

Incheon International Design Fair 2008(Competition)

- Guidelines for Overseas Applicant -



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March 2008

Incheon Metropolitan City, the Host city of 『Asian Games 2014』 and 『World City EXPO 2009 Incheon, Korea』 invites designers around the world to participate in the 『**Incheon International Design Competition**』 as a part of the 『Incheon International Design Fair 2008』 .

Incheon International Design Competition targets previously unpublished new design Works and is divided into two Sections, and is open to any designers around the world.

Internationally renowned and authoritative designers will participate as the Judges of the Competition. A prize pool totaling more than KRW 61 million as well as extra prize money contributed by various corporations will be awarded to talented designers, and a mock-up production funds of KRW 32 million will be provided. Encouraging your creative spirit is Incheon's way of transforming itself into the center of the design community 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 21st century.

Ahn, Sang - Soo

Mayor

Incheon Metropolitan City

The Republic of Korea

1. Participating Organizations

- **Host** : Incheon Metropolitan City, the Republic of Korea
- **Organizer** : Incheon Business Support Center
- **Supporters** : the Ministry of Knowledge Economy, Korea Institute of Design Promotion, Korea Federation of Design Association, International Design Trend Center (Scheduled)

2. Submission Schedule

- Competition will be divided into Sections of Primary Submission, Screening, and Final Submission, Screening.
- **Primary Submission**
 - Subject : Product, Package, and Environment Design Field
 - Period : Mon, June 2, 2008 ~ Friday July 4, 2008 by 18:00 (KST)
 - Announcement : Thu, July 17, 2008 KST, (www.indef.org)
- **Final Submission**
 - a. Works selected for Special Selection Prize or Above as a result of the Primary Submission**
 - Period : Fri, July 18, 2008 ~ Fri, August 8 by 18:00 (KST)
 - Product and Package Design Field : Mock-up Specifications
(Mock-up produced by Host and Organizer)
 - Environment Design Field : Simulated Movie File
 - Announcement : Thu, October 2, 2008 KST (www.indef.org)
 - b. Visual and Multi-media Contents Design**
 - Period : Mon, August 18, 2008 ~ Fri, September 19, by 18:00 (KST)
 - Announcement : Thu, October 2, 2008 KST, (www.indef.org)
- **Opening and Awards Ceremony** : Fri, October 31, 2008 by 14:00 (KST), Songdo Convensia (scheduled).
- **Exhibition Period** : For 6 days from Fri, October 31, 2008 to Wed, November 5, 2008, Songdo Convensia (scheduled)

3. Application Fee : None

4. Application Qualifications : General Designers, College Students (Postgraduate Students)

5. Official Languages : Korean and English

6. Submission Section

1) Free Section

- **Product, Package, and Environment Design Field** : Primary Submission
- **Visual and Multi-media Contents Design Field** : Final Submission

2) Business Section

- Designs requested by businesses, governmental institutes, and associations in the Incheon area.
- Submission Fields and procedures are identical with those for Free Section Submission.

※ Information on the designs desired by applicable company will be posted on the homepage.

7. Exhibited Works

- **Application Form** : It can be downloaded from the homepage.
- **Submission of Works**
 - **Mandatory Materials** : Application Form, Work Image, Applicant Photo and Work Summary
 - **Primary Submission**
 - Product / Environmental / Package Design : Mandatory Materials and Works Description
 - **Final Submission**
 - Mock-up Specifications : Blueprints that can be used to make a mock-up work, Specifications (color, material, surface detail, printing method, assembly method, etc.), manual, and display method in computer file form or document.
 - ※ The Blueprint and Specifications must be clear enough to allow production by a third person. Designs that cannot be produced by a third person due to obscurity in the blueprint and specification will be processed as a Selection Prize.
 - Simulated Movie File : Automatically operated data, Moving Picture played back by Windows Media Player Ver. 9 or completed data in flash form
 - Visual Design : Mandatory Materials
 - Multimedia Contents Design : Mandatory Materials and Automatically operated data, Moving Picture played back by Windows Media Player Ver. 9 or completed data in flash form
- **Preparation of data of Mandatory Materials**
 - **General Requirement** : Only Korean, English, Arabic numerals, and the metric system should be used.
 - **Application Form** : Download from the homepage and complete
 - ※ When submitting as a group, make sure to denote Main Designer and Sub Designer.
 - **Work Image** : 594×841mm/200~300dpi/1 copy (no Vertical / Horizontal restriction)
 - **Applicant photo** : 30×40mm/200~300dpi
 - **Work Summary** : Download from the homepage and complete
 - **Data Size** : Less than 20MB per work
 - **Data Format** : Data should be submitted in jpg, psd, ai, pdf or doc form or as a zip file of one of the aforementioned formats
 - ※ The Host and Organer will not be held responsible for problems which are caused by not following the above data formatting standards.
- **Work Description** : Two pages or less on A4 paper (No separate form available)
 - ※ To be submitted when necessary

8. Submission Procedure

- **Submission Method** : Online Submission or Postal Submission (only once)
 - **Online Submission** : Upload data online at <http://indef.webhard.co.kr/english/>
 - **Postal Submission** : CD or document with data of the work for submission
 - **Application Form Download** : Go to homepage and click menu named "Data Room"

■ **Uploading Data to the Website**

- Go to <http://indef.webhard.co.kr/english/>
- Login by entering ID (compe) and password (2222)
- Click "Upload_Only" on the left-side menu
- Click "New Folder" on the top-side menu to create country name folder
(If the country folder already exists, click on that folder)
- Click on the country name folder and click "New Folder" to create a folder in the name of the applicant
(When multiple folders in the same name exist, create a new folder by adding "_2" or an appropriate number to the name of the folder)
- ※ When a single designer is submitting multiple designs, the number of the name folder should equal the number of designs to be submitted.
- After clicking the name folder, click "Upload" on the top-side menu
(Install Active X of the activated window for initial connection)
- After finding the file for submission (Application Form, Work Summary, Work Image, Applicant Photo) from the activated window on the right and click "Select"
- After confirming the selected list on the activated window on the left, click "Start" to upload

■ **Guide to Postal Submission**

- **Submission Method** : Send Exhibited Works to Incheon Business Support Center within the Submission Period
- **Address** : The Secretariat of Incheon International Design Fair 2008 (Competition)
Incheon Business Support Center. 15F, Get-Pearl Tower, 7-50 Song-do Dong,
Yeon-su Gu, Incheon Metropolitan City, 406-840 Rep. KOREA

■ **Caution**

- Early submission is recommended as problems with uploading may occur before the closing date due to excessive internet traffic.
- In case of Postal Submission, the mail should arrive by the Submission deadline. Host and Organizer are not responsible for works that were damaged or destroyed during transportation.
- Design Registration is recommended for copyright reasons to prevent any possible issues regarding ownership of the submitted designs during the Competition.
- If the mock-up production blueprint of Product/Package Designs or simulation of Environment Design selected for the Special Selection Prize or above during Primary Screening is not received, such Works will be processed as Selection Prize.
- Information that can be used to identify the applicant such as names should not appear on the work submitted.
- In displaying the works that are awarded with prizes, the Judging Committee has the right to choose the number of works to be displayed, etc.

9. Submission Restrictions

- The following types of design cannot be submitted to the Competition. If any of the following particulars is determined to be applicable to a submitted design even after Submission and Awarding, it would constitute grounds for disqualification, and the Monetary Prize and Awards will be cancelled and recovered.
 - Designs that have already been released in Korea or abroad.

- Plagiarized Designs.
 - Designs that are recognized as harming the public order or morality.
 - Designs that do not abide by the Specifications mentioned in these "Guidelines".
 - Design recognized as infringing upon someone else's Intellectual Property Right
- One applicant can submit a maximum of two designs per Section. Collaboration can only involve 2 designers.
 - ※ If the above figures are exceeded, the volume may be restricted in the order of reception by the Host and Organizer.
 - 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.
 - ※ When works are suspected of plagiarism, the Judging Committee will make a decision on the result of the Screening.

10. Preferential Treatment

- Works submitted for the Business Section can be repeatedly presented with Designated Prizes.
 - ※ In the case of prizes in the Business Section, relevant businesses will grant Monetary Prizes or Extra Prize.

11. Awarded Prizes (the Number of Award Winners, Monetary Prizes, etc. are subject to change depending on circumstances.)

- Total Prizes : The equivalent of KRW 61 million (Designated Prizes) + α (Business Prizes)
- Award Presenter : Mayor of Incheon Metropolitan City.

(Unit : KRW 10,000)

Prize	Designated Prizes		Monetary Prize	Total Prize		Extra Prize
	Free Section	Business Section		No. of Recipients	Monetary Prize	
Grand Prize	1		1,000	1	1,000	Merit Certification and Work Collection Book ※ Financial support of a maximum of KRW 1 million can be provided if the attendance of 1 Main Designer from outside of Korea is desired.
Gold Prize	1	1	500	2	1,000	
Silver Prize	2	2	300	4	1,200	
Bronze Prize	3	3	100	6	600	
Special Prize	5	5	100	10	1,000	Merit Certification and Work Collection Book
Total	23		-	23	4,800	KRW 6,100
Special Selection Prize	Variable		-	-	-	Merit Certification and Work Collection Book
Selection	Variable		-	-	-	Merit Certification and Work Collection Book

- Pursuant to the International Tax Treaties, taxes of the deposit country and transfer fees for foreign currency will be deducted.
- For Business Prizes in the Business Section, Monetary Prizes and Extra Prize will be granted separately by relevant businesses and can be repeatedly presented with Designated Prizes.
- Intellectual Property Right : The Intellectual Property Right of exhibited work belongs to the exhibiting applicant. (Excluding the winning works of Business Prizes)

- the Right of Using Image and the Right of Publication of Work Collection book of all winning works belong to the Host and Organizer.
- Winning Works for Business Prizes for all Intellectual Property Rights of Outcome, Mock-up, Drawing, Design and others belong to the relevant businesses.
- Winners from overseas who are invited to Korea must organize the following ; Passport, Visa etc. which are normally required for entering Rep. Korea.

12. Judging and Awarding of Submitted Works

- **Judges** : The Judging Committee will be composed of experts in the Fields and authorities related to design.
- **Selection Criteria** : Determined by the Judging Committee
 - ※ Guidelines for each submission Field will be strictly applied.
- **Jury names** : The names will be posted on the homepage when the results of the primary and Final Screenings are announced
- **Selection Results Announcement**
 - Announcement of results of Primary Screening : Thu, July 17, 2008 KST, (www.indef.org)
 - Announcement of results of Final Screening : Thu, October 2, 2008 KST, (www.indef.org)
- Opening and Awards Ceremony : Fri, October 31, 2008 by 14:00 (KST),
Incheon Songdo Conventia (scheduled)

13. Exhibition of Submitted Works

- Exhibition Period : Fri, October 31, 2008~Wed, November 5, 2008 for 6 days
- Location : Incheon Songdo Conventia (scheduled)
- Works to be Displayed : Works selected by the Judging Committee and winning Works and other Works chosen by the Host and organizer.

14. Returning of Submitted Works : Not Available

15. Inquiries

- The Secretariat of Design, Economic Policy Division, Incheon Metropolitan City
 - FAX : +82-32-427-9898
- The Secretariat of Incheon International Design Fair 2008
 - Address : Incheon Business Support Center, 15F, Get-Pearl Tower, 7-50 Song-do Dong, Yeon-su Gu, Incheon Metropolitan City 406-840 Rep. KOREA
 - FAX : +82-32-260-0250 (No telephone inquiry accepted)
 - Homepage : <http://www.indef.org>

- Webhard : <http://indef.webhard.co.kr/english/> (ID : compe / PW : 2222)
- E-mail : indeforg@hanmail.net