

#FindVitra Social Media Promotion

Find the best Vitra locations in Milan for a chance to win an Eames Fiberglass Chair by Charles & Ray Eames.

The mission is simple:

1. Head out into the city and find a public site where Vitra products have been installed. The public site can be a restaurant, a café, a hotel, a museum, a library, a university building or a similar publicly accessible place.
2. Take a picture and post it to Instagram with the hashtag #FindVitra.
3. You'll receive an Eames Fiberglass Chair for every location that makes it onto our curated Milano #FindVitra map.

Go out and Find Vitra!

Terms & Conditions

The present Terms & Conditions (hereinafter referred to as the "T&C") govern your participation in the promotion "#FindVitra" (hereinafter referred to as the "Promotion") of Vitra International AG (hereinafter referred to as "Vitra").

The competition is not affiliated with Instagram, LLC, Facebook, Inc. or any affiliated company and is not sponsored, supported or organized by Instagram, LLC or Facebook, Inc, Facebook, Inc. or any affiliated company.

Participation Requirements

1. Participation is open to all individuals, who are eighteen (18) years or older. Participants must have a public Instagram profile.
2. Employees of Vitra, its affiliated companies and distributors are excluded from participating in the promotion.

General Conditions

3. The Promotion begins on April 6th, 2019 and ends on April 12th, 2019, 12.00 CET. Entries received on Instagram after the end of this period will be automatically excluded from the Promotion.

4. The posted images will be evaluated by Vitra and if suitable published on the #FindVitra map on www.vitra.com/salonedelmobile
5. Relevant for winning an Eames Fiberglass Chair is whether the Vitra location gets selected and published on the curated #FindVitra map at www.vitra.com/salonedelmobile. Furthermore the location has to be a new one that does not already exist on the #FindVitra map.
6. If the same location is posted multiple times on Instagram and this location gets selected for the #FindVitra map, the person who has first posted a picture of the location with the hashtag #FindVitra on Instagram wins the Eames Fiberglass Chair.
7. No other form of participation (other than the one listed above) will be accepted. Incomplete entries will be invalid and will automatically be excluded from the promotion.
8. Vitra will collect and process personal data, such as names or e-mail addresses, only in connection with and for the purpose of determining the winners of the promotion or, if desired, to send out relevant information. These data will be handled in strict confidence and will not be transmitted to a third party.
9. The participants grant Vitra and its affiliated companies a non-exclusive, perpetual, royalty-free worldwide license to use and/or modify their pictures uploaded on Instagram, especially for marketing purposes.

Prizes

10. The Promotion offers participants the chance to win an Eames Fiberglass Chair.
11. Prizes that are not claimed or rejected for any reason will remain in the possession of Vitra without the entitlement to receive a replacement.
12. In the event that winners cannot be contacted within thirty (30) working days, or they do not claim their prize within thirty (30) working days of being informed of the announcement, or the contact details provided are incorrect, or the prize cannot be delivered or accepted on other grounds, then the winner will not be entitled to claim the prize and Vitra reserves the right to select another winner.

Limitation of liability

13. Vitra is not responsible or liable for any costs or other expenses related to the participation in the Promotion.
14. Vitra is not responsible or liable for any (a.) network, computer hardware or software problems in any form that result in the participant being delayed, hindered or unable to participate in the Promotion; (b.) any other problems or accidents of any nature that are connected with the functionality of the Internet, the website, computer hardware or software; and (c.) errors when entering personal data, unless Vitra acts negligent or deliberately.
15. To the extent permitted under applicable law, neither Vitra nor their partners are either responsible or liable for any loss, damage or injury caused by participation in the Promotion.
16. In the event that the Promotion does not take place as intended due to any grounds which are beyond the control of Vitra, or it is found to be in conflict with existing law, then Vitra reserves the right immediately to cancel, modify or postpone the Promotion without incurring any liability for such and without resulting in the right to compensation on the part of the participant.

Data Protection & Participation

17. By participating in the Promotion, the participants grant Vitra access to their personal information published on Instagram and Facebook.
18. The data collected will be solely used to implement the Promotion and will be stored for a maximum of three months.
19. Participants have the right to access, correct and delete their personal information.
20. Vitra reserves the right to exclude participants from the Promotion who have submitted entries with incorrect or falsified personal information.

Applicable Law and Dispute Resolution

21. If any item in these conditions of participation is judged by a valid court or competent authority to be invalid or unenforceable, this item will be eliminated and the remainder of the items will remain in force unchanged.
22. Applicable law will exclusively apply.

23. Vitra reserves the right to alter the conditions of participation at any time without resulting in any liability towards the participants or third parties. The legal recourse is excluded.

24. Vitra will implement the Promotion in accordance with Swiss law. Queries regarding the conditions of participation and Promotion may be addressed in writing to: Vitra International AG, Klünenfeldstrasse 22, 4127 Birsfelden, Switzerland.

Organizer of the competition:

Vitra International AG, a Swiss corporation

Klünenfeldstrasse 22

4127 Birsfelden, Switzerland

T: +41 61 377 00 00

F: +41 61 377 15 20

info@vitra.com

President of the Board: Nora Fehlbaum

Listed in the Commercial Register (Handelsregister) of the Canton Basel-Landschaft

VAT Identification Number: CHE-106.400.752 MWST