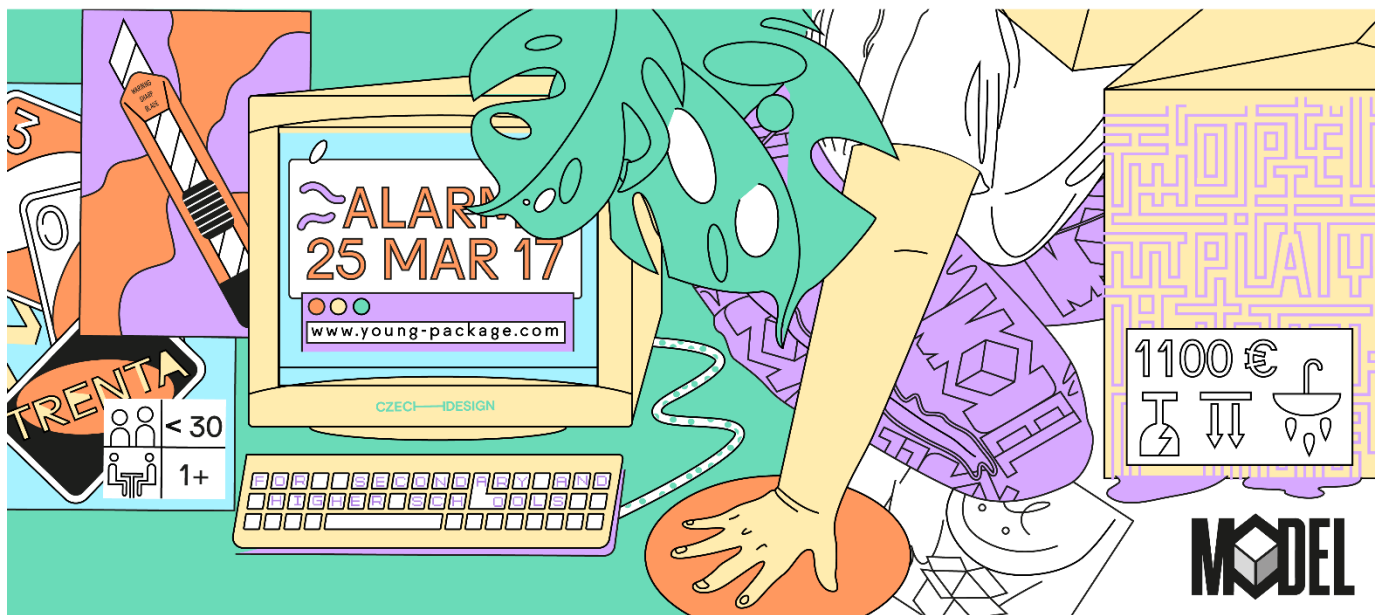


Press release 25th of October 2016

The theme for the 22nd international package design competition, Young Package is announced! The theme for next year is: Open & Play

TOPIC 2017: OPEN & PLAY



Press release 25th of October 2016

Model Obaly a.s. will once again award young talented designers in their annual package design competition. We are happy to announce the theme for the 22nd year of Young Package is Open & Play.

The aim of this theme is to motivate young creatives to consider how packaging design could be more fun.

We are looking for packaging that will protect products but that will also create an unforgettable unwrapping experience for the consumer. We're looking for designs that will push the existing boundaries of packaging design into the realms of interactive objects, games, or happenings.

Design a package you would like to play with! Prove that even protective packaging can be fun!

PLAY WITH PACKAGING

We invite students and young designers to use modern technologies, package a favourite product in a playful way, create a surprise, or design packaging children would like to play with.

The motto, „ Play with packaging “, follows on from last year's topic – PACKAGE UNLIMITED, in which students and young designers created packaging that had several uses.

The winner of Young Package 2016 was student of Pilsen University, Matěj Peca. He created a pizza box that could be easily transformed to a waste paper bin. The jury appreciated the fact that the secondary function upgraded the package into a new object. This kind of interactivity is something we are looking for this year too.

WHO CAN PARTICIPATE

The competition is aimed at young designers up to 30 years of age. It is divided into two groups: the first one is for university students and young designers up to 30 years of age; the other one is for high-school students.

AWARDS

The winners will receive 75 000 CZK altogether and one of the winners will also be chosen for a three-week remunerated internship at the Model Obaly Innovation Centre.

University students and young designers of up to 30 years of age

1st prize 1100 EUR

2nd prize 370 EUR

3rd prize 250 EUR

High-school students

1st prize 800 EUR

2nd prize 180 EUR

3rd prize 110 EUR

DEADLINE

Competitors can register online at www.young-package.com.

Once registered they should send their design prototype to the address of the organizer, CZECHDESIGN. The deadline for sending competition works is 24th of March 2017.

MODEL OBALY a.s.

Model Group develops, produces and delivers intelligent, innovative, high-value packaging solutions using cardboard and corrugated board, ranging from simple transport packaging to chocolate and perfume boxes with sophisticated finishes. The Group consists of 10 subsidiaries in nine countries and has a headcount of more than 4'000. Its principal markets include the Czech Republic, Switzerland, Germany, Austria, France, Poland, Slovakia, Ukraine and Croatia.

Press release 25th of October 2016

Info

International packaging design
competition Young Package
Promoter: Model Obaly a.s.
Promoter websites: modelgroup.com
Organizer: CZECHDESIGN
Manager of the competition: Radka Machalická
Graphics: Tereza Bierská
Deadline: 24. 3. 2017

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