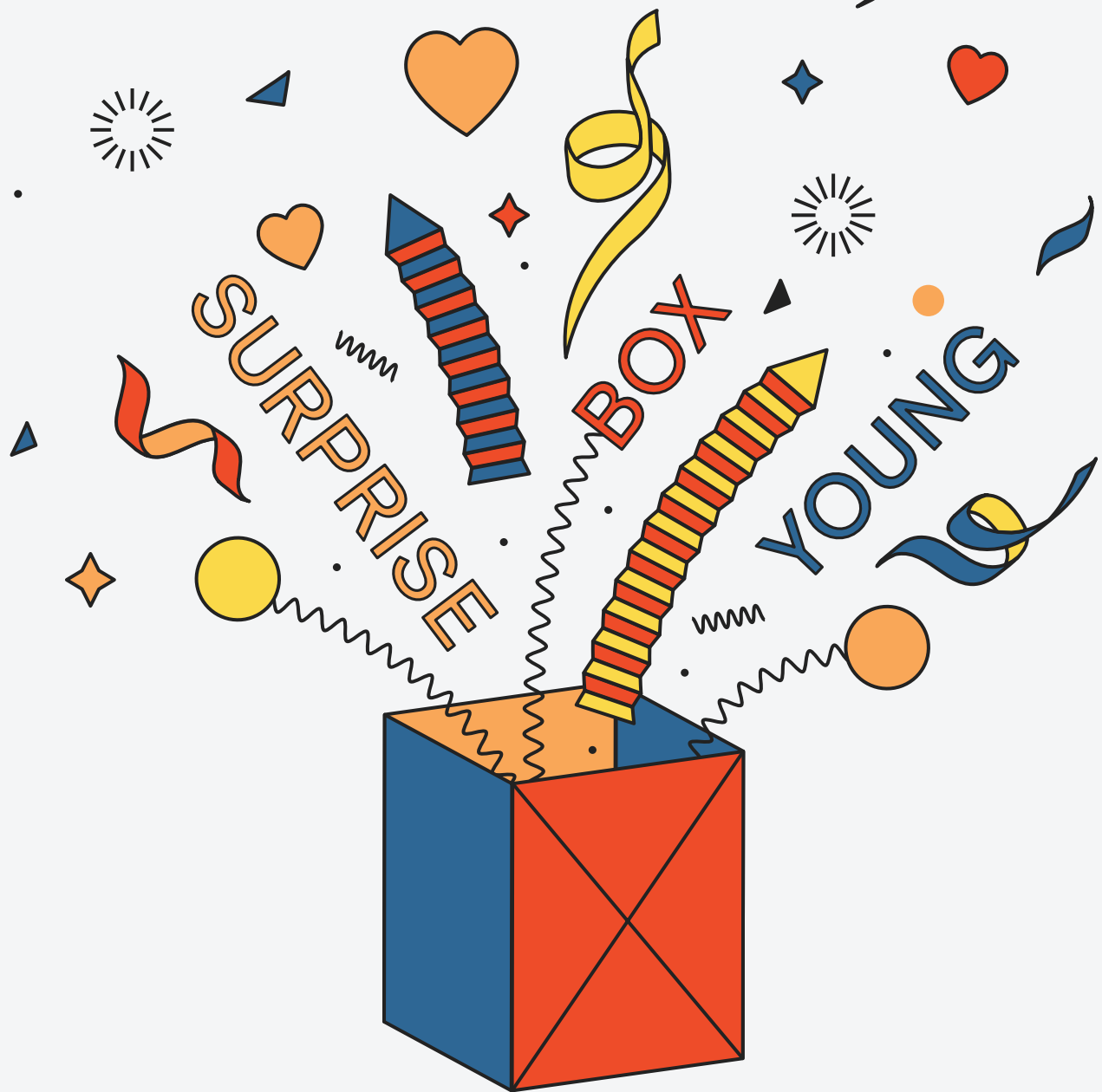


MODEL YOUNG PACKAGE 2019



**UBOXING
EXPERIENCE**

**International competition
of packaging design**

Model Obaly a.s., (after referred to as „Model“ or „Promoter“) announces a competition for designers Model Young Package 2019.

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

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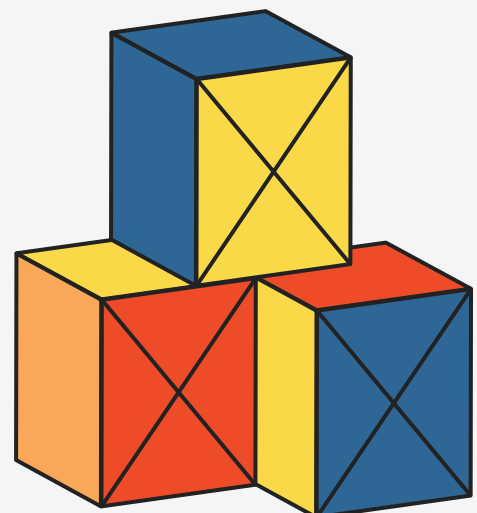


ABOUT THE COMPETITION

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

Today, the competition is organized internationally and is the largest competition of its kind in the world. Each year, almost a thousand designers from over 60 countries worldwide sign-up. The jury of experts evaluates the artworks that must be delivered physically as functional prototypes in 1:1 scale.

Let's discover the new unboxing experience 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 competition is Unboxing Experience.

Pack any of your favorite products in such a manner, that everyone will want to share it on Instagram!

We all love unwrapping gifts! Unboxing videos have become a huge hit on Youtube in recent years. However, the right packaging experience is preceded by a sophisticated packaging design. Each package has to go a long way from the manufacturer, through e-shop and delivery services to the customer's hands. Throughout the journey, the packaging has to protect the product greatly for the big finale - unboxing. We are looking forward to our packages, we are full of expectations. The moment of unpacking is the most challenging for designers. How can the customer enjoy more, how can we surprise them, bring something extra? How do we make that short moment really special, while the packaging also still works perfectly?

Now we look forward to your version of such functional packaging. Show us your vision of an awesome Unboxing Experience that will be so great that everyone will want to share it!

3. CONDITIONS FOR PARTICIPATION

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

Competitors can subscribe to the following categories:

1/ High schools - Students of secondary schools and colleges

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 with consideration of the possibility of representation and exhibition purposes.

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

4. DEADLINES

✦ **COMPETITION DEADLINE: 20th of May 2019**
The registration form will be open until: 20th of May 11:00 CET

Award ceremony will be held in September 2019 in Prague, Czech republic

5. MATERIAL USED

The material used for the artwork must be a polygraphically processible 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 on www.modelgroup.com.

6. 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 artwork submitted. The description of the artwork will be available to the jury for the evaluation.

After successful registration, competitors will receive a code by e-mail which must be written directly on the work (in the most elegant way) and on the envelope or packaging in which the artwork 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, therefor 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 customs office

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.

8. EVALUATION OF THE COMPETITION

The packaging should bring new solutions and present 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

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:

- Innovation center Model Obaly Prize
- CZECHDESIGN Prize

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

10. JURIDICAL ARRANGEMENT

By submitting the competition design (artwork) the competitor confirms that he/she has become familiar with the competition rules, agrees with them and undertakes to respect them. The competitor

is entitled to submit only the competition design which is the result of his 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 meaning 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 use of the design. In the case that the statement is false, the competitor is responsible for any harm that would be caused to the Promoter and/or Organiser.

The Promoter and/or Organiser undertakes not to misuse any of the designs or parts 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 further used for exhibition, reporting, archive, 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 of the world, without any time, technological, and quantitative restrictions unless otherwise agreed between the competitor and the Promoter. The artwork may be further provided by the Promoter and/or Organizer and used for the same purposes by third parties. ●

The competitor agrees with the publication and 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 (further 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 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 range 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 (1st of December 2019) the Competitor grants exclusivity to the Promoter and the Organizer 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 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 Promoter of the competition, Model Obaly.

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 of the competition. The Promoter 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 Promoter 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 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 center. The Promoter has also the right not to accept any of the winners.

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



Promoter

Model Obaly, a.s.

Contest organizer

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

Contact

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You can find all the information on the website:

www.young-package.com

