

2020 K-TEA Festival / Myung Won World Tea Expo

Contest Host and Sponsoring Organizations

Host _  The Myung Won Cultural Foundation  Korea Tea Ceremony Association  Black Tea Association

Organizer _ International Korean Tea Package Design Contest Organizing Committee

Sponsors _  Ministry of Agriculture, Food and Rural Affairs  BOSEONG-GUN  HADONG-GUN  TEA & HERBAL ASSOCIATION OF THE STATES (UKTEA)  UKTEA & INFUSIONS ASSOCIATION



The 3rd International Korean Tea Package Design Contest

Design Category

Package design

Contest Criteria for Tea Package Theme

- A tea package design that symbolizes natural environment of Korean tea-producing areas (e.g., Boseong, Hadong, Jeju, etc.), culture and tradition of Korean tea, and 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 Korean teas made from the leaves of Camellia Sinensis [e.g., green tea, white tea, yellow tea, oolong tea, black tea, dark 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 www.myungwon.org or www.worldteaexpokorea.com.
- **Submissions** : For each design, submit an application form, design explanation, and planar figure (Both ai and jpg files must be submitted)
- **Resolution and size** : Resolution of 300 dpi or higher and no limit on file size
- **Submission method** : E-mail files to koreateaexpo@naver.com
- **Submission period** : May 18 ~ May 22, 2020

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. Award and prizes are for a team or an individual.

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** : Myung Won Cultural Foundation, 17-13, Daesagwan-ro 13-gil, Seongbuk-gu, Seoul, Korea 02822
- **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

- International Korean Tea Package Design Contest Organizing Committee
- Email: koreateaexpo@naver.com / Tel : +82-02-742-7190

