Call for Entry to 55th Korea Design Exhibition Award
(Adults & University Students)

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.
Adults & University Students

A. Call for Entry

Any designs in 2D or 3D images and videos that fall into one of the seven disciplines of the competition and will neither be released into markets nor produced for sale as of the end of the year (Dec. 31, 2020).

Qualifications
※ Any individuals who are (1) or (2) below

(1) Any individuals regardless of nationality

(2) Adults: As an individual work (up to 5 persons per entry)
   University Students: As an individual work (up to 5 persons per entry)
   ※ University students may submit an entry (only those who can provide a certificate of enrollment).
   ※ The entrant’s participation rate in the relevant work must be at least 20%, and entrant information cannot be revised after judgment.

Adult Division
As an individual work (up to 5 persons per entry)

Entry Fees
KRW 50,000
※ The fee is charged per entry.

Student Division
As an individual work (up to 5 persons per entry)
※ University students may submit an entry.
※ Students enrolled or on a leave of absence are qualified for this division, only evidence issued within 6 months will be accepted, and any prize certificate will be issued under the Student Division.

Entry Fees
KRW 30,000
※ Evidence of student enrollment is required.
※ The fee is charged per entry.

Common Rules
※ One prize certificate will be issued per entry.
   - 1-2 persons: All participant names to be described on the prize certificate (e.g., Hong Gil-dong, Go Gil-dong)
   - 3-5 persons: Only one representative entrant’s name to be described on the prize certificate (e.g., Hong Gil-dong and four others)
* However, it is possible to issue the confirmation of participation and award-winning for all participants of an entry.

B. Schedule

Steps

Online Registration ▶ 1st Round Judging ▶ Announcement of Finalists for Winner and Above ▶ Physical Submission (Finalist for Winner and Above)

Awards Ceremony ▶ Exhibition (Bronze Prize or Above) ▶ Announcement of Final Prize Winners ▶ 2nd Round Judging
Online Registration  May 1 (Fri.) – July 31 (Fri.)  http://award.kidp.or.kr

1st Round Judging (online)  During August  Announcement of Results: August 28 (Fri.) ※ Finalists for Winner and above

Entry Submission  September 7 (Mon.) – September 11 (Fri.)  B1, Korea Design Center  ※ Finalists for Winner and above only

2nd Round Judging  During September  Announcement of Results: September 25 (Fri.)  ※ Confirming the place of winners

1st Round Moving Out  End of September  ※ Special Prize and Winner awardees only  ※ Relevant entries to be discarded after Moving Out period

Exhibition  October 7 (Wed.) – 11 (Sun.)  DK Festival 2020 (COEX)

Awards Ceremony  October 11 (Sun.)  DK Festival 2020 (COEX)

2nd Round Moving Out  October 11 (Sun.)  ※ Final winners of Bronze Prize and above  ※ All entries to be discarded after Moving Out period

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

C. Disciplines: 7 in Total

| 1. Product Design | Home appliances, mobile communications equipment and supplies, etc. |
| Educational & Electronic Equipment Design | Industrial equipment, controllers, processing machines, etc. |
| Industrial Machine & Tool Design | Toys, sports and leisure/sanitary/household goods, stationery, musical instruments, kitchenware, office supplies, health/medical devices, construction equipment/supplies, etc. |
| Living Design | Beauty products, glasses, hats, watches, shoes, bags, etc. |
| Style Design | Home furniture, office furniture, kitchen furniture, medical furniture, etc. |
| Furniture Design | Cars, yachts, ships, trains, aircraft, spaceships, bikes, drones, etc. |
| Automotive & Transportation Design |

| 2. Visual Communication Design | Books, newspapers/magazines, prints, advertisements, infographics, colors, signs, etc. |
| Communication Design | POP, packaging, labels, shopping bags, boxes, containers, package structures, etc. |
| Packaging Design | Identity, trademarks, etc. |
| Brand Design |

| 3. Digital Media/Content Design | Videos (broadcast, advertisement, movie), animations, characters, photos, typography, icons, emoticons, illustrations, webtoons, etc. |
| Contents Design | Websites, applications (app), kiosks, etc. |
| Digital Media Design | Online/mobile games, VR/AR/MR games, etc. |
| Game Design | UI/UX, human interaction, HCI, etc. |
| Interaction Design |

| 4. Space/Environmental Design | Interiors, interior decorations, art decorations, lighting design, etc. |
| Interior Design | Exhibitions, stages, event design, etc. |
| Exhibition & Scenic Design | Environmental design, public design, landscaping and leisure design, space design, public facilities, urban design |
| Environmental Design |

| 5. Fashion/Textile Design | Menswear, womenswear, childrenswear, fur, traditional clothing, sportswear, innerwear, etc. |
| Fashion Design | Interiors, woven fabrics, knitted fabrics, printing, fabric crafts, etc. |
| Textile Design | Jewelry, fashion accessories, etc. |
| Jewelry & Accessories Design |

| 6. Service Design | Health care, leisure services, education services, etc. |
| Service Design | Community services, public administration services, etc. |
| Community Design | Entertainment design, etc. |
| Entertainment Design |

| 7. Craft Design | Metal crafts |
| Metal Craft Design | Ceramic crafts |
| Ceramic Craft Design | Fabric crafts |
| Fabric Craft Design | Wood crafts |
| Wood Craft Design | Lacquerware crafts, stone crafts, glass crafts, leather crafts, paper crafts, wood crafts, etc. |
| Other Craft Design |

※ Relevant entries to be discarded after Moving Out period.
D. Submission Method

Step 1: Online Registration

Image panel upload: Up to 5 images (1 main image, 4 auxiliary images)
The submitted images will be used for the First Round of Judging to select the finalists of Winner and above, and the images cannot be modified after the submission period.

※ Any errors in the participating designer or other information are the responsibility of the entrants, and the information entered cannot be revised after the registration period. Therefore, please carefully check the information entered when registering online.

- 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.
Step 2: Entry Submission and Moving Out

This is a step for the finalists for the second-round of competition, and their physical entries are used for judging and exhibition.

※ Only the finalists for Winner and above from the First Round of Judging need to submit their entries.

- 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 (required)
  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 form boards will not be accepted.
  ※ Model work can be removed after submission, but 5T foam boards cannot be removed.

- 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, and KIDP shall not be held liable for any loss, damages or destruction of such entries.
  ※ Model work can be removed after submission.

- Entry Moving Out
  Winners of Special Prize and Winner : End of September 2020 (tentative) / B1, Korea Design Center
  Winners of Bronze Prize and above: October 11, 2020 (Sun.), 15:00 - 16:00 (tentative) (COEX exhibition hall, after the Awards Ceremony)

◆◆ 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. All entries except 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.

3. 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.

4. 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

1st Round (Online)
Confirming finalists for Winner and above

2nd Round (with panel and model)
Grand Prize, Gold Prize, Silver Prize, Bronze Prize,
Special Prize, Winner

Criteria

<table>
<thead>
<tr>
<th>Discipline</th>
<th>1st Round</th>
<th>2nd Round (Prize Winner)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Design</td>
<td>Aesthetics, Original, Easy to Use, Feasible, Fit for Purpose</td>
<td></td>
</tr>
<tr>
<td>Visual Communication Design</td>
<td>Aesthetic, Original, Easy to Use, Fit for Purpose, Effective in Communication</td>
<td>Innovation-oriented</td>
</tr>
<tr>
<td>Media/Content Design</td>
<td>Aesthetic, Original, Easy to Use, Interactive, Effective in Communication</td>
<td>Social Impact</td>
</tr>
<tr>
<td>Space/Environmental Design</td>
<td>Aesthetic, Original, Easy to Use, Fit for Purpose, Eco-friendly</td>
<td>Social Value</td>
</tr>
<tr>
<td>Fashion/Textile Design</td>
<td>Aesthetic, Original, Easy to Use, Feasible, purposiveness</td>
<td>Future Vision</td>
</tr>
<tr>
<td>Service Design</td>
<td>Aesthetic, Original, Easy to Use, Effective in Communication, Eco-friendly</td>
<td></td>
</tr>
<tr>
<td>Craft Design</td>
<td>Aesthetic, Original, Easy to Use, Feasible, Fit for Purpose</td>
<td></td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Classification</th>
<th>Qty</th>
<th>Details</th>
<th>Prize</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Prize</td>
<td>1</td>
<td>KRW 10 mil.</td>
<td>President Prize</td>
</tr>
<tr>
<td>Gold Prize</td>
<td>2</td>
<td>KRW 3 mil. (each)</td>
<td>Prime Minister Prize</td>
</tr>
<tr>
<td>Silver Prize</td>
<td>16</td>
<td>KRW 1 mil. (each)</td>
<td>Minister Prize</td>
</tr>
<tr>
<td>Bronze Prize</td>
<td>2</td>
<td>KRW 1 mil. (each)</td>
<td>Minister Prize (Invitation/Recommendation)</td>
</tr>
<tr>
<td>Special Prize</td>
<td>20</td>
<td>KRW 0.5 mil. (each)</td>
<td>Head of Sponsor/Organizer Prize</td>
</tr>
<tr>
<td>Winner</td>
<td>About 5% entries</td>
<td>Prize Certificate</td>
<td>Head of Co-organizer Prize</td>
</tr>
<tr>
<td></td>
<td>About 10% entries</td>
<td>Prize Certificate</td>
<td>Head of Co-organizer Prize</td>
</tr>
</tbody>
</table>

※ 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.
H. Benefits of Prize Winners

Prize winners will be entitled to the winner services. These include a package of the prize certificate, prize money, the right to use the Award logo, and a collection of prize-winning works (to be published in January next year), as well as various benefits such as appointment as invited and recommended designers certified by the government, online and offline exhibition, and support for entrepreneurship and commercialization. There may also be opportunities to showcase their creative works and promote business feasibility through interviews with media outlets, broadcasting companies, and online channels.

Right to Use Logo
A label certifying the prize-winning status at this competition will be provided that can be attached to creative works.

Online and Offline Exhibition
All prize-winning entries will be displayed online through the exhibition website, and winners of the Bronze Prize or above will have an excellent opportunity to showcase their design to the world through offline exhibition.

Intellectual Property Rights
In order to protect the design rights of all winners of Winner or above, the application for design patents through professional patent attorneys will be supported free of charge (during the separate application period).
※ Even after the award-winning, entrants still hold the intellectual property rights of their entries. (However, the right to use image content of the entries and publish catalogs are reserved by the organizer.)

Link with Business Opportunities
Winners of the Bronze Prize or above will have the opportunity to exhibit their works at DK Festival, the largest business design fair in Asia, thus helping them find business opportunities and generate secondary results.

Team of the Year
Credit points will be given to prize-winning entries of Winner and above, and the teams that earn the highest scores (1 company, 1 school) will be awarded “Team of the Year”, the best group award of the year.
※ In order to provide such benefits to different groups, the groups that have received an award three times in a row or more will be excluded from the award-winner lists.

Invited and Recommended Designer System
As a designer system certified by the government, the Minister of Trade, Industry and Energy appoints invited and recommended designers pursuant to the following qualification rules.

<table>
<thead>
<tr>
<th>Recommended Designers</th>
<th>Invited Designers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Prize winners</td>
<td>Those who have submitted entries</td>
</tr>
<tr>
<td>Three-time winners of Bronze Prize or above</td>
<td>at least 10 times as a recommended designer</td>
</tr>
<tr>
<td>Winners of Special Prize or above for three years in a row</td>
<td></td>
</tr>
<tr>
<td>Five-time winners of Special Prize or above</td>
<td></td>
</tr>
<tr>
<td>10-time winners of Winner Prize or above</td>
<td></td>
</tr>
</tbody>
</table>

※ The system applies only to prize winners as an individual work from the Adult and Student Divisions, not corporate winners that submit entries as a group work.
I. 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.

J. 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) There is no limit to the number of entries per individual, so multiple entries per person are accepted.

(6) Entries previously submitted to other competitions, including award-winning works, can be submitted to this competition.

(7) All matters and issues related to the event are posted and disclosed on the website.

Contact Info

PoC of Korea Design Exhibition Award (Adults & University Students)
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