

The 3rd International Korean Tea Package Design Contest Participation Guidelines

Although not widely known Korea has long history of tea and tea culture. Korean teas are regarded to be among the finest teas in the world. Product packaging for Korean tea can help raise awareness of natural surroundings of Korean tea fields, long cultural history of Korean tea and diversity of Korean teas. The 3rd International Korean Tea Package Design Contest is open to all designers around the world. We invite all of you to join in the contest with new and creative designs. Award-winning designs will receive certificates of awards with prize money. The design work will be exhibited at the 2020 K-Tea Festival / Myung Won World Tea Expo from August 6th to August 9th in Seoul, Korea. If the grand prize winner is an international participant, a round-trip plane ticket to Korea and lodging will be provided to attend the Expo and the award ceremony on August 6th 2020 in Seoul, Korea.

■ Contest Host and Sponsoring Organizations

- Host: The Myung Won Cultural Foundation, Korea Tea Ceremony Federation, Black Tea Association
- Organizer: The 3rd International Korean Tea Package Design Contest Organizing Committee
- Sponsors: Ministry of Agriculture, Food and Rural Affairs, Boseong County, Hadong County, Tea and Herbal Association of Canada, UK Tea and Infusion Association

■ Awards & Prizes (A total of 11 million won ~ \$9,500*)

- Grand Prize (1 entry): Award and prize (5 million won ~ \$4,300)
- Gold Prize (1 entry): Award and prize (2.5 million won ~ \$2,150)
- Silver Prize (1 entry): Award and prize (1 million won ~ \$860)
- Bronze Prize (3 entries): Award and prize (Each 500,000 won ~ \$430)
- Encouragement Prize (5 entries): Award and prize (Each 200,000 won ~ \$170)
- Special Prize (multiple entries): Certificate of award
- Select Prize (multiple entries): Certificate of award

*The prize money will be paid after the 10% Korean tax. US\$ amount is subjected to the exchange rate at the award ceremony on August 6, 2020.

☒ Design Category for Contest: Package design

☒ Contest Criteria for Tea Package Theme

- A tea package design that symbolizes the natural environment of Korean tea-producing areas (e.g., Boseong, Hadong, Jeju, etc.), the culture and tradition of Korean tea culture, and the diversity of Korean teas (e.g., green, black and blended tea) and that can appeal to domestic and foreign tea customers.
- A tea package design for teas made from the leaves of **Camellia Sinensis** in Korea [e.g., green tea, white tea, yellow tea, oolong tea, black tea, and dark tea as well as compressed cake tea, blended tea, powdered tea]. Flower tea and herb tea without Camellia Sinensis leaves or teas made in other countries such as Pu'er tea, etc. are not applicable to this contest. For further information regarding the types of tea, please contact the contest administration office.
- A tea package design for all containers and packages for storing tea such as tea box, tea canister, and tea bag canister.

☒ Qualification and Number of Entries

- Qualification: No limit (an individual or a team of individuals can enter into the contest)
- Number of entries: Limit of 3 designs by an individual (a total of 3 designs submitted by an individual or as a member of a team)

☒ Contest Guidelines and Application Form

- Contest guidelines and application form: Download from the website of The Myung Won Cultural Foundation (www.myungwon.org) or 2020 Myung Won World Tea Expo (www.worldteaexpokorea.com).

☒ Entry & Receipt

- Submissions: Design file including the application form for each design design explanation, and planar figure (Two versions of ai and jpg files must be submitted)
- Resolution and size: Resolution of 300 dpi or higher and no limit on file size
- Submission method: File format / e-mail to koreateaexpo@naver.com
- Submission period: May 18 ~ May 22, 2020

☒ Rights to Award Winning Design

- All rights to the award-winning design of encouragement award or higher-level awards belong to the Myung Won Cultural Foundation.

☒ Others

- The Myung Won Cultural Foundation provides award-winning package designs to tea farmers in Korea for free of charge in order to foster the development of the Korean tea industry.
- Entries already awarded or publicly released are ineligible. Entries shall not infringe on existing copyright and will have been designed within the last 2 years.
- Entries not complying to contest regulations, such as those not designed directly by the contest participant (or participating team), are excluded from the contest. If non-compliance with contest regulations or inaccurate information about the design work is found even after the selection as a prize winner, the award and prize will be forfeited.
- Winners of encouragement prize or higher-level prize shall submit the model (in the form of finished product) equivalent to the image file. If not submitted, the award can be cancelled and the prize can be reclaimed.
- Winners of encouragement prize or higher-level prize shall participate in the award ceremony if the award winners are resident in Korea. In the case of not participating in the award ceremony by winners residing in Korea, the award can be cancelled and the prize can be reclaimed.
- There are no restrictions regarding age and nationality.

☑ Contest Evaluation

- Evaluated by the judging committee consisting of relevant experts and authorities in the field of design.
- The judging committee members and the results of their appraisal are final and not publicly released.

☑ Announcement of Contest Results

- Date of announcement: July 3, 2020
- Posted on the websites of The Myung Won Cultural Foundation and The Myung Won World Tea Expo, and individually notified.
- Date of submission of prize-winning design packages: July 24, 2020
- Place of submission for prize-winning design packages: 17-13, Daesagwan-ro 13-gil, Seongbuk-gu, Seoul, Korea 02822

☑ Award Ceremony and Exhibition

- Award Ceremony: 2PM, August 6, 2020, COEX, Seoul, Korea
- Exhibit Duration: August 6 ~ August 9, 2020
- Exhibit Venue: 2020 K-TEA Festival / World Tea Expo in Seoul, Korea

☑ Contact: The 3rd International Korean Tea Package Design Contest Organizing Committee

- Email: koreateaexpo@naver.com / Tel: +82-02-742-7190