



Incheon International Design Fair 2006

-Announcement and Guidelines for Submissions from Abroad-

March 2006

Incheon Metropolitan City, a candidate city of Asian Games 2014 and a hub city of Northeast Asia, is inviting designers of the whole world to participate in "Incheon International Design Competition 2006," a major event of Incheon International Design Fair 2006.

Incheon International Design Competition, which is divided into two sections: a free section and a business design section, is open to all designers of the world. World famous and authoritative design participate in the jury of the competition. Prizes totalling KRW 40 million and more will be awarded to talented designers. Encouraging your creative spirits is Incheon's way of transforming itself into a center of design activities in Northeast Asia.

The people of Incheon wish you success and look forward to your active participation in the competition as your fresh and innovative works will open new horizons for Incheon, an emerging design city of the twenty-first 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 Small & Medium Business Support Center
- **Supporters:** the Ministry of Commerce, Industry, and Energy, Korea Institute of Design Promotion, University of Incheon, Incheon Metropolitan City Office of Education, Korea Association of Industrial Designers, Incheon Industrial Design Association, Incheon Design Company Association, International Design Trend Center, etc.

2. Submission Schedule

- **Application form:** available for download from the website of Incheon International Design Fair 2006 (www.indef.org) in April
- **First round submission:** from June 12, 2006 to 18:00, July 7, 2006 (KST)
- **First round review results announcement:** Thursday, July 13, 2006; results posted on the fair website (www.indef.org)
- **Submission of Design Mock-Up:** from Thursday, July 13, 2006 to 18:00, Friday, August 18 (KST)
- **Second round submission:** from Thursday, August 21, 2006 to 18:00, Friday, September 22 (KST)
- **Second round review results announcement:** Thursday, September 28, 2006; results posted on the fair website (www.indef.org)
- **Opening an awarding ceremony:** 14:00, Tuesday, October 17, 2006; International Convention Center, Incheon Multiculture and Arts Center
- **Exhibition Period:** for 10 days from Tuesday, October 17, 2006 to Thursday, October 26, 2006 at Exhibition Hall, Incheon Multiculture and Arts Center

3. **Submission fee:** none

4. **Submission eligibility:** none

5. **Official languages:** Korean and English

6. Submission fields

1) Free section

- **Products design field**

Various types of products design for artifact that can be mass produced to enrich human life

- Consumer products design: home electronic appliances, kitchenware, leisure products, toys, furniture, etc.
- Public/industrial products design: office products, medical devices, communication equipment, measure equipment, service equipment, etc.
- Industrial equipment products design: machine tools, agriculture equipment and mining tools, fisheries tools, textile machinery, etc.
- Transportation vehicles design: automobiles, trains, ships, aircraft, etc.

■ **Environmental design field**

Public and space design to build rational, functional, and comfortable living environment

- Outdoor facilities: automobile related facilities, street furniture, outdoor service facilities in residential areas, parks and resorts, kiosks, public telephone booths, various types of public design for humanity
- Environmental color and works of plastic art: office buildings, public buildings, government and public offices, airports, hospitals, schools, gas stations, houses, supergraphic for religious architecture, floor pattern, banners, playground equipment, etc.
- Space design: indoor design and constituent design for residential space, work space, commercial space, exhibition space, special space, etc.

■ **Visual design field**

Design that can integrate, visualize, and transmit various types of information in the age of mass communication

- Plane surface design: illustration, editorial design (cover and layout of catalogues, pamphlets, books, etc.), calendars, typography and lettering, DM design and diagram, stamps, cards, character (plane) design, etc.
- Visual communication: posters, ads design for newspapers and magazines, TV commercials, etc.
- Semi-three dimensional design: transportation ads, outdoor ads, POP ads, CI/BI, etc.

■ **Package design field**

Packaging design that considers many factors including technical packing method of products, efficient marketing, concepts and functions of recycling & nature conservation, aesthetics, and inducement of consumption.

- Surface design: appropriate expression of various formative elements that stimulate purchase

- Structure design: structural completion of three-dimensional packaging techniques with various types of packaging materials for the protection, the distribution, and usage of products.
- POP design: three dimensional objects that integrate structural design and surface design for effective display of packaged products

■ **Multimedia contents design field**

Design that can enhance efficiency in the transmission of information in the age of multimedia

- Banners and Internet ads, video design, web design, information system design, animation, flash animation, characters, computer graphic, mobile contents, game contents, etc.

2) Business section

- Design that is wanted by businesses in Incheon area
- Submission fields and procedures are identical with those for free section submission
Note: Information on the designs wanted by businesses of Incheon will be posted on the website (www.indef.org) on Thursday, April 20, 2006.

7. Submission Procedure

- **Submission form:** It can be downloaded from the design fair website (www.indef.org)
- **Submission of works**
 - Common submission materials: submission form, an explanatory note on the work, photo or image of the work, photo of the applicant
 - First Round Submission
 - Relevant fields: products/environmental/package design
 - Materials to be submitted: common submission materials and the image of the work (two copies of 594×840 mm size or less than eight copies of 297×420 mm size) uploaded or sent by mail
 - Submission of Mock-Up production specifications
 - Relevant fields: products/environmental/package design works that won special selection prize and up
 - Materials to be submitted: blueprint that can be used to make a Mock-Up work, specifications (color, materials, processing of surface, printing method, assembly method, etc.), display method uploaded to sent by mail

Note:

- The size of the work must be smaller than 1,200 x 1,200 x 1,800 mm

- The blueprint and specifications must be clear enough to allow production by a third person. If the Blueprints and specifications that are unclear so do not allow a third-party manufacturing, that will be received the fine work prize.

- **Second Round Submission**

- Relevant fields: products/environmental/package design (products that were awarded with special selection prize and up in the first round), visual design, multimedia contents

- Materials to be submitted

- a) Products/environmental/package design works that were awarded with special prize and up in the first round of selection

Note: the works will be produced by hosting organizations

- b) Visual design: common submission materials and images of the finished work (two copies of 594×840 mm size or less than eight copies of 297×420 mm size) uploaded or sent by mail

- c) Multimedia contents: common submission materials, the images of the explanatory panel (two copies of 594×840 mm size or less than eight copies of 297×420 mm size) uploaded or sent by mail

Note: The method of making multimedia contents for submission

- Finished data that are run automatically, executable by Windows Media Player Version 7.0, or in the form of Flash panel

- **Submission method: online or by mail (only once)**

- Online submission: upload data at <http://indef.webhard.co.kr>
- Mail submission: CD or printout copy with data of the work being submitted
- Downloading submission form: Resource Center, www.indef.org

- **Guidelines for making data to be submitted**

- Common to all submission: only Korean, English, Arabic numerals, and metric system should be used
- Submission form, a document explaining the work, specifications
 - Submission form to be filled out should be downloaded from the website of the fair
 - The document explaining the work should be less than two pages (A4 size) long and written in either Korean or English
 - Data format: data should be in DOC (*.doc), TXT (*.txt), and PDF (*.pdf) formats or in zipped form of the formats (*.zip)

- Image of the work and blueprint data

- Size (when printed): 594 x 841 mm in the case of the work, 30 x 40 mm in the case of the photo of the applicant
- Resolution: less than 300dpi
- Data format: data should be in EPS (*.eps), JPEG (*.jpg), and PDF (*.pdf) formats or in zipped form of the formats (*.zip)
- Data size: less than 20MB per work

■ Uploading data to the website

- Connect to <http://indef.webhard.co.kr>
- Click "English" on the upper right side of the menu
- Login by entering ID (compe) and password (2222)
- Click "Upload_Only" on the left side of the menu
- Click "New Folder" on the right side of the menu to create country name folder (when the country folder already exists, click the folder)
- Click on the name folder and click "New Folder" to create the folder of the applicant (when the name folder already exists, create a new folder by adding "_2" to the name of the folder)
- Click on the folder of the applicant; then, click menu named "Upload_Select a files"
- Search the files to be uploaded (submission form, explanatory note on the work, work data, photo image file of the applicant); then click "confirm"

■ Mail Submission Guidelines

- Submission method: send materials to Incheon Small & Medium Business Support Center within submission period
- Address: The Person in charge of Incheon International Design Fair 2006
Incheon Small & Medium Business Support Center
15th Floor, Get-Pearl Tower, 7-50, Songdo-dong, Yeonsu-gu, Incheon Metropolitan City
406-130, Korea

■ Caution

- Submission works and materials sent by mail should arrive by the day of the deadline. Hosting organizations are not responsible for works that were damaged or destroyed during transportation.
- Submitted works that receive special selection prize and up in the first round will receive fine work prize if a blueprint for Mock-Up product (specifications) is not submitted.

- Information that can be used to identify the applicant such as the name should not appear on the work submitted.
- The number and size of the work, the type of display stand, etc. do not affect selection.
- In displaying the works that were awarded with prizes, the selection committee has the right to choose the number of works to be displayed, etc.

8. Restriction

- The following types of industrial design works cannot be submitted to the fair:
 - Works that were already released in Korea or abroad
 - Plagiarized works
 - Works that are recognized as harming public order or morality
 - Works that do not abide by the specifications mentioned in this “Guidelines”
- One applicant can submit a maximum of two works per each field. Joint works by two people can be submitted.
- 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.
- In the case of submissions to business section, the works will be categorized into products, environmental, visual, packaging, and multimedia contents fields
 Note: When works are suspected of plagiarism, the selection committee will make decision on whether to award such works.

9. Preferential Treatment

- Works submitted for business section may receive prizes from hosting organizations as well as relevant businesses.
 Note: In the case of prizes in the business section, relevant businesses will award cash prizes or extra prizes.

10. Reviewing and Awarding of Submitted Works

- The jury: the jury will be composed of experts in the related fields and authorities in the design field.

- Selection criteria: guidelines for each submission field will be strictly applied.

Note: Major criteria for selection are the following: formative characteristics, practicality, creativity, and potentials for mass production.

- Review method: review process will consist of first and second round

Note: In the first round, the jury will make decision on whether a work is eligible for fine work and special selection prize and up

- Release of names of the jury: the names will be posted on the website of the fair when selection results are announced

▪ **Selection results announcement**

- First round result announcement: announced on the website on Thursday, July 13, 2006; results will be also notified when inquiries are made
- Second round result announcement: announced on the website on Thursday, September 28, 2006; results will be also notified when inquiries are made

▪ Opening and awarding ceremony

- Date and time: 14:00, Tuesday, October 17, 2006
- Location: International Convention Center, Incheon Multiculture and Arts Center

11. Awarded Prizes (Specifics of awarding--number of award winners, cash prize, etc.--can be changed depending

- **Total prize: KRW 40 million (designated prizes) + α (business prizes)**

- **Awarder: Mayor of Incheon Metropolitan City**

(Unit: KRW 10 thousand)

Prize	Free Section	Business Section	Cash Award	Total	Note
Grand	1		1,000	1,000	Overseas training/Invitation to Korea (available to one main designer)
Gold	1	1	300	600	Overseas training/Invitation

					to Korea (available to one main designer)
Silver	2	2	200	800	Overseas training/Invitation to Korea (available to one main designer)
Bronze	3	3	100	600	
Special	5	5	100	1,000	
Total	23			4,000	
Special selection	Variable		-	Certificate of merit	
Fine work	Variable		-	Certificate of merit	

- **Recipients of Silver Prize (on main designer) will be given opportunities for overseas training (Korean awardees) or a certain amount of travel expenses for a trip to Korea (foreign awardees).**
- Cash prizes will be paid after subtracting tax.
- Intellectual property right of the works that are awarded with special prize and up will belong to the hosting organizations. Intellectual property right of the works that are awarded with business prizes will belong to the businesses that provided cash prize.
- **In the case of business prizes in the business section, relevant businesses will separately award cash prizes or extra prizes.**

12. Exhibition of Submitted Works

- Exhibition period: for 10 days from Tuesday, October 17, 2006 to Thursday, October 26, 2006
- Location: Exhibition Hall, Incheon Multiculture and Arts Center
- Works to be displayed: works selected by the Selection Committee and award winning works and other works chosen by the hosting organization

13. Returning of submitted works: not available

14. Other Information

- The hosting organization will have the right to use the photos of the works to publish promotional and reference materials.

Note: The photos, however, will not be used for commercial purposes.

15. Inquiries

- The person in charge of design, Economic Policy Department, Incheon Metropolitan City
☎ +82-32-440-2823
- The person in charge of Incheon International Design Fair 2006, Incheon Small & Medium Business Support Center
 - Address: 15th Floor, Get-Pearl Tower, 7-50, Songdo-dong, Yeonsu-gu, Incheon Metropolitan City 406-130, Korea
 - Phone: ☎ +82-32-260-0224
 - FAX: +82-32-260-0250
 - Website: <http://www.indef.org>
 - Uploading site: <http://indef.webhard.co.kr> (ID: compe / Password: 2222)
 - E-mail: indef2005@hanmail.net / indef@indef.org