



## Application Procedures

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The 7th International Competition NAGOYA DESIGN DO! 2010

Theme :

***Design to Empower Tomorrow***

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First screening application acceptance period

**From April 1 to April 23, 2010**

Organizer    Nagoya International Design Competition Committee  
Consisting of Nagoya City, International Design Center NAGOYA,  
Council of Chubu Design Organization(CCDO)  
Secretariat:  
International Design Center NAGOYA Inc.  
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**[www.idcn.jp/compe](http://www.idcn.jp/compe)**



The 7th International Competition

NAGOYA DESIGN DO! 2010

Theme: **Design to Empower Tomorrow**

#### Theme Overview

Look ahead.

Imagine yourself ten or twenty years into the future. Imagine the world a hundred years from now.

What is it that you want to keep for the future?

Here is what we need as a species to ensure our survival into the future: Nature's abundance and a balanced environment; universal cooperation in the reduction of CO2 emissions to curb global warming; the realization of a nuclear-free, peaceful society. There are so many issues we need to address immediately.

Our lives and the life of the earth: How can we save these?

What can we do to save lives when natural disasters strike, like huge earthquakes and massive floods?

What can we do to shield our minds and bodies from fear and threats of crime and social instability?

What can we do to construct a society where children can grow soundly and the elderly can live in peace?

What can design do to preserve our planet, our societies and our species?

From this perspective, please reexamine objects, spaces, communications, systems and so on.

In 2010, the City of Nagoya will mark the 400th anniversary of its settlement. A Creative Design City: Nagoya, will provide a vital opportunity for young people all over the world to envision the next hundred years.

\*The theme of Nagoya Design DO! 2010 was formulated by the Nagoya International Design Competition Committee and Planning Committee

#### About Nagoya

The city of Nagoya is located in central Japan and has a population of approximately 2.25 million people. The city possesses a long history of tradition, as well as a wide range of industries such as textiles, ceramics, furniture, transportation equipment and information products. The history of Nagoya began in the Edo Period with the construction of Nagoya Castle in 1610. The year 2010 will mark the 400th anniversary of the establishment of the city of Nagoya.

The "manufacturing city" of Nagoya held the World Design Exposition in 1989 and also issued a "Design City Declaration" in the same year. Since then, Nagoya has actively performed city development centered on design and has held many design events. In October, 2008, Nagoya was selected as a member city of the design field for the UNESCO (United Nations Educational, Scientific and Cultural Organization) Creative Cities Network\*1. This selection was made in recognition of previous "Design City" projects such as the establishment of an International Design Center to serve as a base for supporting the creation of design, the holding of international design conferences and various other events, and the development of young design professionals. Recognition was also given to Nagoya's future vision regarding design.

In 2010, in addition to the 400th anniversary of the establishment of the city of Nagoya, the international conference on biological diversity "COP10: The 10th Conference of the Parties to the Convention on Biological Diversity"\*2 will be held in Nagoya. The ecological richness and balance maintained by biological diversity is essential for the existence of human beings. A biological diverse environment can be protected through a society which recycles resources and energy, as well as through the creation of a sustainable society.

"Design City Nagoya" also seeks to become the "Environmental Capital City Nagoya".

(\*1) UNESCO Creative Cities Network

Please see the section of "Creative Design City Nagoya".

Creative Design City Nagoya: <http://www.creative-nagoya.jp>

(\*2) COP10: The 10th Conference of the Parties to the Convention on Biological Diversity: <http://cop10.jp/aichi-nagoya/>

<b>1 Theme</b>	<b>Design to Empower Tomorrow</b>
<b>2 Eligibility</b>	
●Categories qualified for entry	<p>All areas of design are applicable for entry. Innovative design based on the competition theme is encouraged. There are 4 application divisions:</p> <ol style="list-style-type: none"> <li>1. Product Division</li> <li>2. Spatial Division</li> <li>3. Visual Communication Division</li> <li>4. Other Division</li> </ol>
●Works qualified for entry	<p>Only new works that have not yet been made public can be submitted. In other words, as of the time of the final screening results announcement, only works that have not been made into commercial products and works that have not been published in newspapers, magazines, or websites, nor placed in other exhibitions (*1) will be accepted. An exception will be made for design publicity intended to protect original design rights, which will not affect the "nonpublic" status of the work. Applicants should not submit the same work to any other current competitions. Submissions should be exclusive to this competition (*2).</p> <p>(*1) Exhibitions: Application is possible for work such as graduations projects and other work presented within universities, as well as for work presented in private exhibitions.</p> <p>(*2) Works can be published after the final screening results have been announced.</p>
●Applicant qualifications	<p>Application is possible by any individual or group between the ages of 18 and 34.</p> <p>Applicants must be between the ages of 18 and 34 as of April 23, 2010, the submission deadline of the first screening.</p> <p>For groups, each individual must be between the ages of 18 and 34.</p> <p>Applicants should not collaborate on their works with competition personnel and judges, or with members of their families.</p>
●Allowable number of submissions	Only one work per applicant (individual or group) can be submitted.
●Official languages	The official languages of the competition are English and Japanese.
●Application fee	There is no fee required.
<b>3 Screening</b>	
●Screening method	<p>There are two steps in the screening for the competition, the "first screening" and the "final screening". In the first screening, the works will be judged as they are presented on the website.</p> <p>In the final screening, works that pass the first screening will be judged in the form of an optional panel, model, actual work and video presentation.</p>
●Screening criteria	<p>Screening criteria will include conformity to theme, social applicability, originality, innovative quality, functionality, and other criteria.</p> <p>The detailed interpretation of each criterion will be left to the discretion of the judges.</p>
●Notification of screening results	<p>The results of the first screening will be sent to all applicants by e-mail.</p> <p>Also, the names of applicants and names of works that have passed the first screening will be displayed on the homepage. Therefore, please check the homepage if it is not possible to receive the e-mail notification of screening results.</p>
<b>4 Judges</b>	<p>The panel of judges consists of 5 judges for the first screening and 5 judges for the final screening.</p> <p>*The names of all judges will be announced on this website as soon as they are confirmed.</p>
<b>5 Application Method</b>	<p>There are two steps in the screening for the competition, the "first screening" and the "final screening".</p>
●First screening	<p>◎Acceptance period</p> <p>Applications for the first screening will be accepted <b>between April 1 (Thu.) and April 23 (Fri.), 2010.</b></p> <p>*No entries will be accepted after 5:00 p.m. on 23, April (JST). Please consider time differences and transmission time when submitting your work</p>

## 5 Application Method

### ●First screening

#### ◎Submission method

Works for the first screening may be submitted via our website

**[www.idcn.jp/compe](http://www.idcn.jp/compe)**

Please make sure to use the special entry form on the website when applying online.

- Only one submission (work) will be accepted per transmission.
- Present each work using up to five files. \*Restrictions apply to data volume, so be sure to follow the guidelines (refer to the guidelines).
- The entry form must be filled out in either Japanese or English.
- When submitting a group work, select one person to be the representative and write his or her name in the "Applicant's name" section of the entry form. (Also write down the names of the other members in the group.)
- The application deadline for submitting entries is 5:00 p.m. on April 23, 2010 (JST). No entries will be accepted after this time. Please consider time differences and required transmission time when submitting your work.

\*We expect to be inundated with entries just before the deadline. Since there may be some problems with online access, please try to send your entry as early as possible.

The online entry form will only be active during the application acceptance period, which is between April 1 and April 23, 2010 (JST). The form will be inactive at other times.

#### ◎Guidelines:

Please submit the application in a valid JAVA script format.

Data requirements/file type: All files must be in JPEG format. Please confirm the file extension when sending from Mac computer.

Data capacity: Only one submission (work) will be accepted per transmission.

- Each work must be presented in 5 files or less, and each graphic file must be 400KB or less.
- Image length and width: the longer of the two must be 1,000 pixels or less.
- Anonymity: Please do not write any characters or symbols that can be used to identify the applicant on the screen surface of the submitted work.
- Documents for Submission: A completed entry form. (The form should be completed in either Japanese or English.)

#### Entry Form for the First Screening

(The online entry form will only be active during the application acceptance period, which is between April 1 and April 23, 2010 (JST).)

#### ◎Notification for received works

Your confirmation number will be displayed on the registration form screen after registration is complete. Also, a notification will be sent by e-mail to confirm receipt of the submitted work.

### ●Final screening

#### ◎Applicant qualifications

Only applicants whose works have passed the first screening are allowed to apply for the final screening.

Details concerning the final screening will be sent to applicants who pass the first screening.

#### ◎Similarity of works submitted for the first and final screening

After passing the first screening, it is possible to upgrade works for the final screening by adding "finishing touches". However, any large diversions from the original concept or form will not be allowed.

#### ◎Return of works

Works submitted for the first screening will not be returned.

Works submitted for the final screening will be returned only to those applicants who have requested their works to be returned. Return will take place within six months after the closing of the exhibition. However, the grand prix work and the gold prize works will not be returned. If you want your work to be returned, write, "Please Return My Work" on the application form for the final screening. The cost of returning works shall be borne by the applicant. Please note that works cannot be returned if "Please Return My Work" is not written on the form.

## 6 Prizes

### ●Prize and Prize money

- Grand Prix (one award) 1 million yen
- Division Prize (4 awards) 100,000 yen each
  1. Product Division (1 award)
  2. Spatial Division (1 award)
  3. Visual Communication Division (1 award)
  4. Other Division (1 award)

-Honorable Mention (approx. fifteen awards) Memento for each recipient  
 \*Taxes are included in the prize money.

### ●Workshop invitation

The grand prix and division prize winners will be invited to a workshop held at the International Design Center NAGOYA. (For group winners, only one representative can participate.)

\* Competition organizers will bear costs for air travel to Japan as well as travel and accommodations within Japan. However, cash cannot be given to cover these costs.

(Description of the Workshop)

The workshop will be held for about one week in November 2010.

(The date has not yet been confirmed.)

### ●Announcement of award-winning works

All works submitted for the final screening, including the award winning works, will be displayed at International Design Center NAGOYA. They will also be recorded in the catalog of works and posted on our Internet web site.

Regarding the exhibition and publicity of works that did not win an award in the final screening, the final screening application will be checked to confirm whether the consent was given by the applicant.

## 7. Applicant Rights / Disqualification

### ●Applicant Rights

The rights for the submitted work, including copyrights and industrial property rights, belong to the applicant. Consequently, the applicant has the responsibility to protect such rights. Therefore, it is advisable to register the designs and take other necessary measures before submitting your works to the competition. Also be aware that the use of third party photographs or printed literature may infringe on other copyrights. The rights to exhibit and publish the award-winning works and the works from the final screening, and the rights related to printing and publishing in media issued or approved by the sponsor, will belong to both the applicant and the sponsor. The applicant acknowledges this fact by applying for this competition.

### ●Disqualification

If any of the following conditions apply to the entry, it will be removed from the screening procedure and any awards that may have been given can later be revoked.

- (1) Works that do not meet all entrance qualifications.
- (2) Works that are identical to or show similarity to a design that has been previously published in any manner.
- (3) Works that are identified as infringing on another individual's copyrights, industrial property rights, etc.
- (4) Works submitted to the screening but banned from exhibition or posting in publications on the internet, etc.

## 8 Schedule

Application period for the first screening	From April 1, 2010 to April 23, 2010
First screening date	Early June, 2010
Notification of the first screening results	Late June, 2010
Deadline for submitting work for the final screening	August 31, 2010
Final screening date	Early October, 2010
Notification of the final screening results	Mid-October, 2010
Workshop, Awards Ceremony, Exhibition	Scheduled for late November, 2010 (at International Design Center NAGOYA)

## 9 Inquiries

### ● Questions

If you have any questions regarding any items in the application, please contact us by e-mail or fax.

We will not respond to telephone inquiries.

Inquiries:

Secretariat: International Design Center NAGOYA Inc.

E-mail: [designdo2010@idcn.jp](mailto:designdo2010@idcn.jp)

FAX: +81-52-265-2107

### ● Address for application to the final screening

Only applicants who have passed the first screening can apply to the final screening.

Send works for the final screening to the address listed below.

Mailing address:

Nagoya International Design Competition Secretariat

International Design Center NAGOYA Inc.

Design Center Building 6F, 18-1, Sakae 3-chome, Naka-ku, Nagoya,  
460-0008 Japan

E-mail for inquiries: [designdo2010@idcn.jp](mailto:designdo2010@idcn.jp)

Tel: +81-52-265-2105

Fax: +81-52-265-2107

International Competition

**NAGOYA  
DESIGN  
DO!**

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Nagoya International Design Competition Secretariat:  
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<http://www.idcn.jp/compe>  
[designdo2010@idcn.jp](mailto:designdo2010@idcn.jp)



How to apply  
for the first  
screening

Works for the first screening may be submitted via our website.  
Please make sure to use the special entry form on the website when applying online.

**[www.idcn.jp/compe](http://www.idcn.jp/compe)**

Contents of the Application Form for the first screening. ( English Version )

**Applicant's Information**

■ Name of Applicant ( or representative)

■ Name Surname

■ Nationality

■ Residence

■ Date of Birth Year month date ■ Sex ☐ Male ☐ Female

■ Address Please fill out the personal contact address.

■ Telephone number

■ Fax number

■ E-mail

■ Names of Co-Designers

■ Occupation:(Please choice one occupation from the following)

☐ Student School name

☐ In-house designer Firm name Field

☐ Free-lance designer Group affiliation

☐ Other

**Information regarding submission of work**

■ Name of work

■ Application divisions

Please tick the division from the following which best describes the submitted work.

☐ 1 Product Division (industrial design, transportation design, craft design, etc.)

☐ 2 Spatial Division (interior design, architectural design, landscape design, etc.)

☐ 3 Visual Communication Division ( graphic design, package design, communication design, etc.)

☐ 4 Other Division (does not fall within the domain of categories 1-3)

■ Concept of the work (Describe in 200 words or less)

■ Provide a short description (50 words or less) for each file.

Number of files:

1:

2:

3:

4:

5:

■ Declaration: I swear that this work was designed by myself(ourselves) Date

Name