

## DESIGN COMPETITION

### “UK Design for the Revitalization of Ibaraki”

“UK Design for the Revitalization of Ibaraki” is a design competition event organized by Joyo Bank Ltd., and Mito City in Ibaraki Prefecture, supported by the British Council in Japan. The aim of this competition is to offer a platform for UK students to create designs for specific products of companies located in Ibaraki, Japan.

For many years now, many local businesses throughout Japan have been struggling to stay afloat under challenging economic circumstances. This project was developed to help revitalize small and medium size companies in Mito City, Ibaraki prefecture and raise their competitiveness in what is one of the toughest consumable goods markets in the world.

#### **Project objectives**

- 1) The competition aims to create designs for specific products made by companies located in Mito City, Ibaraki prefecture, Japan. The winning design, which will be applied to a variety of packaging, will revamp the outmoded visual identity of certain products and boost their competitiveness.
- 2) The winning design will be used in actual products sold in Japan. reproducibility/manufacturability should be taken into consideration in both the design and choice of materials.

#### **Eligibility**

- 1) Participation is open to students currently enrolled in UK higher education institutions.
- 2) The winner should be able to visit Japan at an agreed date in July and/or August in 2017 and conform to all the requirements by the organizers. Please see the section “Awards” for details.
- 3) Individual or collective authorship for group projects are admitted, provided that all authors meet the conditions stipulated in this document.

Note: Group project submissions should appoint a representative as only one individual is eligible to receive the award.

- 4) Each participating individual or group may submit a maximum of three entries. Designs should be complete and ready to market.

#### **Application Procedure**

**Deadline: 18:00 JST, April 2 2017**

#### **Step 1:**

Complete the online application form at: <https://pro.form-mailer.jp/fms/2fc8d3e6115240>

**Step 2:**

Submit the following to **Keizo Kamikawa** of Joyo Bank at: [kamikawa.keizo\\_J01@joyobank.co.jp](mailto:kamikawa.keizo_J01@joyobank.co.jp)

- 1) Description of the concept behind the artwork (maximum 500 words).
- 2) Artwork: A maximum of 10 design sheets should be submitted in the following digital formats only: JPG, TIF, PNG. They should be of ready-for-print quality.

Guidance

- a. The existing products come in small tins as indicated in the Creative Brief. Please note, however, that participants are free to choose any materials for the containers.
- b. The company name “Makinohara” should appear in the design. There are no specifications regarding fonts, size, boldness, upper or lowercase letters, colour, and so on.
- c. The existing products do not sell well. Ultimately, the new design should be a dramatic change from the current design and should be tailored to the product while avoiding the fixed concepts of “instant Japanese tea” or of “quick drink”. It should be something that has never been seen before, a design that sells. Makinohara is a small, regional Japanese company suffering decreasing sales. Your design could help save them.
- e. The submitted proposal must be the designer’s original work

**Enquiries**

All enquiries should be sent by e-mail to **Keizo Kamikawa** at: [kamikawa.keizo\\_J01@joyobank.co.jp](mailto:kamikawa.keizo_J01@joyobank.co.jp)

**Evaluation criteria**

- 1) Creativity of the concept
- 2) Innovative and superior design
- 3) Adaptability to different product formats

**Selection panel**

The selection panel will consist of board members of Makinohara Co., Ltd.

Joyo Bank Ltd. reserves the right to replace members of the selection panel should any unforeseen circumstances arise.

### **Awards**

- The winning designer's signature and the name of his/her UK higher education institution will appear on the label of the final product.
- The winning design will be launched in Japan but may be rolled out to other markets globally
- A trip to Japan for approximately seven days including a stay with a host family in Ibaraki Prefecture, provided by Joyo Bank Ltd. A round-trip airline ticket between London Heathrow Airport UK and Narita International Airport Japan, and meals prepared by the host family are included. Insurance, personal field trips and other expenses are not included.
- Please note:

The right to the awards shall terminate automatically, definitively, and without delay, in the case of the following situations:

- a) Any irregularity regarding the award-winning participant or his/her application
- b) Evidence of plagiarism or if the submitted project has been created by someone other than those people registered as members of the winning team.

### **Intellectual property rights**

- 1) The participants agree to the exhibition and/or publication of the projects submitted, either in part or in their entirety.
- 2) The participants agree to award Makinohara Co., Ltd, hereafter the Company, the rights to use the submitted projects and all their parts for any promotion or for any commercial and non-commercial purposes.
- 3) By submitting an application, the competition winner grants the Company the exclusive, unlimited, royalty-free, license of the project and the right to publish it in all media now known or hereafter discovered, and to publicly display all works for an unlimited period globally, with no further fees payable to the designer.

The competition winner must hand all rights related to the award-winning design to the Company free of charge. The Company reserves the right to use the design in Japan and abroad, in all aspects of corporate activities.

- 4) The Company has the right to apply minor changes or amendments without damaging the integrity of the project. Such changes include but are not limited to reframing, text editing/translation, colour amendment, amendments to the background.
- 5) The participant renounces any rights he/she may claim, namely to the use of his/her project to publish or issue press releases or make public any information relating to the works, without the prior written consent from the Company. Exceptions will be granted for the inclusion of the project in his/her professional portfolio, and legal obligations to respond to orders issued by a judicial or administrative authority.

- 6) Upon the Company's request, participants are expected to provide any necessary material required for proper presentation and execution of their proposal.
- 7) The participant warrants that the copyright or any other rights do not infringe the rights of others and, consequently, he/she takes responsibility for any damages that may be required by the Company for infringement of third party rights.
- 8) By receiving the prize, even only one of six, the winner renounces all further rights.
- 9) All the projects submitted under this competition are considered to be work made upon demand, under the, and for the purposes of the Japanese Copyright Code and its Related Rights.
- 10) The Company is free to use all of the works submitted.

#### **Privacy policy**

This privacy policy applies to all competition participants.

We will neither sell nor trade your personal information (such as names or e-mail addresses) nor will we infringe your personal rights in any way. By registering for the competition, you agree to disclose your personal information. This personal information will only be collected, processed and used for the purpose of organizing the competition or informing you about the project.

The competition organizer will not use entrants' contact details for other private or commercial purposes, including but not limited to, unrequested and uninvited advertising by e-mail.

As a condition of entering the competition, each participant gives consent for the Company, Joyo Bank, Ltd. and British Council Japan to obtain and deliver his or her name, address and other information to third parties for the purpose of administering and organizing the competition and to comply with applicable laws, regulations and rules.

#### **Regulations, changes to dates and deadlines**

Presentation of any project proposal expresses acceptance by the participant of the terms and conditions stipulated herein. The deadlines and dates set out in this project brief may be amended by the Company, Joyo Bank, Ltd. and British Council Japan. Any change will be publicized via the Joyo Bank website <http://www.joyobank.co.jp/eng/>. Please note that the competition organizers reserve the right to cancel the competition should any unavoidable circumstances arise.