

Incheon International Design Fair 2007(Competition)

- Announcement and Guidelines for Submissions from Abroad -



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March 2007

Incheon Metropolitan City and a hub city of Northeast Asia invites designers from around the world to participate in the Incheon International Design Competition, a major event of the Incheon International Design Fair 2007.

The Incheon International Design Competition targets previously unpublished new design works and is divided into two sections ; a Free section and a Business section. The competition is open to all designers from around the world. World famous and authoritative designers will participate as jury of the competition. A prize pool totaling more than KRW 61 million will be awarded to talented designers. Encouraging your creative spirit is Incheon's way of transforming itself into the center of design activity in Northeast Asia.

The people of Incheon wish your every success and look forward to regarding your active participation in the competition as your fresh and innovative works will open new horizons for Incheon, an emerging design city of the 21C.

Ahn, Sang - Soo

Mayor

Incheon Metropolitan City

The Republic of Korea

1. Participating Organizations

- Host: Incheon Metropolitan City, the Republic of Korea
- Organizer: Incheon Small & Medium Business Support Center
- Supporters: the Ministry of Commerce, Industry, and Energy,
Korea Institute of Design Promotion, Korea Association of Industrial Designers,
Korea Design Firms Association, Incheon Industrial Design Association,
Incheon Design Company Association

2. Submission Schedule

- Competition will be divided into sections of First Round Submissions, First Round Review, Second Round Submissions and Second Round Review.
- Application Form : Available for download from the Incheon International Design Fair 2007 website (www.indef.org) from April 17, Tue, 2007.
- First Round Submissions : From July 16, Mon, 2007 to 18:00 August 17, Fri, 2007 (KST)
 - ※ Only Product / Environmental / Package Design Field
- First Round Review Results Announcement : August 23, Thu, 2007. Results will be posted on the website of the Fair (www.indef.org)
- Submission of Design Mock-Up : From August 25, Thu, 2007 to 18:00 September 15, Sat, 2007. (KST)
 - ※ Winners receive Special Selection Awards from the following Field ; Product / Environmental / Package Design Field
- Second Round Submission : From September 5, Wed, 2007 to 18:00 October 5, Fri, 2007 (KST).
 - ※ Every Field
- Second Round Review Results Announcement : October 11, Thu, 2007. Results will be posted on the website of the Fair (www.indef.org)
- Opening and Awards Ceremony : 14:00 October 29, Mon, 2007 International Conference Hall, Incheon Multicultural and Arts Center.
- Exhibition Period : For 7 days from October 29, Mon, 2007 to November 4, Sun, 2007 at the Exhibition Hall, Incheon Multicultural and Arts Center

3. Submission Fee : None

4. Submission Eligibility : None

5. Official Languages : Korean and English

6. Submission Section

1) Free Section

- Product Design Field.

Various types of product designed for artifact that can be mass produced to enrich human life.

- Environmental Design Field.

Public and space design to build rational, functional, and comfortable living environments.

- Visual Design Field.

Design that can integrate, visualize, and transmit various types of information in the age of mass communications.

- Package Design Field

Package design which take into account various factors such as technical-packaging method for products, efficient marketings, concepts and functions of recycling, nature conservations, aesthetics, and the inducements of consumption.

- Multimedia Contents Design Field

Efficiency-enhancing design for the purpose of information transmission in the multimedia age.

2) Business Section

- Desirable design for businesses, governments and associations in the Incheon area.

- Submission Fields and procedures are identical with those for Free Section Submission.

※ Note : Information on the designs desired by Incheon businesses will be posted on the website(www.indef.org) on April 17, Tue, 2007.

7. Submission Procedure

- **Submission Form** : It can be downloaded from the website of the Fair
(www.indef.org)

- **Submission of Works**
 - Common Submission materials : Submission form, an explanatory note for the work, photo(s) or image(s) of the work and an applicant photo.
 - First Round Submission
 - Relevant Fields : Product / Environmental / Package design
 - Materials to be submitted : Common submission materials and an image of the work (one copy of 594×841 mm size, 300dpi) uploaded or sent by mail.
 - Submission of Mock-Up production specifications
 - Relevant Fields : Product / Environmental / Package design works that won a special selection prize and above.
 - Materials to be submitted : Blueprints that can be used to make a mock-up work, specifications (color, material, surface detail, printing method, assembly method, etc.), and the display method uploaded or sent by mail.

- ※ Notes
 - The size of the work must be smaller than 1,200x1,200x1,800 mm
 - The blueprint and specifications must be clear enough to allow production by a third person. If not, these works will be eligible for the Fine Work Prize.
- Second Round Submission
 - Relevant Fields : Product / Environmental / Package design (products that were awarded the Special Selection Prize and above in the first round), Visual design, Multimedia contents
 - Materials to be submitted
 - a) Product / Environmental / Package Design Works that were awarded Selection Prize and above in the First Round
 - ※ Note : The works will be produced by the hosting organizations
 - b) Visual Design : Common submission materials and images of the finished work (one copy of 594×841 mm size, 300dpi) uploaded or sent by mail
 - c) Multimedia Contents : Common submission materials, The images of the

explanatory panel (one copy of 594×841 mm size, 300 dpi)
uploaded or sent by mail

※ Note : The submitted data should be run automatically
or are executable in Windows Media Player
version 7.0 program or Micro Media Flash
program.

■ **Submission Method** : Online Submission or Mail Submission (only once)

- Online Submission: Upload data online at <http://indef.webhard.co.kr>
- Mail Submission : CD or printout copy with data of the work for submission
- Submission Form Download : Go to website of the Fair (www.indef.org), and click menu named "Data room"

■ **Guidelines for Data to be Submitted**

- Common to all Submission : Only Korean, English, The arabic numerals, and The metric system should be used
- Submission Form, a Document Explaining the work with specifications.
 - Submission form to be filled out should be downloaded from the website of the Fair.
 - The document explaining the work should be less than two pages (A4 size) long and written in either Korean or English
 - Data Format : Data should be in DOC (*.doc), TXT (*.txt), and PDF (*.pdf) formats or executable in a zipped format (*.zip)
- Image of the works and Blueprint data
 - Size (when printed) : 594x841 mm in the case of the work, 30 x 40 mm in the case of the photo of the applicant
 - Resolution : Less than 300dpi
 - Data Format : Data should be in EPS (*.eps), JPEG (*.jpg), and PDF (*.pdf) formats or executable in zipped format (*.zip)
 - Data Size : Less than 20MB per work

■ **Uploading Data to the Website**

- Go to <http://indef.webhard.co.kr>
- Click "English" on the upper right side of the menu
- Login by entering ID (compe) and password (2222)
- Click "Upload_Only" on the left side of the menu

- Click "New Folder" on the right side of the menu to create country name folder
(If the country folder already exists, click on that folder)
- Click on the name folder and click "New Folder" to create the folder of the applicant
(When the name folder already exists, create a new folder by adding "_2" to the name of the folder)
- Click on the folder of the applicant; then, click menu named "Upload_Select files"
- Search the files to be uploaded (submission form, explanatory note on the work, work data, photo image file of the applicant); then click "Confirm"

■ Mail Submission Guidelines

- Submission Method : Send materials to Incheon Small & Medium Business Support Center within the submission period
- Address : The Coordinator
The Incheon International Design Fair (Competition) 2007
Incheon Small & Medium Business Support Center.
15F, Get-Pearl Tower.
7-50 Songdo Dong, Yeonsu Gu,
Incheon Metropolitan City, 406-840, Rep Korea

■ Caution

- Submission works and materials sent by mail should arrive by the day of the deadline. Hosting organizations are not responsible for works that were damaged or destroyed during transportation.
- Submitted works that receive Special Selection Prizes and above in the First Round will receive a Fine Work Prize if a blueprint for the Mock-Up product (specifications) are not submitted.
- Information that can be used to identify the applicant such as names should not appear on the work submitted.
- The number and size of the work, the type of display stand, etc. do not influence selection.
- In displaying the works that were awarded with prizes, the selection committee has the right to choose the number of works to be displayed, etc.
- ※ The hosting organizations will not be held responsible for problems which are caused by not following data formatting standards.

8. Restrictions

- The following types of industrial design works cannot be submitted to the fair
 - Works that were already released in Korea or abroad.
 - Plagiarized works.
 - Works that are recognized as harming public order or morality.
 - Works that do not abide by the specifications mentioned in these "Guidelines".

- One applicant can submit a maximum of two works per each Section. Joint works by two people can be submitted.

- Works that are judged as being identical in terms of the form and title are considered as one submitted work even when they are submitted separately.

- In the cases of submission for Business Section, works will be categorized into Product, Environmental, Visual, Package, and Multimedia Contents design fields.
 - ※ Note : When works are suspected of plagiarism, the Selection Committee will make decision on the result of the selection.

9. Preferential Treatment

- Works submitted for the Business Section may receive prizes from hosting organizations as well as relevant businesses.
 - ※ Note : In the case of prizes in the Business Section, relevant businesses will award cash prizes or extra prizes.

10. Reviewing and Awarding of Submitted Works

- Jury : The jury will be composed of experts in the design related fields and authorities.

- Selection Criteria : Guidelines for each submission field will be strictly applied.
 - ※ Note : Major criteria for selection are the following ; formative characteristics, practicality, creativity, and the potential for mass production.

- The Release of Jury names : The names will be posted on the website of the Fair when selection results are announced

- Selection Results Announcement

- First Round Result Announcement : To be announced on the website on August 23, Thu, 2007 results will be notified when inquiries are made.
- Second Round Results Announcement : To be announced on website of the Fair October 11, Thu, 2007 results will be notified when inquiries are made
- Opening and Awards Ceremony
 - Date and Time : 14:00, October 29, Mon, 2007 (KST)
 - Location : International Conference Hall, Incheon Multicultural and Arts Center

11. Awarded Prizes

- Total Prizes: The equivalent of KRW 61 million (Designated prizes) + a (Business Prizes)
- Award Presenter : Mayor of Incheon Metropolitan City.
- ※ Specifics and quantities awards ; the number of award winners, cash prizes, etc. can be altered depending on circumstances.

(Unit : KRW)

Prize	Free Section	Business Section	Cash Award	Total		Remarks
				No. of Recipients	Cash Prize	
Grand		1	10,000,000	1	10,000,000	In case of domestic recipients, The main designer will be sent overseas for study on scholarship.
Gold	1	1	5,000,000	2	10,000,000	
Silver	2	2	3,000,000	4	12,000,000	
Bronze	3	3	1,000,000	6	6,000,000	In case of international recipients, support up to a maximum of KRW 1,000,000 per person to visit Korea. ※ Total value KRW 13,000,000
Special	5	5	1,000,000	10	10,000,000	
Total		23	-	23	48,000,000	KRW 61,000,000
Special Selection	Variable		-	Merit Certificate		
Fine Works	Variable		-	Merit Certificate		

- Cash prizes will be paid after relevant taxes are subtracted.
- Intellectual property rights of the works that are awarded the Special Selection

Prize and above will belong to the hosting organizations. Intellectual property rights of the works that are awarded Business Prizes will belong to the businesses that provide cash prizes.

- In the case of Business Prizes in the Business Section, relevant businesses will separately award cash prizes or extra prizes.
- Winners from overseas who are invited to Korea must organize the following ;
Passport, Visa etc. which are normally required for entering Rep. Korea.

12. Exhibition of Submitted Works

- Exhibition Period : For 7 days from October 29, Mon, 2007 to November 4, Sun, 2007
- Location : Exhibition Hall, Incheon Multicultural and Arts Center.
- Works to be Displayed : Works selected by the selection committee and award winning works and other works chosen by the hosting organization.

13. Returning of Submitted Works : Not Available

14. Other Information

- The hosting organization will have the right to use the photos of the works to publish promotional and reference materials.
 - ※ Note : The photos, however, will not be used for commercial purposes.

15. Inquiries

- The Coordinator, Design,
Economic Policy Division, Incheon Metropolitan City (Phone : + 82-32-440-2824)
- The Coordinator, Incheon International Design Fair 2007,
Incheon Small & Medium Business Support Center.
 - Address : 15F, Get-Pearl Tower,
7-50 Song-do Dong, Yeon-su Gu,
Incheon Metropolitan City, 406-840, Rep. Korea
 - Phone : + 82-32-260-0223
 - FAX : + 82-32-260-0250
 - Website : <http://www.indef.org>
 - Uploading site : <http://indef.webhard.co.kr> (ID: compe / Password: 2222)
 - E-mail : 2007indef@hanmail.net / indef@indef.org