

Pack the tea!

Young Package 2012 brings the smell of tea leaves

Press release, CZECHDESIGN.CZ

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The 17th year of the international competition aimed at young designers from all around the world has just been announced.

This year's theme is the tea.

Young Package 2012 brings only one theme this year – the tea. The task of all participants is to pack an object related to tea drinking. It does not have to be tea leaves or tea bags. Into the competition all packages for objects inspired by tea culture, tea rooms or tea ceremonies are accepted. The packages should represent traditional drink in today's style. Read the full version of competition terms and conditions on www.young-package.com

The competition is aimed at young designers up to 30 years of age. The works can be registered in two groups: high-school students or university students and designers up to 30 years of age. This year's novelty is the redistribution of competition awards. Thanks to this redistribution the winners of the 2nd and 3rd prize will be awarded a financial reward too. The winner of the group "university students and designers up to 30 years of age" will receive 1200 €. The financial rewards for the winners will be donated by Model Obaly company, the competition promoter. This year the special prize of Slovak Design Centre will be awarded too.

Registration online form will be closed 15 March 2012. Participants must register through online registration form. After the registration they will receive an identification code under which they will send their works by mail to the address of the organiser. The Young Package jury for this year will be announced by the end of January 2012. This year, too, the jury chairman will be a well-known Czech package designer Jan Činčera. Last year, the industrial designer, Jan Čtvrtník or graphic designers Klára Kvízová and Filip Blažek could be seen among the members of the jury.

The competition results will be announced in May 2012. All further information together with photos from previous years are available on the competition website www.young-package.com.

Young Package is aimed at high school and university students and young designers of up to 30 years of age. It was founded and it continues thanks to the initiative of Model Obaly company. The organiser of the competition since 2009 has been CZECHDESIGN.CZ.

Young Package is a competition that has been promoted by Model Obaly company for sixteen years. The project organiser since 2009 has been CZECHDESIGN.CZ. The Young Package competition each year follows original ideas in packaging design and it is intended for students and young creators. www.mlady-obal.cz

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