

STORE BOOK 2027

Terms and conditions

Each year, the STORE BOOK showcases outstanding projects in the fields of shopfitting, retail design, brand presentation and interior design. The aim of the publication is to showcase exemplary solutions and to promote quality and innovation in shopfitting. By submitting a project, participants agree to the following terms and conditions.

1 Eligibility

Entries can be submitted by clients, architects, interior designers, designers, shopfitting companies, lighting designers, visual merchandising specialists, photographers and other companies and individuals involved in planning, development and implementation. Multiple submissions are permitted.

2 Submission deadline and project period

The closing date for submissions is 30 September 2026. Projects that were (re)opened or completed after 1 September 2025 and no later than 30 September 2026 will be considered. The German Shopfitting Association (dLv) will decide on any exceptions at its own discretion.

3 Completeness and accuracy of information

The entrant is responsible for ensuring that all submitted information is complete and accurate. The dLv reserves the right to exclude incomplete or obviously incorrect entries from the selection process.

4 Guarantee of rights by the entrant

The entrant warrants that they are authorised to submit the project and hold all necessary rights for the use of the submitted materials. This applies in particular to photographs, visualisations, renderings, plans, drawings, texts, graphics, logos, films and other content.

5 Copyright, image rights, trademark rights and personality rights

The entrant warrants that the submitted documents are free from third-party rights or that the necessary consents have been obtained. This includes, in particular, copyright, neighbouring rights, trademark rights, design rights, property rights, personality rights and other intellectual property rights. Where individuals are recognisably depicted, the submitter warrants that the necessary consents or statutory authorisations for publication have been obtained.

6 Data protection

The entrant shall ensure that the transfer of personal data to the dLv is carried out in accordance with the applicable data protection regulations. Personal data shall be processed exclusively for the purposes of conducting the selection process, publication and the associated press and public relations work.

7 Grant of rights of use

By submitting the entry, the entrant grants the dLv a simple, non-exclusive, irrevocable right of use over the submitted materials, which is unrestricted in terms of time, place and content. This right of use includes, in particular, the reproduction, distribution, exhibition, making available to the public, archiving and use in print and digital media. This includes, in particular, the STORE BOOK, websites, social media channels, newsletters, press releases, exhibitions, lectures, anniversary publications and other communication activities undertaken by the dLv in connection with the book.

In the event that a project is included in the book: By submitting the project, the submitter grants the dLv the right to select an image (from the project's image pool) and to use it as the cover image. When the cover is used in the media listed above, the author will always be credited.

8 Crediting of authors

The dLv will take into account named authors, photographers and other rights holders in accordance with standard editorial practice. There is no entitlement to a specific type, form or placement of the credit.

9 Editorial processing

The dLv is entitled to edit, shorten and linguistically adapt submitted texts. The meaning of the submitted information will not be substantially altered in the process. The dLv is entitled to select visual material and prepare it for publication. This includes, in particular, adjustments for use on the website and on social media channels, such as cropping, resizing or integration them into layouts. The essential content of the images will not be altered.

10 Press and Public Relations

The submitter agrees that the submitted projects and documents may be used for reporting on the STORE BOOK as well as for the dLv's press and public relations work. This includes, in particular, press releases, interviews, social media posts, online publications and other editorial formats.

This also includes the use of images on the dLv website (www.ladenbauverband.de) and on the project submission page (www.storebook.dlv.info/de). The author will

always be credited.

11 AI-generated content

If content is generated or edited wholly or partly by artificial intelligence is submitted, this must be clearly indicated. The dLv reserves the right to label such content separately, request evidence or exclude it from publication.

12 Indemnification

The submitter indemnifies the dLv, its bodies, employees and agents against all claims by third parties arising from any infringement of third-party rights or statutory provisions by the submitted documents. The indemnity also covers reasonable legal defence costs.

13 Selection process

There is no entitlement to publication. The selection of projects and the decision regarding the nature and scope of their presentation are at the sole discretion of the dLv. There is no entitlement to a reason for rejection or access to internal assessment processes.

14 Liability

The dLv is only liable for wilful misconduct and gross negligence. To the extent permitted by law, the dLv accepts no liability for technical faults, data loss, transmission errors or the failure to consider submissions.

15 Final provisions

The law of the Federal Republic of Germany shall apply. Should any individual provisions of these Terms and Conditions of Participation be or become invalid in whole or in part, the validity of the remaining provisions shall remain unaffected.

Würzburg, 30.06.2026