QOLÖNER

Rules of the QOLÖNER International Crafts Competition

An integral part of the Public Offer on participation in the Competition

Version of 22 October 2026

> These Rules are based on the Public Offer and the terms published on the official Competition website. In the event of any discrepancy between these Rules and the Public Offer, the Public Offer shall prevail.

1. General provisions

1.1. These Rules set out the procedure for holding the QOLÖNER International Crafts Competition (the "Competition"), the requirements for participants and entries, and the procedure for judging and determining the winners.

1.2. The Competition is organised by the QOLÖNER Consortium, consisting of Meloman Home Video LLP (BIN 040840001482), Tary Brew LLP (BIN 210640037797) and Sandyq Group LLP (BIN 230740033791); the Consortium Lead is Sandyq Group LLP (the "Organiser").

1.3. Official Competition website: qoloner.marwin.kz.

1.4. Participation in the Competition is free of charge at all stages. The Organiser charges no registration, entry or other fees.

1.5. The Competition is not a lottery or a game of chance: winners are not chosen at random but on the basis of the jury's assessment against the criteria in Section 7.

2. Participants

2.1. The Competition is open to individuals with full legal capacity aged 18 or over who are citizens and/or residents of the Republic of Kazakhstan, the Republic of Uzbekistan or the Kyrgyz Republic. There is no upper age limit.

2.2. No professional status, education or membership of any association is required.

2.3. By submitting an application, the participant confirms that they are the author and rights holder of the items and materials submitted, and that they have read and agree to these Rules, the Public Offer and the Privacy Policy.

3. Categories

3.1. The Competition is held in three main categories:

- **Textile, felt, leather and weaving**: Subcategory A – suzani, ikat, embroidery, loom weaving, carpet making; Subcategory B – decorative and applied arts: syrmak, tekemet,

shyrdak, leather goods;

- **Ceramics and clay** – pottery, ceramic painting, clay sculpture, glazed tiles, lagans and traditional tableware;
- **Wood and carving** – carving and naqqoshi, turnery, small furniture, inlay, décor and tableware.

3.2. Each participant submits one entry in one category.

3.3. If an entry combines several categories, the category is chosen according to the main material and technique that took the most time.

3.4. The Organiser may establish special nominations. Information about them is published on the Competition website.

4. Requirements for entries

4.1. The item has been made by the participant personally, by hand, without industrial production.

4.2. The item has been made using a traditional technique of the region, or the author's own development of it, and fits the chosen category.

4.3. Entries the participant has previously sold are also eligible, provided the item is available at the time of the final.

4.4. The item remains the property of the participant.

5. Submitting an application

5.1. Applications are accepted via the form on the Competition website from 22 October to 10 December 2026.

5.2. In the application the participant states: surname and first name, country, city, phone number with WhatsApp, age, Instagram profile name, category, type of craft and technique, years of experience, title of the entry and a description of its idea.

5.3. The application must include links to:

- 3–5 photographs of the item: overall view, detail, texture;
- a video of the making process, 30–90 seconds long, published on Instagram or YouTube.

5.4. When submitting the application, the participant consents to the processing of personal data, grants permission to use photographs and videos of the entry, and confirms their agreement with these Rules and the Public Offer. Consent to receive news and offers from the Organiser is optional.

5.5. Each submitted application is assigned a number. The organising committee contacts the participant via WhatsApp at the number given in the application.

5.6. The participant is responsible for the accuracy of the information provided.

6. Posting the making process on Instagram

6.1. The participant posts photos and videos of the making of the competition entry on Instagram: posts, Reels, Stories.

6.2. In every such post the participant tags three accounts – @tary.coffee, @sandyq_restaurant and @melomankaz – in two ways at once: with a tag on the photo or video itself and with a mention in the post caption, and adds the hashtag #QOLONER.

6.3. The participant's Instagram profile must be public for the duration of the Competition.

6.4. A post with the tags and hashtag is a mandatory condition of participation. Posts that do not tag all three accounts and include the hashtag are not taken into account in the selection; applications submitted without meeting this condition are not admitted.

7. Jury and judging

7.1. Entries are judged by a jury of 5–7 experts in cultural heritage, design, retail and media. The composition of the jury is published on the Competition website.

7.2. Each jury member scores the entry on a 100-point scale:

Criterion	What is assessed	Points
Craftsmanship	Quality, precision, command of technique and finish of the work	**25**
Cultural value and preserving tradition	Connection to cultural heritage; thoughtful use and development of traditional techniques, imagery and ornament	**25**
Innovation and originality	A distinctive idea; new solutions in form, materials or the interpretation of tradition	**20**
Artistic expression	Harmony of form, colour and texture; compositional unity and the aesthetic expressiveness of the piece	**20**
Sustainable materials and production	Use of local natural or recycled materials, careful use of resources and less waste	**10**
Maximum		**100**

7.3. The final score of an entry is the arithmetic mean of the scores of all jury members. Scores are entered into a closed online spreadsheet.

8. Competition stages and final

8.1. The Competition runs according to the following schedule:

Stage	Dates
Applications	22 October – 10 December 2026
Jury selection	10–19 December 2026
Finalists' entries published	19 December 2026
Final and award ceremony	20 December 2026, Almaty

8.2. Finalists are announced on the Competition website and on the Organiser's social media. The organising committee informs each finalist of the result via WhatsApp.

8.3. The final includes an exhibition of entries with named stands by nomination, a market, master classes and an award ceremony streamed online. The winners are announced at the award ceremony.

8.4. The exact date, time and venue of the final are published on the Competition website. The Organiser may change them by publishing updated information on the website.

8.5. Finalists deliver their items to the final themselves. The item must be available at the time of the final.

8.6. The Organiser does not pay for or reimburse finalists' or other participants' travel, accommodation, meals or other expenses related to taking part in Competition events, including the final, unless expressly stated otherwise in a separate written notice from the Organiser to a specific finalist.

9. Prizes

9.1. Winners are granted the right to place their items in the MARWIN and Meloman retail chain for one year under a separate agreement concluded with each winner.

9.2. The Competition prize fund is KZT 3,000,000, made up of 12 cash prizes:

Place	Prize per winner	Number of prizes	Total
1st place	**400,000 ₸**	**4**	**1,600,000 ₸**
2nd place	**200,000 ₸**	**4**	**800,000 ₸**
3rd place	**150,000 ₸**	**4**	**600,000 ₸**
Total		**12**	**3,000,000 ₸**

Prizes are awarded in four nominations: Subcategories A and B of «Textile, felt, leather and weaving», «Ceramics and clay» and «Wood and carving» – three prize places in each nomination.

9.3. Prizes, including prizes to participants who are not residents of the Republic of Kazakhstan, are taxed in accordance with Section 5 of the Public Offer. The winner provides the

Organiser with the documents required for tax administration.

10. Rights to entries and materials

10.1. The participant retains the copyright in the competition items and materials.

10.2. The Organiser uses photographs and videos of the entries, as well as the participant's name and information about them, to run and cover the Competition and to promote the winners' items, to the extent and on the terms set out in Section 6 of the Public Offer and in the participant's separate consent.

11. Refusal and disqualification

11.1. The Organiser may refuse participation, disqualify a participant or cancel the award of a prize if false information, a breach of these Rules or the Public Offer, or an infringement of third-party rights is identified.

11.2. The Organiser is not liable if it is unable to contact a participant using the contact details provided, or for actions of the Instagram social network beyond the Organiser's control (blocking, removal of a post and the like).

12. Personal data

12.1. Participants' personal data are processed in accordance with the Privacy Policy and on the basis of the participant's consent. The consent texts and the Policy are published on the Competition website.

13. Final provisions

13.1. The Organiser may amend these Rules by publishing the current version on the Competition website. Amendments do not apply to applications submitted before they take effect if they would worsen the participant's position, except where the amendments are required by law.

13.2. These Rules are governed by the laws of the Republic of Kazakhstan.

13.3. Questions about the Competition are handled by the organising committee: WhatsApp +7 708 062 5158, Telegram @qolonerkz, email events@meloman.kz.