

MODEL YOUNG PACKAGE 2018

# COFFEE MANIA.



## INTERNATIONAL COMPETITION OF PACKAGING DESIGN

Design a package that responds to the ever present coffee phenomena! The theme of the competition is Coffee Mania and we are calling creative people to design a package not only for coffee by itself but for everything that belongs to

it. This year could win dessert plates, cups, saucers, coffee sets but for example also packaging for a favorite product with the theme of coffee that appears in the graphic design. Treat yourself to a coffee party with a responsible design.

## ABOUT THE COMPETITION

The Young Package competition has been giving an opportunity for hundreds of designers over the past twenty years around the world to present their original ideas. Through the competition has gone a number of young creators who have later become respected designers: historically the first winner was Jan Čtvrtník, who years later worked for NASA, IKEA and Elektrolux. In the following years they were also other successful participants such as Ladislav Škoda, chief designer of Tescoma or Jaroslav Juřica, author of award-winning chair 002 for the company TON.

Let's take another cup of packaging and join the Modul Young Package!

Model Obaly a.s., (after referred to as „Model Packaging“ or „Announcer“) announces a competition for designers Young Package 2018.

The guarantor and organizer of the contest is CZECHDESIGN.CZ, z.s. (after referred to as „CZECHDESIGN“ or „Organiser“), an organization that promotes design in practice.



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# 1. SUBJECT OF THE CONTEST

The Young Package Model is a competition focused on paper products where we accept prototypes of corrugated and smooth cardboard and other paper materials.

**The theme of the competition is Coffee Mania.**

You can register with prototypes of packaging in any way connected with coffee or with coffee culture (packages for ground coffee / coffee bean, takeaway coffee cups, packaging for coffee sets and coffee porcelain, packaging for coffee accessories, packaging for coffee desserts and any other packaging related to the subject).

The aim of the competition is to select winning designs (artwork) that best meet the assignment. For particularly successful designs, the Advertiser can approach the author for completion and realization of the design for production.

# 2. CONDITIONS FOR PARTICIPATION

The competition is announced as international, one-round, open and anonymous.

**Competitors can subscribe to the following categories:**

## 2/ Universities & Designers

- University students and designers of any age

## 1/ High schools

- Students of secondary and colleges

**Participants artwork will be accepted if they have previously registered via the online registration form.**

**The contestant submits their artwork in the form of a functional model in a measuring scale of 1:1, so the work must be a functional model,** if it is openable, it must be able to open. The model must be made in good quality with consideration of the possibility of representation and exhibition purposes.

The competitor does not attach any CD or portfolio to their work, **only the packaging will be included in the evaluation.**

The work submitted only in the form of a presentation on a CD or in a portfolio are excluded from the evaluation.

Náklady na soutěžní práci a na poštovné si hradí účastník. Costs for the artwork and postage are paid by the participant.

The artwork does not return to the contestants and it remains in the archive of the contest announcer.

# 3. DEADLINES

**Competition Deadline: 14th of May 2018**

**The registration form will be open until 11th of May 11:00**

It is possible to hand over the work personally on the address of the Organiser on 14th of May from 14:00 to 18:00

**Award ceremony: September 2018 in Prague, Czech Republic.**

# 4. MATERIAL USED

The material used for the artwork must be a polygraphically processed material, standardly used by the company Model Obaly a.s., in particular a whole range of corrugated cardboards, smooth and laminated cardboard, additional materials can be used as a supplementary material. Detailed description of the materials and their properties can be found **here**.

The competitor may apply for the free supply of corrugated cardboard to one of the contest's advertiser branches: Opava, Nymburk or Moravské Budějovice, Czech Republic. You can contact Mrs. Kateřina Švarcová to pick up the material at: katerina.svarcova@modelgroup.com. It is possible to request a 2-layered cardboard, brown-brown in the role of a width of 105 cm, 3-layer and 5-layer cardboard, white-brown or brown-brown in 1.6 x 1.6 m sheets.

## 5. REGISTRATION

The competitor registers into the competition via an online form, which is placed on the website of the competition (young-package.com). Here the competitor will fill in the contact details and a description of the work submitted which will be available to the jury for the evaluation.

**Competitors will receive a code after registration by e-mail which must be mentioned directly on the work (in the most elegant way) and on the envelope or packaging in which the work will be sent!**

In the case of multiple authors the work is registered only once; there is space reserved for all authors in the registration form. In the case of multiple entries from one author, each entry must be registered separately.

## 6. SENDING THE ARTWORK

The artwork is sent by a delivery service packed in such manner that it will not suffer any damage, therefore in a reasonably large box or envelope where it is secured.

**The competitor will write the code of their work on the envelope or package!**

The artwork must be submitted at the post office no later than the deadline of the competition (it is decided by the date of the stamp from the post office).

**The artwork is sent to the organiser of the competition:**

CZECHDESIGN, Vojtěšská 3, 110 00, Prague 1, Czech Republic

The artwork may also be handed in person, but only on the closing date between 14:00 and 18:00 at the same address.

**Notification for foreign participants:**

On the parcel must be stated a declaration for the customs office:

This is an item sent to the international competition Model Young Package and its value for customs purposes is a maximum of EUR 10.

## 7. EVALUATION OF THE COMPETITION

**The packaging should bring new solutions and engage a visionary concept.**

**The jury of the competition will evaluate primarily:**

- innovation, creativity and an original construction
- functionality
- ergonomic packaging design and easy manipulation  
(the packaging should work perfectly so that even an older person or child can easily open it)
- ecological aspect
- high quality presentation



## 8. AWARDS FOR WINNING ARTWORKS

Universities & Designers Category

**1st place 2000 EUR / 2nd place 1200 EUR / 3rd place: 800 EUR**

High Schools Category

**1st place 1200 EUR / 2nd place 600 EUR / 3rd place: 400 EUR**

Special prizes will also be awarded:

**Innovation center Model Obaly Prize / CZECHDESIGN Prize**

One winner will receive a 3-week paid internship at the Innovation center Model Obaly.





## 9. JURIDICAL ARRANGEMENT

The Competitor confirms by registering into the competition that they have become familiar with the rules of the competition, agrees with them and agrees to the rules.

The Competitor is obligated to proceed in the making of the artwork personally, independently and to refrain from any interference with the rights of third parties, in particular with the rights of copyright and other intellectual property rights in the sense of the law no. 121/2000 Sb., Law of the Czech Republic, the Copyright Act, as amended. Only works that the authors has the disposal right by the law may be entered into the competition.

The Announcer agrees to protect the copyright and declares that they will not take advantage of any of the designs nor of its parts. The Competitor understands that the submitted artwork and the name of the author may be published by the Announcer and further used for exhibition, journalism, archive, promotion and marketing purposes, by appropriate means of use, including communication via the internet. This authorization is granted as entitling, free of charge, for all countries of the world, without any time, technological, and quantitative restrictions. The artwork may be further provided by the Announcer and used for the same purposes by a third person.

By participating in the competition the Competitor agrees to publish their artwork and processing their personal data under the conditions corresponding to the provisions of the relevant legal regulations (in particular Act No. 101/2000 Sb., Law of the Czech Republic, on the protection of personal data, as amended).

For the duration of the current year (until 30th of June 2019) the Competitor grants exclusivity to the Announcer and the Organizer of the presentation of the competition. The Competitor acknowledges that any use of the artwork by the Competitor or a third person, as well as the granting or transfer of use rights to a third party, is prohibited during the

duration of the contest for contradiction with the interests of the Announcer and the Organizer of the competition. Registered artworks delivered to the Organizer's address, therefore to the address of CZECHDESIGN.CZ z. s., becomes the property of the Announcer of the competition, Model Packaging.

In case of that the artwork would be shortlisted by the jury in the evaluation, the Competitor commits to refrain from using and transferring the rights without prior express consent of the Organizer for four months following the announcement of the results announcement of the competition. The Announcer in the stated deadline has preferential rights to conclude with the Competitor a contract to grant exclusive use rights for artworks for commercial purposes. If the Announcer or the Organizer uses their preferential right and offers the Competitor a contract for a fee, the Competitor is obliged to conclude the contract and give the rights. Vice versa, if the preferential right is not used, the Competitor is not bound by it. (This does not affect the Organiser's and Announcer's permission to use the artwork for exhibition, journalism and promotional purposes, even after the competition is over). The financial reward for the winner is subject to withholding tax.

Participation in the competition is free of charge. The winner is obliged to settle his tax obligations if they become a winner in connection with receiving the prize. Company Model Packaging reserves the right to select one but also several winners for an internship into its Innovation center. The Announcer has also the right not to accept any of the winners.

For all participation rules, terms of competition, contractual arrangements and user licenses is decisive the rule of law of the Czech Republic. All concerned are obliged to proceed in resolving any disputes related to the competition, preferably by conciliation with the participation of the Organiser of the Competition.



### Contest organizer

CZECHDESIGN.CZ, z.s.  
Vojtěšská 3  
110 00 Praha 1  
Czech Republic



### Contact:

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You can find all the competition information on the webpage:  
[www.young-package.com](http://www.young-package.com)

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