

Call for Entry to 55th Korea Design Exhibition Award

[Invitation & Recommendation]

In accordance with Article 5 of the Industrial Design Promotion Act and Article 8 of the Enforcement Decree thereof, the 55th Korea Design Exhibition Award will take place as follows:

January 2020
President, Korea Institute of Design Promotion

The Korea Design Exhibition Award, launched in 1966, celebrates its 55th anniversary this year. Recognized as the most prestigious design award in South Korea, it is hosted by the Ministry of Trade, Industry and Energy and jointly organized by Korea Institute of Design Promotion (KIDP) and Korea Federation of Design Associations. This year, it will incorporate the Design Competition for Youth, which has been held separately since 1994.

The Award is organized into three sections: Invitation and Recommendation, aimed at enhancing South Korea's standards and competitiveness of design and promoting the professional status and pride of mid-career designers; Adults and University Students, aimed at discovering competent designers and nurturing next-generation designers who will lead the future of design; and Youth (K-12), aimed at promoting awareness of the importance of design among youth and discovering and fostering young creative talent.

We would like to request the interest and participation of leading designers and students in the 55th Korea Design Exhibition Award.

Invitation and Recommendation

A. Call for Entry

Qualifications

Invited or recommended designers

※ Creations solely designed by entrants during the past year

Entry Fees

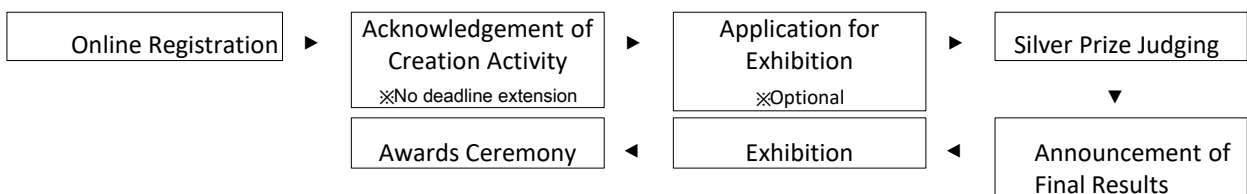
Free of charge

※ After online registration, physical entry submission and exhibition is an option only for those who want to compete for the Minister of Trade, Industry and Energy Prize.

※ Silver Prize winners will be selected among the applicants for exhibition.

B. Schedule

Steps



Online Registration	May 1 (Fri.) – July 31 (Fri.)	Creation activity of the year acknowledged simply through online registration
Entry Submission	September 7 (Mon.) – September 11 (Fri.)	B1, Korea Design Center
Silver Prize Judging	During September	Announcement of Prize Winners: September 25 (Fri.)
Exhibition (Application after Entry Submission period not accepted)	October 7 (Wed.) – 11 (Sun.)	DK Festival 2020 (COEX)
Awards Ceremony	October 11 (Sun.)	DK Festival 2020 (COEX)
Moving Out (All exhibits discarded after the period)	October 11 (Sun.)	DK Festival 2020 (COEX)

*The above schedule is subject to change depending on operational circumstances.

C. Disciplines: 7 in Total

1. Product Design	
• Electrical & Electronic Equipment Design	Home appliances, mobile communications equipment and supplies, etc.
• Industrial Machine & Tool Design	Industrial equipment, controllers, processing machines, etc.
• Living Design	Toys, sports and leisure/sanitary/household goods, stationery, musical instruments, kitchenware, office supplies, health/medical devices, construction equipment/supplies, etc.
• Style Design	Beauty products, glasses, hats, watches, shoes, bags, etc.
• Furniture Design	Home furniture, office furniture, kitchen furniture, medical furniture, etc.
• Automotive & Transportation	Cars, yachts, ships, trains, aircraft, spaceships, bikes, drones, etc.
2. Visual Communication Design	
• Communication Design	Books, newspapers/magazines, prints, advertisements, infographics, colors, signs, etc.
• Packaging Design	POP, packaging, labels, shopping bags, boxes, containers, package structures, etc.
• Brand Design	Identity, trademarks, etc.
3. Digital Media/Content Design	
• Contents Design	Videos (broadcast, advertisement, movie), animations, characters, photos, typography, icons, emoticons, illustrations, webtoons, etc.
• Digital Media Design	Websites, applications (app), kiosks, etc.
• Game Design	Online/mobile games, VR/AR/MR games, etc.
• Interaction Design	UI/UX, human interaction, HCI, etc.
4. Space/Environmental Design	
• Interior Design	Interiors, interior decorations, art decorations, lighting design, etc.
• Exhibition & Scenic Design	Exhibitions, stages, event design, etc.
• Environmental Design	Environmental design, public design, landscaping and leisure design, space design, public facilities, urbanscape design
5. Fashion/Textile Design	
• Fashion Design	Menswear, womenswear, childrenswear, fur, traditional clothing, sportswear, innerwear, etc.
• Textile Design	Interiors, woven fabrics, knitted fabrics, printing, fabric crafts, etc.
• Jewelry & Accessories Design	Jewelry, fashion accessories, etc.
6. Service Design	
• Service Design	Health care, leisure services, education services, etc.
• Community Design	Community services, public administration services, etc.
• Entertainment Design	Entertainment design, etc.
7. Craft Design	
• Metal Craft Design	Metal crafts
• Ceramic Craft Design	Ceramic crafts
• Fabric Craft Design	Fabric crafts
• Wood Craft Design	Wood crafts
• Other Craft Design	Lacquerware crafts, stone crafts, glass crafts, leather crafts, paper crafts, wood crafts, etc.

D. Submission Method

Step 1: Online Registration (required)

Image panel upload: Up to 5 images (1 main image, 4 auxiliary images)

Submitted images will be displayed online on the exhibition website the day immediately following the day of registration.

- Registration Period

May 1 (Fri.) – July 31 (Fri.), 2020, by 18:00

- Information Provision

The designer's information will be provided to judges and for catalog and online exhibition.

Therefore, the correct information (entry name, entry description, designer name, affiliation, position, contact information, address, etc.) must be entered.

※ The information entered cannot be revised (such as address change due to moving) after the registration deadline. Please keep this in mind when entering the required information.

- Image Size

1,000 pixels on the longer side, either height or width

※ Cataloging image (separate request to be made via email): 300 x 300mm

- Image Specification

Up to 3MB, JPG, RGB file

※ Cataloging image (separate request to be made via email): CMYK, 300dpi

- Image Recommendations

Use only product photos or digitally rendered images.

Image composition such as background is allowed.

Configure and express freely without limit.

- Digital Content

Videos cannot exceed 3 minutes. / Up to 50MB, MP4, 3-minute or shorter playback time

※ Submitted videos cannot be longer than 3 minutes.

※ Videos should be submitted as MP4 files for judging and exhibition. With a URL, the second judging and exhibition is impossible.

- Entry Description

Entry descriptions should be written in both Korean and English to help judges and viewers understand the entry during the judging and online exhibition.

※ Entry name in English required

Step 2: Physical Submission and Moving Out (optional)

The designer's **creation activity of the year can be acknowledged simply through online registration.**

Physical entries submitted will be utilized for Silver Prize winner judging and offline exhibition.

※ After the deadline, no entry registration or modification will be accepted.

- Submission Period

September 7 (Mon.) – September 11 (Fri.), 2020, 10:00 - 18:00

- Place of Submission

B1 Exhibition Hall, Korea Design Center, 322 Yanghyeon-ro, Bundang-gu, Seongnam-si, Gyeonggi-do (PoC of Korea Design Exhibition Award), TEL: 031-780-2165

※ Entry submission in person or by mail is accepted. The deadline indicates when physical materials must arrive at the Center, and any damage or destruction of materials caused by or resulting from mailing shall be the entrant's responsibility.

- Foam Board Work Submission (optional)

Guideline: Submit 1 sheet of A1 (594 x 841mm or 841 x 594mm) attached on 5T white foam board

Include a description and images that help grasp the design concept and designer's intent.

※ Acrylic panels, hardboard paper, wooden panels, picture frames, etc., other than foam boards will not be accepted for submission and exhibition

※ Cases such as picture frames are not allowed for use.

- Model Work Submission (optional)

Size: 180cm or less in width, height and depth each

※ For any entry that may be damaged or lost, auxiliary devices (such as a transparent case) must be installed by the entrant.

- Moving Out

October 11 (Sun.), 2020, 15:00 - 16:00 (tentative) (Exhibition Hall C at COEX, after the Awards Ceremony)

※ Please adhere to the schedule as all of exhibits will be discarded after the Moving Out period.

◆◆ Notes on Entries ◆◆

1. No personal information of the entrant (name, affiliation, etc.) shall be described on the front side of any entry. However, be sure to provide the online **registration number (e.g. 18HM0001)**, **entry discipline**, **entry name**, **entrant name**, **affiliation**, and **contact information** on the back side of the entry (foam board).
2. Even if a physical entry is not submitted after online registration, the designer's creation activity of the year will be acknowledged while he or she will be excluded from the prize winner judging process.
 - ※ The **host and/or organizing institution(s)** shall not be liable for any damages or loss related to the entries that are not removed during the designated Moving Out period.
 - ※ Presentation boards made of foam board are not subject to Moving Out.
3. All entries except **online exhibits** must be removed during the designated Moving Out period, and KIDP shall not be held liable for any loss, theft, damage or destruction for an entry not removed within the designated period. All of the entries that are not removed by the deadline will be donated and/or discarded.
 - ※ When an entry is selected for exhibition, the entrant must cooperate with KIDP for subsequent procedures, including but not limited to exhibition, transportation, and removal.
4. As entries can be damaged, destroyed, or lost during postal transit, removing them by mail is not possible.
 - ※ If removing them within the designated period is impossible due to unavoidable circumstances, be sure to contact the person in charge of the matter.
5. For any entries that may be lost, damaged, or destroyed, entrants must prepare safety equipment, and KIDP shall not be held liable for any loss, damages or destruction of entries during the exhibition, installation or removal, or judging process.
 - ※ As the public exhibition is held after the judgment step, entrants must prepare and take measures against theft, damage or destruction, and KIDP shall not be held liable for any theft or damages of entries during the exhibition.
 - ※ Expensive, valuable, perishable, and deteriorating items (such as food) are not accepted for registration.

E. Judging

Composition of Judges

Korean and foreign experts in each design discipline

Steps

Judging to select two prize winners in total

Selecting 1 Invited Design Silver Prize winning entry / 1 Recommended Silver Prize winning entry

Criteria

Innovation-Oriented, Business Impact, Social Value, Future Vision

F. Awards Ceremony

Date and Venue

Time/Date: October 11 (Sun.), 2020, 13:00 – 15:00 (tentative)

Venue: Hall C, COEX

- ※ Winners should arrive 30 minutes prior to the scheduled ceremony to rehearse and prepare.
- ※ Winners' families and friends can attend the ceremony.
- ※ Entries must be removed immediately after the ceremony (15:00 - 16:00).
- ※ The above schedule is subject to change depending on operational circumstances.

G. Details of Awards

Award-winning invited and recommended designers this year will receive a prize certificate, prize money, and a compilation of award-winning works (to be published in January next year) as a package.

Prize Details

Classification	Qty	Detail	Prize
Invited Designer	1 (each)	KRW 1 mil. (each)	Silver Prize
Recommended Designer			

- ※ Prize details and quantities are subject to change at the discretion of the organizations issuing prize certificates.
- ※ One prize certificate will be issued per entry.

Qualifications for Appointment

Recommended Designers

Grand Prize winners

Three-time winners of Bronze Prize or above

Winners of Special Prize or above for three years in a row

Five-time winners of Special Prize or above

10-time winners of Winner Prize or above

Invited Designers

Those who have submitted entries

at least 10 times as a recommended designer

H. Regulations on Intellectual Property Rights Protection

- (1) If found to have plagiarized someone else's creative work, his/her creation activity shall be canceled and revoked, and disciplinary measures shall be imposed such as restrictions on entry for three years pursuant to the "Guidelines for Reconsideration of Plagiarism in Competition".
- (2) If any work is not properly cited, plagiarized, copied, or created by any other person(s) than the entrant, a previously award-winning work is submitted without the approval, consent, or permission of the intellectual property rights holder or without the ownership of the intellectual property rights of the work, or the guidelines set by the competent authorities of the competition are not complied with, the submission and/or award-winning of the entry shall be canceled and revoked.
- (3) Resolving or settling any disputes arising in connection with or in any way related to intellectual property rights (design right, copyright, etc.) of the submitted work shall be the responsibility of the entrant.

I. Regulations on Submission and Moving Out

- (1) Entrants will be notified of major matters and issues related to the exhibition via the phone number or email address provided during online registration, and therefore, be sure to provide valid contact information.
 - ※ KIDP will not be held liable for any disadvantages caused by or resulting from missing contact information.
- (2) Online registration or physical entry submission after the deadline will not be accepted even if a delay, waiting time, error, and/or system failure occurs due to overload or large crowds. Therefore, it is recommended to register and physically submit your entries before the deadline days.
- (3) All entries except online exhibits must be removed within the designated Moving Out period, and KIDP shall not be held liable for any loss, theft, damages or destruction of the entries that are not removed by the deadline. All entries not removed by the deadline will be donated and/or discarded.
 - ※ When an entry is selected for exhibition, the entrant must cooperate with KIDP for subsequent procedures, including but not limited to exhibition, transportation, and removal.
- (4) For any entries that may be lost, stolen, damaged, or destroyed, entrants must prepare and provide safety equipment, and KIDP shall not be held liable for any loss, theft, damages or destruction of such entries.
 - ※ However, expensive, valuable, perishable, and deteriorating items (such as food) are not accepted for registration.
- (5) All matters and issues related to the event are posted and disclosed on the website.

Contact Info

PoC of Korea Design Exhibition Award (Invitation & Recommendation)

Korea Design Center, 322 Yanghyeon-ro, Bundang-gu, Seongnam-si, Gyeonggi-do

TEL 031-780-2165

EMAIL kde@kidp.or.kr

WEBSITE <http://award.kidp.or.kr>