

## Conditions and Rules of International Design Competition 2008

Sponsored by the Japan Design Foundation (JDF)

Co-sponsored by the Japan External Trade Organization (JETRO)

[Concept]

The Japan Design Foundation (JDF) will hold the International Design Competition 2008 under its basic principle of “**Design for Every Being,**” with its sights set on presenting visions for near-future lifestyles.

We have never had greater hope that **new solutions for multiple social issues will be presented.** A new era, in which designs play an even more active role, is about to dawn.

Seeking imagination for near-future lifestyles, as well as the technological background to transform imagination into reality, JDF would like to call upon the world to propose design ideas that can respond to such imagination and technological background by offering aesthetic solutions.

As in the previous year, we will strive to make the International Design Competition 2008 a competition with greater focus on prize winners, so that entrants from around the world will be able to use the evaluations of their designs to advance their careers as designers.

Furthermore, we will actively introduce superior works and excellent proponents to people in the design and education communities, as well as to local governments, and will create opportunities for designers to garner extensive professional advice from manufacturers and distributors in commercializing their designs.

JDF sincerely hopes that many designers throughout the world will understand the purport

of the International Design Competition 2008 and enter high-quality works.

**[1] Themes**

**[Background]**

Currently, humanity is confronted with various earth-threatening problems, such as over-consumption of energy. The degradation of natural ecosystems as a result of abnormal weather conditions and global warming has also become an urgent global issue. Meanwhile, the decay of social and technological systems that have supported our livelihoods up until the present day has begun to make our very living environments—places which ought to be safe and secure—increasingly dangerous and *insecure*. Such trends have led to increasing consumer demand for health, safety, security and sustainable comfort.

For the International Design Competition 2008, JDF has selected the theme “Earth Life.” We welcome diverse unique proposals on products, systems, business models, etc., that will prompt us to contemplate how we should pass on to the next generation the Earth—a beautiful, irreplaceable, living planet, the birthplace and foundation of human livelihood—and how to tackle, in our everyday lives, the environmental stresses facing us today and ensure a more sustainable, affluent and comfortable lifestyle.

JDF particularly welcomes design proposals that harness the power of design to present an ideal social paradigm of real benefit, and that are based on the concepts of ecodesign, sustainable design, universal design, and biomimicry—a discipline that studies and learns from the mechanisms of nature. In order to promote the efficient use of such design proposals in the business community, we have set three specific subthemes.

**Theme: Earthlife**

Subthemes:

1. Clean AQUA

Under this subtheme, we look forward to proposals for water-related systems, daily products and unique lifestyles, which promote the purification and saving of water, the optimization of water quality and water circulation, and waterfront environments.

2. Clean AIR

Under this subtheme, we expect to receive proposals for air-related systems, daily products and lifestyles, which facilitate a shift to social structure and production activities that do not emit greenhouse gases and enable us to enjoy a living environment blessed with fresh and clean air.

3. Clean ENERGY

Under this subtheme, we seek proposals for energy-related systems, daily products and lifestyles that promote a shift to an eco-friendly social structure and production activities characterized by resource and energy saving,

exhaust heat control, recycling, substitution or conversion and change of consumer consciousness, and that materialize an environmentally friendly lifestyle, while maintaining the convenience and comfort of modern life we have so far enjoyed.

**[2] Eligibility**

Any individual or group, from any design field, anywhere in the world, may enter the Competition. Note that the sponsors (officials and staffers of JDF and JETRO), judges, their family members, or those whose works are joint creations with either a sponsor or any of the judges, are not eligible.

**[3] Entry**

**[3-1] Proposals**

While creations according to the above themes are ardently invited, proposals for products, services, systems and business models in general are also welcome.

**[3-2] Novelty**

All entries must be newly created for the Competition, and unpublished.

The term “unpublished” is defined as follows:

- not commercialized as marketable products
- not presented to the public for sale
- not announced in newspapers, magazines, websites, etc. (Works posted on an official bulletin, such as the Patent Gazette to secure the author’s intellectual property rights, will be regarded as “unpublished.”)
- Entries must remain “unpublished” until official announcement of winners by the JDF.

**[3-3] Number of entries**

Only one entry in each subtheme is allowed per applying individual or group.

Similar works shall not be entered in multiple subthemes.

#### **[4] How to Enter**

##### **[4-1] Method of applying**

Applications can only be made at the relevant page of the JDF's website.

##### **[4-2] Entries**

Each entry must be presented in five (5) or less JPEG files (still images). State the dimensions of your work on the product item. See the JDF's website for further details.

##### **[4-3] Entry form for screening**

Fill out the specified entry form on the relevant website page.

Work covered by the application can be then transmitted as digital data, on condition that all the information filled in the entry form is correct. Required information includes "content of the proposal" and "feasibility of the proposal."

For group entry, enter one representative's name in the column for entrant's name, and remaining creators' names in the column for co-creators' names.

The form must be filled out in either Japanese or English.

##### **[4-4] Entry fee for screening**

The entry fee is 20 US dollars per work. The fee must be paid through electronic transfer via the Internet at the time of entry form submission. (For further information, refer to the work-entry page on the JDF website.)

##### **[4-5] Entry deadline for screening**

Entries will be accepted between Mon., August 4, 2008, and Fri., September 5, 2008.

Make sure to apply during the above period on the Internet at the website of the JDF.

##### **[5] Notice of Receipt of Work**

The sponsor will notify the entrant by e-mail upon receipt of a submitted work. The notification of the receipt and the receipt number is sent to the entrant promptly after the submission, and the sponsor shall not answer later inquiries, etc., upon receipt.

(Note)

The notification of receipt will be automatically sent to the entrant. With the recent trend toward tighter Internet security, some providers regard automatically delivered e-mails as spam and send them directly to the trash box of the receiver's computer. To ensure that you have duly received notification of receipt of your work, you are advised to check your trash box as well as your regular Inbox.

##### **[6] Schedule**

2008

August 4: Start of acceptance of entries

September 5: Deadline for acceptance of entries

October 8 to 9: Screening

Late November (tentative schedule):

Commendation ceremony and related events to which prize winners will be invited

2009

February (tentative schedule): DesignMarket

Screening results will also be announced on both the JDF and JETRO websites, in late February.

## **[7] Judging**

### **[7-1] Judging procedure**

Entries will be evaluated and scored in accordance with the screening criteria (refer to 7-3), with each image projected by video projector and PC for evaluation. The sponsor will conduct a survey on relevant intellectual property rights at the same time, incorporating the results in the judgment.

### **[7-2] Screening processes**

During the screening process, superior works will be selected for business communication. Other prize-winning works will also be selected.

### **[7-3] Judging criteria**

- Accurate understanding of contemporary social demands
- Originality, novelty and aesthetic quality
- New ideas of using feasible technologies and materials
- Usefulness and feasibility of creating new business opportunities

### **[7-4] Jury**

Screening will be carried out by a jury comprising designers, intellectuals and other experts well-versed in the current competition's theme. The names of judges are posted on the JDF's website upon determination.

### **[7-5] Announcement of results**

All entrants will be informed of the screening results via e-mail, accompanied by evaluation files.

## **[8] Prizes**

### **[8-1] Prizes to be awarded**

Minister of Economy, Trade and Industry Prize (1)

Governor of Osaka Prize (1)

Mayor of Osaka Prize (1)

Chairman of JDF Prize (several entries)

### **[8-2] Benefits awarded to prize winners**

- We will invite prize winners to the commendation ceremony in Osaka. JDF will cover all airfares (and for residents of Japan, all domestic transportation fees) and accommodation expenses. (For group winners, expenses will be provided for one representative each.) Details will be communicated to each applicable entrant.

- We will also invite prize winners to an international design conference to be held concurrently with the commendation ceremony. A presentation session of prize winning works will take place as part of the conference program, offering prize winners opportunities to share their accomplishments as designers with design experts from around the world.

- During this event, all participating prize winners will be presented commemorative gifts.

- We will also invite participating prize winners to an international forum that will take place around the time of the above-mentioned events. The forum is designed to offer participants opportunities to engage in intense discussions with distinguished designers and business leaders.

- As a gesture of honor to prize winners, their works and personal data will be registered in the JDF Designers Plaza, a designers' archive comprising prize winners of the JDF International Design Competition.

- Some prize winners will be selected to participate in the Design Market scheduled to take place later on (See “[10] Design Market.”)

#### **[9] Commendation**

The commendation ceremony is scheduled to be held in Osaka in late November 2008.

#### **[10] Design Market**

##### **[10-1] Creation of product models for the Design Market**

From the superior works selected in the screening process, about some works believed to be suitable for business communication will be chosen. With the cooperation of the creators of the selected works, JDF will make 3D models of the works. JDF will cover all expenses necessary for the creation of said 3D models.

##### **[10-2] Design Market**

In order to promote business communication, JDF will hold a Design Market, using primarily 3D models of selected works. We will invite the creators of the selected works to attend the event. JDF will cover all airfares (and for residents of Japan, all domestic transportation fees) and accommodation expenses. (For group winners, expenses will be provided for one representative each.) Details will be communicated to each applicable entrant.

Creators will be required to give presentations on their works and will be afforded the opportunity to exchange views with interested companies. These opportunities will enable creators to review their works from a business viewpoint and open up possibilities to have their works commercialized.

At the same time, all superior works will be displayed on a panel to be introduced to the business community.

##### **[10-3] Certificate of business communication**

Creators of works recognized by the business community during the Design Market will be awarded the JDF certificate of business communication works.

#### **[11] Publicity**

Prize-winning works as well as superior works are publicized on the JDF and JETRO websites, in publications, etc., after these works have been entrusted to the Japan Design Protection Association (JDPA).

#### **[12] JDF Designers Plaza**

Prize-winning works and their creators' personal data will be registered in the JDF Designers Plaza, a designers' archive comprising prize winners of the JDF International Design Competition.

Updates of design and human resource data concerning prize-winning works will be made available to both domestic and international audiences on a continuous basis.

#### **[13] Rights**

☪ Intellectual property rights, including copyright and industrial property rights, to all entered works in and outside Japan belong to the entrants. Protecting these rights is therefore the responsibility of each entrant.

☪ It is recommended that entrants register their designs, or take other necessary measures, so as not to jeopardize the novelty of their works by presenting them at the final review exhibition.

☪ When using other persons' photographs and/or

printed matter in a work, care should be taken so as not to infringe copyright.

☺ In promoting communications with businesses, JDF will carry out the procedure of entrusting prize-winning works to the Japan Design Protection Association (JDPA). This procedure will help to verify that the target designs should be treated as “exceptions to lack of novelty” when designers file design registration applications in Japan.

Please note, however, that the procedure will not ensure any legal protection of intellectual property rights, but is merely one means of protecting and managing designs.

☺ To promote commercialization of the designs in cooperation with businesses, the organizer will hold exclusive rights for commercialization assistance during the period beginning with the receipt of entered works and ending at the end of March 2009. During said period, no business bargaining via channels other than those of the organizer will be permitted.

All rights to modify entered works shall belong to the organizer under the condition that the organizer gains consent from applicable entrants.

☺ Rights pertaining to exhibition and publication of entered works belong to the organizer.

\* Please read thoroughly the conditions of agreement printed on each entry form, and send the form if you agree to those conditions.

#### **[14] Disqualification**

The following will result in disqualification of works, and their exclusion from screening; awards may also be revoked:

1. Work that fails to meet the rules and regulations

concerning the entry procedure.

2. Work that includes letters, symbols and/or other signs that may identify entrants, and thereby fails to fulfill the rule concerning anonymity.

3. Work that has previously won an award in another competition or that has been announced as the winner of an award.

4. Work design that is the same as or similar to work already published.

5. Work that infringes on copyright, industrial property right or other right of other work.

6. Work submitted to final review but banned from exhibition or posting in publications on the Internet, etc.

#### **[15 ] For Further Information on the Application Process:**

Secretariat for the International Design Competition 2008 by letter, e-mail. No telephone inquiries.

Fax: +81-6-6346-2615

E-mail: [compe2008@jdf-compe.com](mailto:compe2008@jdf-compe.com)

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