

YOUNG PACKAGE 2010

international Competition of Packaging Design

The Model Obaly Company announces the 15th annual awards of its international competition - Young Package. Since 2009, the competition has been organised by CZECHDESIGN.CZ. This competition aims at young designers and creative people. This year's topics are packaging for sweets and comics.

about the competition

Since its foundation in 1996, Young Package has gained both international reputation and distinctive position among competitions for young designers. This year brings essential changes. The visual style of the competition has changed; for its fifteenth anniversary, the competition has brand new web pages. In addition, conditions and categories have changed as well - so now the contest is open to designers from different areas of interest.

The competition is aimed at students and young creative people of up to 30 years of age. Designs made of corrugated or smooth cardboard are accepted, as this material has a broad range of use within packaging design.

The Young Package competition is held on an annual basis. It originated, and is still functioning, thanks to the initiative of the company Model Obaly, a leading package manufacturer. Model Obaly sees the support of young talents as essential.

categories

The 15th Young Package competition introduces newly two categories. The first of the two is more closely connected to the industrial practice; its topic is aimed at either a product or a group of products. Still, we do not want to limit the participants by the production process of a package; the first category looks for new package methods, new ideas and new possibilities. The second category brings a new view of what a package is. It works with the package theme - a box - very freely.

first category: **Product Package**
topic for 2010: **Design of a package for sweets**

Competition entries will be accepted in two groups:

- 1) University students and young designers of up to 30 years of age
- 2) High-school students

In a strongly competitive environment, a product packaging plays an important role. Product attractiveness and sales strength are no longer determined by its properties and uniqueness; often, it is the package that influences customers' orientation. Still, a package has to meet other criteria, and combine economic, ergonomic, and ecological requirements with attractiveness.

The competition category is not limited by existing products. Sweets merely represent a common package goal. The package should bring new, original solutions; its visionary concept should arouse interest.

The package for sweets is not closely specified: participants may design a package for a candy; biscuits; chocolate bar; cake; cookies; box of chocolates; etc. Just like other packages, the package for sweets has to be functional, attractive, and different from other products. The challenge is that the package has to be designed in such a manner that it can serve as a gift by itself.

The competition jury will mainly assess: innovativeness and creativity; package ergonomics; functionality; ecological design; shape and idea originality; constructional imaginativeness; and overall quality level of the presentation.

Participants submit their entries in the form of a full-scale functional model. This means that it has to be a functional mock-up; if it is to open, it has to open. The model must be of high quality, with regard to potential representation and exhibit purposes.

material used

Material used for the competition must be a material that can be polygraphically processed and is used by the company Model Obaly. The company mainly uses a whole range of corrugated cardboard, smooth and mock-up board, as well as polypropylene. Model Obaly processes other types of paper and cardboard that may be used for competition entry. A detailed material description and their attributes can be found at competition web pages www.young-package.com.

second category: Different View
topic for 2010: Comics

Within this category, all works will be judged together: high school and university students, and young designers up to 30 years of age.

As modern industry does not stand on the knowledge of one expert, Young Package aims at interconnection of various fields. For the first time, the 15th annual competition introduces a new category, focused on creative artists and experts from other fields.

COMICS has been chosen to be the first topic of this inspiring category; its central theme remains the box. The competition thus addresses not just package designers, but graphic designers, illustrators, painters, literary authors, and everyone else, whose creative approach may enrich the field of package design.

The comics may be interpreted in several ways: it may be on product package; it may be the product itself; the participants may use the comics to approach the production process of a "box"; the topic "box" may also be taken figuratively, turning the box into a comics story hero. The resulting form is up to author's imagination. Entries thus may consist of either a two-dimensional comics or a three-dimensional object. In this category, the box does not have to represent a functional package.

The competition jury will mainly judge imaginativeness, inventiveness, creativity, originality of solution, sense of humour, and good presentation quality - both artistic and verbal. Submitted entries must be well made, with regard to potential representative and exhibit purposes.

material used/format

Concerning two-dimensional entries, these are submitted in a free printed form. We recommend the language used to be English, Czech, or Slovak. Concerning three-dimensional entries, the above listed materials are to be used.

terms and conditions

Entries sent by postal service will be accepted from participants registered through an online registration form. High school, college, university students, and designers of up to 30 years of age can register in two categories: Product Package and Different View.

With their entries, participants do not include any CDs or portfolios; they can use the registration form, which provides room for description.

enrolment

registration

To register, participants use an online registration form placed on the competition web. Here, they fill in personal data and entry description for the jury to use during judging. After the registration, participants will receive a registration-code by e-mail. This code must be indicated both on the entry (in a subtle and elegant manner) and to the envelope or package in which the work will be sent. Consequently, the works will be judged anonymously. You can find the registration form at www.young-package.com.

If more works are registered, than each work has to be registered separately.

sending the works

Competition entries must be mailed carefully wrapped so that they arrive undamaged, i.e. in a sufficient-sized box or envelope, in which it is stabilised and secured. On the envelope or package, the participants have to indicate their registration-code.

Entries may either be sent by March 29, 2010 or delivered personally on the last day, until 6:00 p.m. to the address of organiser - CZECHDESIGN.CZ, or they must be submitted at a post office on or before the same date. If an entry does not arrive by the jury meeting - held during the 2nd week of April - it will not be accepted into the competition.

Entries submitted only as CD presentation or in a portfolio will be excluded from the assessment process.

Notice for foreign participants: Your parcel should carry a Customs Authorities Statement: Package contains an object intended for the international Young Package competition; its value for the customs purposes does not exceed 10 EUR.

Competition entry and shipment costs are covered by the participants. Entries are not returned to the participants; they become the property of the competition's organiser. Selected works will be donated to the design collection of National Technical Museum in Prague.

entries are to be sent to competition organiser's address

CZECHDESIGN.CZ
K Safině 562
149 00 Prague 4
Czech Republic

schedule

Entries are accepted beginning October 8, 2009 **until march 29, 2010!**

The expert jury will be formed by January 30, 2010. Competition results will be announced and winning entries put on exhibit in May 2010. More information will be available at www.young-package.com.

awards for winning entries

- Winner in the Product Package category will be awarded
 - 1) University students and young designers up to 30 years of age 750 Euro
 - 2) High school students 750 Euro
- Winner in the Different View category will be awarded 750 Euro
- Within the competition, a special CZECHDESIGN.CZ prize will be awarded.

legal arrangements

By registering in the competition the competitor confirms that he/she is familiar with the rules of the competition, agrees thereto and undertakes to abide them.

In working on the work the competitor shall be obliged to proceed personally, individually and refrain from any intervention in third persons' rights, in particular in the copyrights and other intellectual property rights. Only works with where the creator owns all rights to the work can be registered in the competition.

The competitor is expressly aware also of the fact that the competition work (protected work) sent - may be used by the promoter and organizer of the competition for the exhibition, news and promotional purposes without any entitlement to remuneration in all manners of use, for all countries of the world, without any time limitation, or the competition work may be conveyed by the organiser and used by a third person for the same purposes.

For the period of the competition (up to June 30, 2010) the competitor grants to the promoter and organiser the exclusivity in the presentation of the competition work. He/she thereby takes into account that any use of the competition work by the competitor or a third person and also the granting or transfer of the rights of use in favour of a third person is forbidden at the time of the competition due to the conflict with the interests of the promoter and organiser of the competition.

In the event that within the evaluation by the expert jury the competition work gets shortlisted, the competitor will be informed by e-mail without undue delay, the competitor undertakes to refrain from the use and transfer of the rights without the organiser's prior express consent for a period of the following 4 months (by 31 October 2010). Within the time-limit mentioned the promoter shall have the preferential right to conclude a license agreement with the competitor in respect of the provision of the exclusive rights of use relating to the competition work for commercial purposes for consideration. If the promoter takes advantage of its preferential rights and offers the conclusion of the agreement for consideration to the competitor by 31 October 2010, the competitor shall be obliged to conclude the agreement and provide the rights. On the contrary, in the event that the preferential right is not taken advantage of, the competitor shall no longer be bound thereby. (However, the organiser's and promoter's rights to use the competition work for the exhibition, news and promotional purposes shall not be affected thereby even upon the termination of the competition).

The legal order of the Czech Republic shall be decisive for all rules of the participation, the competition conditions, contractual arrangements and authorization to use. In dealing with a dispute relating to the competition all affected persons shall be obliged to proceed amicably in the presence of the organiser of the competition. The bodies competent to deal with any eventual disputes which were not possible to be settled amicably with the help of the organiser shall be the general courts of the Czech Republic.

contact

competition organiser: CZECHDESIGN.CZ, K Safine 562, 149 00, Prague 4, Czech Republic

Young Package competition Manager:

- Klára Mergerová
- phone no.: +420 605 301 058,
- e-mail: klara.mergerova@young-package.com

All information necessary for entering the competition can be found at www.young-package.com.

Competition initiator and promoter is the company Model Obaly.

promoter



organiser



partners



media partners



Klára Mergerová

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