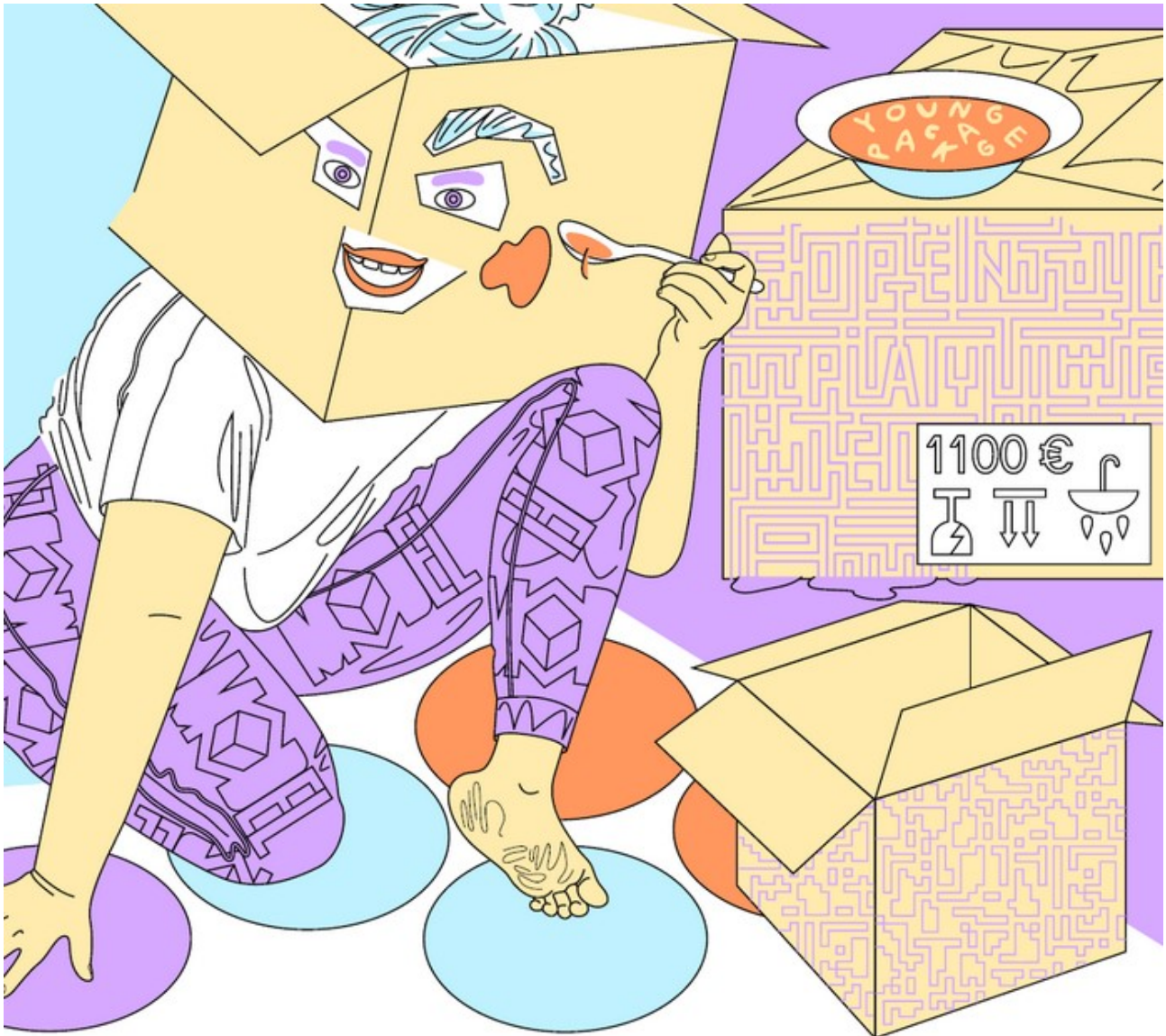


Press release

WINNERS YOUNG PACKAGE 2017

Multi-purpose packaging for Smarties, football boots and paintbrushes win the Young Package competition



YoungPackage
TOPIC 2017: OPEN & PLAY



Press release

744 designers from a record 57 countries joined the Young Package competition this year, the 22nd year of the competition founded by Model Obaly. The organizers called on young designers to prove that packaging, which while perfectly protecting a product, can also be fun and have a secondary function. The prizes for the most successful packaging on the theme Open & Play were won by designers from Canada, Hungary, Great Britain as well Slovakia and the Czech Republic.

The highest award, the **Model Obaly Prize** was won by Kateřina Puncmannová, from the University of West Bohemia in Pilsen. She received first place in the university category for her **multi-purpose packaging** for a paintbrush, which can be easily transformed into a cap to cover the brush.

The competition is one of few that also gives opportunities to younger students. The winner of the **high school category** was Barbora Semanová from Slovakia, with her packaging design for Smarties, which can be opened and closed with no tearing and also serves as a dice, fully addressing the topic of 'Open & Play'.

FOOTBALL BOOTS PACKAGING TURNS INTO A FIELD
The competition for students and designers up to 30 years gave 2,800 EUR total prizemoney to the winners. One of the prizes is also a paid internship at the Model Obaly **Innovation Center**. Here, designers from Canada, **Jamie Zabarte** and **Adrian Sutherland**, will explore the world of production and design for various types of packaging. They received the special Innovation Center prize for their paper packaging for football boots, which when spread out, becomes a table-top football pitch for playing on.

DESIGNERS FROM EVERY CONTINENT

*"We are so delighted that more and more designers from abroad are participating in the Young Package competition. This year, we received entries from a record number of 57 countries worldwide. "While in the last few years, the majority of winners have been Czech and Slovak, this year, there are winners from Canada, Great Britain, and Hungary", says **Kateřina Švarcová**, Head of Marketing, Model Obaly a.s.*

OPEN & PLAY EXHIBITION

An exhibition of the best entries has been designed by duo **Matěj Coufal** and **Eduard Herrmann** who won Young Package 2015. Matěj Coufal was also successful in the 2013 competition with his packaging design for Viagra. **The exhibition will take place at the CZECHDESIGN Gallery, Vojtěšská 3, Prague 1, from June 22, 2017 until July 28, 2017.**

OTHER AWARDS

Zita Siran from Hungary won second place with her packaging for milk, involving folding geometry play. Third place in the university category was awarded to **Thomas Lavin** from the United Kingdom. His re:PLAY packaging is a game in itself. The classic paper material, along with the screws and bolts, form an intricate jigsaw puzzle that hides various tools.

Second place in the **High School category** belongs to **Anna Dvorakova** from Pilsen. She designed a container for milk bottles, which also serves as a board game, with the bottles themselves becoming the playing pieces. Third place went to **Dora Kolářová**, with a design for shoes wrapped in bouncy rubber. The jury appreciated not only the graphic design, but also the choice of material and purpose of the packaging.

The CZECHDESIGN Award was given to **Anna Kapi** and **Adam Matyikanics** from Hungary, Eszterházy Károly University, with their sunflower seed packaging which is also works as a bird feeder.

THE COMPETITION

Young Package is an annual international packaging design contest, to which several hundred young designers enter each year from around the world. The competition was founded in 1996 by one of Europe's largest packaging manufacturers - **Model Obaly a.s.** Thanks to the initiative of this company, the competition is still in action. Since 2009, the competition has been organized by the independent technical institute, CZECHDESIGN.

Press release

Info

International packaging design
competition Young Package
Promoter: Model Obaly a.s.
Promoter websites: modelgroup.com
Organizer: CZECHDESIGN
Press: jindrich.oukropec@czechdesign.cz
Young Package Manager: Radka Machalická
Exhibition: June 22, 2017 until July 28, 2017

Partners

THANKS TO PARTNERS
Česká centra, One Design Week, Studio Činčera,
Pixmac, Slovenské centrum dizajnu

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Časopis Packaging, Svět Balení, Sketcher

Model Obaly a.s.



Winners list

University & designers of up to 30 years of age:

1st place: Kateřina Puncmannová, package for
paintbrushes, Czech Republic, University of West
Bohemia, Pilsen
2nd place: Zita Sirán, schoolMILK, Hungary, Szent
István University
3rd place: Thomas Lavin, re:PLAY, Great Britain,
University of Wolverhampton

High school students:

1st place: Barbora Semanová, Smarties Story,
Slovakia, High School of Applied Arts, Košice
2nd place: Anna Dvořáková, Actimel game, Czech
Republic, High School of Business, Applied Arts and
Design, Pilsen
3rd place: Dora Kolářová, Put on your shoes and
play, Czech Republic, Secondary Technical School,
Volyně

Model Obaly Innovation Centre Prize:

Jamie Zabarte, Adrian Sutherland, Soccer Field In A
Box, Canada, Conestoga College

CZECHDESIGN Award:

Anna Kapi, Adam Matyikanics, Foodnook, Hungary,
Eszterházy Károly University