250 and \$250 credit to Pottery Barn Kids**

- **Your Best Shot Award:** For the most bold piece of color photography: **\$400**

- **A Few of my Favorite Things Award:** For the best hobby focused art print (from soccer to surfing to ballet, etc.): **\$350**

- **On the Go Award:** For the best transportation themed art print (cars, trucks, planes, or trains): **\$300**

- **Over the Moon Award:** For the best space or celestial themed art print: **\$300**

- **Off the Charts Award:** For the best pop culture or music themed art print: **\$300**

- **Gone Wild Award:** for the best animal themed print: **\$300**

- **Secret Garden Award:** For the best botanical themed art print: **\$250**

- **Great Outdoors Award:** For the best piece depicting a natural or coastal scene: **\$250**

- **Jetsetter Award:** For the best destination themed art print (cities encouraged): **\$200**

- **Artful Set Award:** For the best diptych or triptych perfect for a teen or child's room: **\$200**

- **For the Little Ones Award:** For the best piece for a nursery: **\$200**

- **Most Wonderful Time of the Year Award:** For the best holiday themed art print: **\$200**

- **Once Upon a Time Award:** For the best fantasy themed art print (unicorns and rainbows encouraged): **\$200**

- **For the Love of Art Award:** For the best love/heart themed art print: **\$200**

- **Critique Awards:** For the top five artists who display extraordinary community spirit and whose comments receive the highest number of "Constructive" votes by the time submissions close. Learn more about getting and giving feedback [here](#): **\$50 in Minted credit**

As a reminder, Special Prizes are a form of Editors' Pick and are selected from previously-announced Editors' Picks and top-rated selections. As such, Editors' Picks who are awarded Special Prizes will receive the applicable Special Prize amount in lieu of the Editors' Pick prize amount (unless the Editors' Pick prize is higher than the Special Prize, in which case, you would receive the higher prize amount). Top-rated designs who are awarded Special Prizes will receive the applicable Special Prize amount in addition to the applicable top-rated prize amount.

In addition, Products based our top-rated designs (as voted by the community), Editors' Picks, and award winners will be made available for sale on our Site, with those Artists receiving Sales Commissions (as further described above), in addition to the applicable cash Prize.