

MODEL YOUNG PACKAGE 2022

THE MODEL YOUNG PACKAGE DESIGN COMPETITION IS BACK AND SHARPENS SENSES WITH THE THEME FOOD IS...

After a one-year break, the long-awaited 26th edition of the Model Young Package design competition has just started. This year's theme Food Is... concerns all about food packaging. So, we ask, can packaging elevate food to different levels and make it an even greater experience?

Designers from around the world are challenged to create packaging that is sustainable, imaginative and contributes to the quality of life.

The Model Young Package competition, organized by Czechdesign in cooperation with Model Group, is worldwide the largest of its kind, and gives participants a unique opportunity to compare their designs in an international competition. Prizes worth a total of EUR 7.300 await the winners.

FOOD IS...

In our point of view, it is a topic that appeals to everyone. Because food has always been a basic and universal human need. Indeed, food stands for much more than satisfying hunger. Food Is... ritual, art, inspiration. Food Is... pleasure, relaxation, health, joy, passion, love, addiction. Food is part of our everyday lives and the appropriate packaging is able to enhance the experience.

Packaging nowadays no longer just protects an object, but often tells a story that captures people's interest as well as emotions. It might be a story regarding food quality, origin, or a story about a specific food preparation. Packaging possesses the strength to elevate food to a much higher level, packaging entertains, surprises, brings us out of our stereotypes and back to the present. Just like food itself, packaging must meet strict requirements in terms of quality, eco-friendliness, and utility. Model Young Package is ready to see your food packaging design. Are you ready too?

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TERMS OF PARTICIPATION

The international Model Young Package competition is divided into two categories. The first category recalls High Schools and is open for registration to students. The second and Unlimited category is designed for college students and designers without age limit.

Contestants register using the online registration form on <https://bit.ly/myp-2022> and then send their work by post to the organizer Czechdesign.

The deadline for submission is May 11th, 2022.

PRIZES

Participants will receive prizes worth a total of EUR 7.300. Moreover, the ultimate winner will be rewarded with the great opportunity in the form of a three-week honoured internship at an Innovation Centre of Model Group.

Category “High-Schools” - High School & College students

- 1st place EUR 1.500
- 2nd place EUR 600
- 3rd place EUR 500

Category “Unlimited” - Universities & Designers

- 1st place EUR 2.500
- 2nd place EUR 1.200
- 3rd place EUR 1.000

Special prizes:

- Model Group Innovation Centre Award
- Czechdesign Award
- Chairman of the Jury Award

The jury, chaired by the leading Czech packaging designer Jan Činčera, will evaluate the real designs. The results will be announced in September 2022 in Prague followed by an exhibition of the winning designs.

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ABOUT MODEL YOUNG PACKAGE

The Model Young Package competition could not have been founded by a more vocal company than Model Group. The company is one of Europe's largest paper packaging manufacturers and operates several Innovation Centres, where new designs are created by hands of packaging designers. Thanks to its initiative, the competition has been running since 1996. Since 2009 the competition has been organized by Czechdesign, an independent professional organisation in close cooperation with Model Group.

More information can be found at <https://bit.ly/myp-2022>

CONTACTS

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The announcer of the competition is Model Group

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