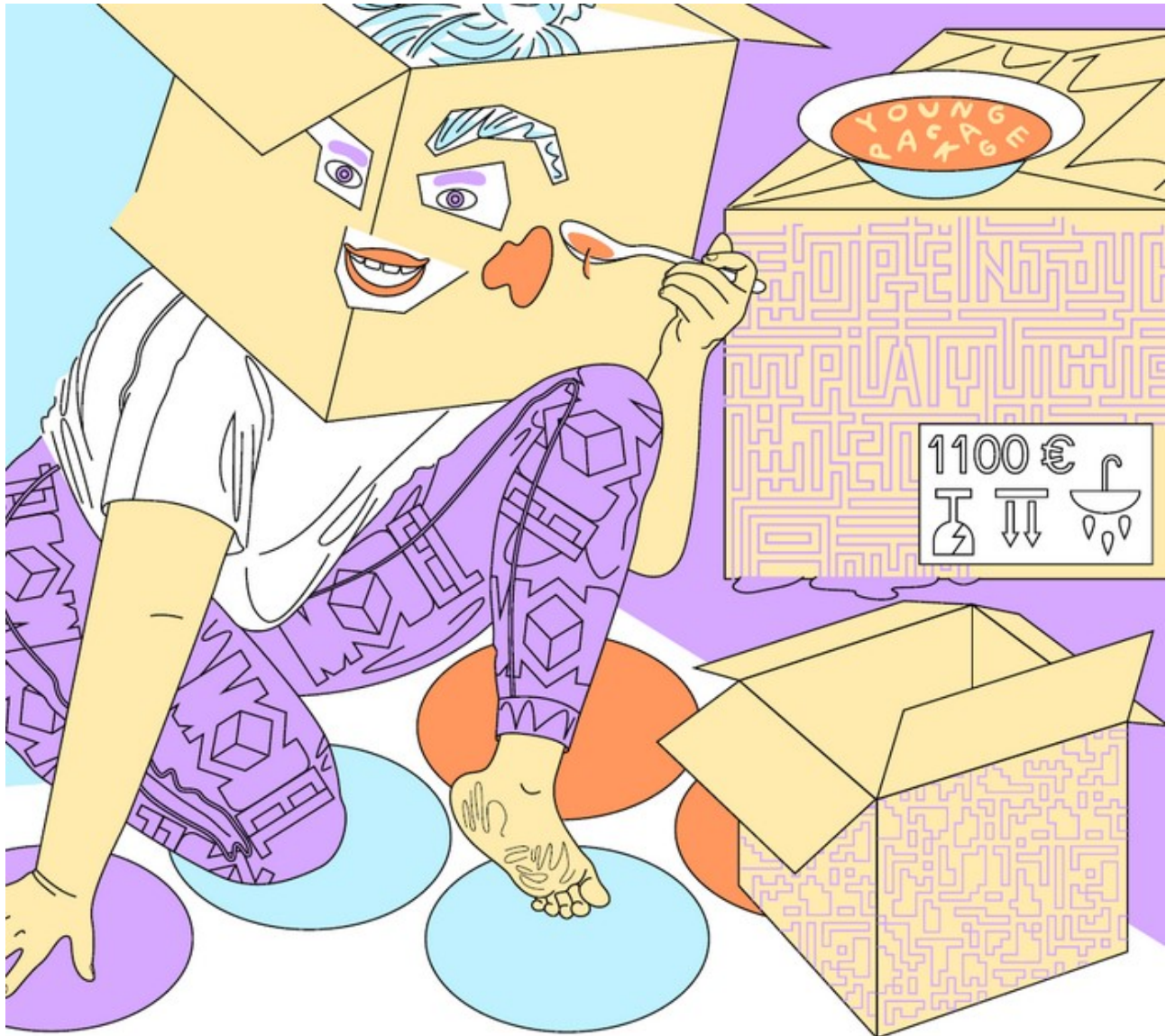


# Press release

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## WHO GETS THE MODEL OBALY PRIZE FOR THE BEST PACKAGING?

The jury has selected the 40 best packages from 57 countries, and the results of the Young Package competition 2017 will be announced at the end of May in Prague.



**YoungPackage**  
TOPIC 2017: OPEN & PLAY



# Press release

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In the 22nd year of Young Package, over seven hundred designers from all continents entered the competition. Which one will receive the highest award, the Model Obaly Prize, will be announced on May 26, 2017 at 19:00 at DUP36 in Prague. The theme of the competition is Open & Play, and 40 entrants made it to the final selection.

"Last year, the majority of winners were from the Czech Republic, but this year it will be different. We can say in advance that the number of Czech designers among the winners is significantly smaller. One award is going over the ocean, but you'll find out all about it on May 26 in Prague", says **Kateřina Švarcová**, Head of Marketing at Model Obaly a. s., which has been running the competition since 1996.

**DUP36** is an exciting post-industrial building, and there you will find out the eight winning young designers who have stood out from the 742 entrees for this year.

Moderators for the evening will be **Zuzana Stavná** and **Markéta Stehlíková**, highly talented Czech actors.

## EXHIBITION

At the Young Package award ceremony, an exhibition of the best works will also be unveiled. The installation is designed by **Matěj Coufal** and **Eduard Herrmann** - winners of several awards and known for their work with such firms as Bomma, Ton and MMcité. Their design for decorative lighting for Bomma was awarded the **Red Dot Design Award**. The design duo also won the Young Package prize in 2015, and Matěj Coufal captivated the jury of the competition in 2013 with a package for Viagra. Eduard Herrmann won the Czech Grand Design award 2016 for his concrete bench and Ignis light.

## CAREERS

Succeeding in the Young Package competition started the careers of several designers who have since become widely known and respected: the first winner was **Jan Čtvrtník**, who a few years later worked for NASA, IKEA and Elektrolux. **Jaroslav Juřica** is the designer of the award-winning chair OO2 for TON; **Ladislav Škoda** is Chief Designer of Tescoma, and young designers **Michal Marko** and **Karel Vránek** are also highly successful. Last year's top prize was won

by **Matěj Peca**, from the University of West Bohemia in Pilsen.

"Every year, we try to motivate students and designers from all around the world to think about the field of packaging design, apply their theoretical knowledge and innovate," says manager of the competition, Radka Machalická.

## 5 PACKAGING EXPERTS

The jury for the 22nd year of Young Package was, as is traditional, hosted by the chairman, **Jan Činčera**, packaging designer and founder of Studio Činčera. His colleagues on the panel were; editor of World of Packaging magazine, **Miroslav Dočkal**; Brand Strategy & Business Director at Fiala & Šebek, **Martin Vlk**, **Radek Kupčák**, Project Manager of the Model Obaly Innovation Center, and one of the founders of the Young Package competition; and a previous winner of Young Package, **Tomáš Chludil**.

## PRODUCT PROTECTION AND A GAME IN ONE

The competition invited students and young designers to pack their favorite product in a playful form. The main message of this year's Open & Play theme is to prove that packaging, which perfectly protects the product, can also be fun and have a further function.

## THE COMPETITION

Young Package is an annual international packaging design contest, to which several hundred young designers enter each year from around the world. The competition was founded in 1996 by one of Europe's largest packaging manufacturers - **Model Obaly a.s.** Thanks to the initiative of this company, the competition is still in action. Since 2009, the competition has been organized by the independent technical institute, CZECHDESIGN.

## PRIZES

The winning designers are rewarded with total prize money of **2 800 EUR**, and one of them will be selected by Model Obaly a.s. for a 3-week internship at the innovation center.

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# Press release

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## Info

International packaging design  
competition Young Package  
Promoter: Model Obaly a.s.  
Promoter websites: [modelgroup.com](http://modelgroup.com)  
Organizer: CZECHDESIGN  
Manager of the competition: Radka Machalická  
Graphics: Tereza Bierská  
Design Award Ceremony: **May 26, 2017**

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## Partners

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Pixmac, Slovenské centrum dizajnu

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## Model Obaly a.s.

