

MODEL YOUNG PACKAGE 2020

INTERNATIONAL COMPETITION IN PACKAGING DESIGN

The theme of the competition is:
PERSONAL CARE



Model Obaly a.s., (later referred to as „Model“ or „Promoter“) announces the Model Young Package 2020 competition for designers.

The guarantor and Organiser of the competition is CZECHDESIGN.CZ, z.s. (later referred to as „CZECHDESIGN“ or „Organiser“), an organization that puts design into practice.

OBSAH

- 1/ SUBJECT OF THE COMPETITION**
- 2/ THEME**
- 3/ CONDITIONS FOR PARTICIPATION**
- 4/ DEADLINES**
- 5/ MATERIAL USED**
- 6/ REGISTRATION**
- 7/ SENDING THE ARTWORK**
- 8/ EVALUATION OF THE COMPETITION**
- 9/ AWARDS FOR WINNING ARTWORKS**
- 10/ JURIDICAL ARRANGEMENT, CONTACT**

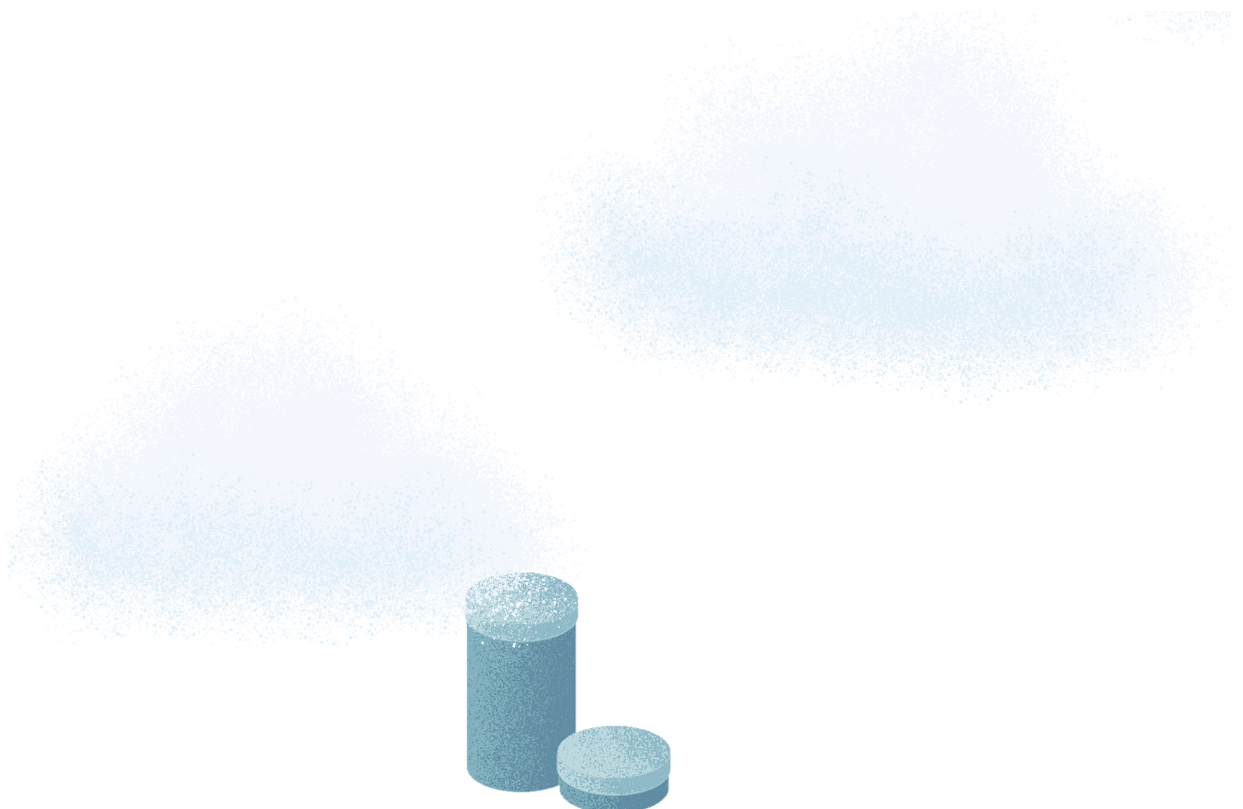
ABOUT THE COMPETITION

Over the past twenty years, the Model Young Package competition has been giving an opportunity to hundreds of designers from all around the world to present their original ideas. The competition was established in 1996 in Czech republic and a lot of young designers who have won in the competition, have later become respected professionals: Jan Čtvrtník worked for NASA, IKEA and Elektrolux, Ladislav Škoda is the chief designer of Tescoma and Jaroslav Juřica created the award-winning chair 002 for the TON company.

In recent years, the number of winners from other countries has been increasing: Jamie Zabarte and Adrian Sutherland from Canada, Maciej Jander from Poland, and Chia Chun Chuang and Pei Chun Hsueh from Taiwan.

Nowdays, Model Young Package is the biggest competition of it's kind in the world. Each year it got up to thousand registrations from more then 60 countries.

Let's discover the new packaging ideas for personal care products and join the Model Young Package!



1/ SUBJECT OF THE COMPETITION

The Model Young Package is a competition focused on paper products. We accept prototypes of packaging made of corrugated or smooth cardboard and other paper materials.

The aim of the competition is to select winning designs (artworks) that best meet the assignment.

For particularly successful designs, the Promoter can approach the author for completion and realization of the design for production.

2/ THEME

The theme of the Model Young Package 2020 is Personal Care. Pack health and beauty into packaging, which makes people's lives better and cures the ills of the modern world.

Healthier, prettier, happier and more sustainable – that is the model human of today. He needs a lot of products while leaving behind a lot of packages of things he consumes, adds in his food or applies to his body.

Every product is for a different type of person – it can be the little ones, men and women or the elders. Just choose according to your preferences: pure and natural, or the latest scientific discoveries put into practice.

Personal care products are aiming to make our lives better. That's why their packaging should be better too. Do you dare to design them that way?

3/ CONDITIONS FOR PARTICIPATION

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

The entries have to fall into one of the following categories: medicines and pharmaceuticals, nutrition supplements (e.g. vitamins, teas), medical supplies, cosmetics (decorative and facial, perfumes, etc.) and sanitary supplies (e.g. handkerchiefs, feminine hygiene, diapers).

The artwork must not contain any real drugs, medicines, nutritional supplements or their imitations. We only accept prototypes of empty paper packaging. Violation of this condition is a reason for disqualification.

Participants can enter the following categories:

1/ High school – Students of secondary schools and colleges (tertiary professional schools)

2/ Unlimited – University students and designers of any age

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

The contestant submits their artwork as a functional model in a measuring scale of 1:1, the work must be a functional prototype, if it is openable, it must be able to open. The model must be made in high quality, taking into consideration the possibility of the artwork being used for representation and exhibition purposes.

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

The works submitted in the form of a sketch, on a CD or in a portfolio are **excluded from the evaluation**.

There is no entry fee. Costs for making of 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 competition Promoter.

4/ DEADLINES

Competition deadline: 15th of June 2020

The registration form will be open until 15th of June 11:00 CET

The award ceremony will be held in September 2020 in Prague, Czech republic.

5/ MATERIALS USED

The material used for the artwork must be a polygraphically processible material. This includes a whole range of corrugated cardboards, smooth and laminated cardboard. Additional materials can be used as supplementary material. A detailed description of the materials and their properties can be found on www.modelgroup.com.

6/ REGISTRATION

The competitor registers for the competition via an online form, which is placed on the website of the competition (young-package.com). 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.

After the registration, competitors will receive a code by e-mail which must be written directly onto 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.

7/ 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 must write the code of their work on the envelope or package as well!

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 customs office:

There must be a declaration for the customs office written on the parcel:

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

8/ EVALUATION IN THE COMPETITION

The packaging should bring new solution and suggest a visionary concept. The jury of the competition will evaluate primarily:

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

9/ AWARDS FOR WINNING ARTWORKS

The professional jury decides about the order of winners according to evaluation criteria described in these competition rules.

Unlimited 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:

- Model Obaly Innovation Centre Prize
- Marketing Jury Prize

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



10/ JURIDICAL ARRANGEMENT

By submitting the competition design the competitor confirms that he/she has become familiar with the competition rules, agrees with them and agrees to respect them. The competitor is entitled to submit only a competition design which is a result of his/her own creative activity or creative activity of a team of authors. The competitor guarantees that by making their design he/she has not interfered with any rights of third parties, in particular with copyright and rights related to copyright within the scope of the Act No. 121/2000 Coll., on Copyright and Rights Related to Copyright and on Amendment to Certain Acts (the Copyright Act), Czech Republic law, as later amended.

By submitting the competition design, the competitor declares that he/she is entitled to execute all rights related to the making and usage of the design. In the case of this not being true, the competitor is responsible for any harm that would cause to the Promoter and/or Organiser.

The Promoter and/or Organiser agree to not to misuse any of the designs or parts of the design thereof. The competitor understands that the submitted competition design and the name of the author may be published by the Promoter and/or Organiser and used for exhibitions, reporting, archiving, promotional and marketing purposes by appropriate means of use, including communication via the Internet and social media. This authorization is granted as entitling, free of charge, for all countries in the world, without any time, technological, or quantitative restrictions unless the competitor and the Promoter agree otherwise. The artwork may be provided to third parties by the Promoter and/or Organiser and used by them for the same purposes.

The competitor agrees with the publication and the processing of his/her personal data, under the conditions corresponding with the provisions of the relevant effective legal regulations (in particular Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

Personal data are processed mainly for the registration of the competitors (later also referred to as the "Participant of the competition") for the period from providing them within the competition to the announcement of the results of the competition (or until any written withdrawal of consent), but no longer than two years after they were provided. After this time, the administrator (the Promoter in this case), or the processor (the Organiser in this case), is obliged to dispose of all personal data provided in accordance with the effective legal regulations without delay. Personal data are obtained from the Participant of the competition by using electronic communication through which the subject of data provides them to the Organiser of the competition.

Personal data of the Participant of the competition will be processed according to the above-mentioned conditions in the electronic database of the administrator, or the processor, with whom the administrator will conclude the relevant agreement. All data are stored in digital form.

If the Participant of the competition requests information on processing of his/her personal data, the administrator, or the processor, is obliged to pass on this information without undue delay.

For the duration of the current year (until 30th of June 2021) the Competitor grants exclusivity to the Promoter and the Organiser of the presentation of the competition. The Competitor acknowledges that any use of the artwork by the Competitor or a third party, as well as the granting or transfer of use rights to a third party, is prohibited during the duration of the competition for contradiction with the interests of the Promoter and the Organiser of the competition. Registered artworks delivered to the Organiser's address, therefore to the address of CZECHDESIGN.CZ z. s., become the property of the Promoter of the competition, Model Obaly a. s.

In case the artwork would be shortlisted by the jury in the evaluation, the Competitor commits to refrain from using and transferring the rights without the prior express consent of the Organiser for four months following the announcement of the results announcement of the competition. In the stated deadline, the Promoter has preferential rights to conclude with the Competitor a contract to grant exclusive use rights for artworks for commercial purposes. If the Promoter or the Organiser uses their preferential right and offers the Competitor a contract for a fee, the Competitor is obliged to conclude the contract and provide 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 Promoter's permission to use the artwork for exhibition, journalism, promotional and marketing purposes, even after the competition is over).

Participation in the competition is free of charge. The winners are obliged to settle their tax obligations if they are incurred in connection with receiving the prize. The financial rewards for the winners are subject to withholding tax.

Company Model Obaly reserves the right to select one but also several winners for an internship into its Innovation centre. The Promoter also has the right to not to accept any of the winners.

The rule of law of the Czech Republic is decisive for all participation rules, terms of competition, contractual arrangements and licenses. All concerned persons are obliged to proceed in resolving any disputes relating to the competition by peaceful negotiations preferably with the participation of the Organiser.

In the event of a conflict in the wording of the rules in the different languages, the rules in the Czech language shall prevail.

Contest organiser :

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

Contact:

MgA. Michaela Holubec Birtusová
+420 773 541 673
michaela.birtusova@czechdesign.cz

You can find all the information on the website:

www.young-package.com

CZECH
DESIGN

MODEL