**INTERNATIONAL STUDENT DESIGN CHALLENGE**

**RE DESIGN THE WORLDSTAR PACKAGING AWARD**

*Sponsored by the World Packaging Organisation*

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**The brief**

To create a bespoke prototype worldclass awards trophy that gives the wow factor! The expectation is that students will really challenge conventional thinking and break the rules with off-the-wall creativity and this will be the key criteria for judging success.

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**Who can enter**

This competition is open to students enrolled in college or university courses, undergraduate or graduate, anywhere in the world. Typical courses would be linked to graphic/product/structural design as well as those from material/technology and engineering. Individual entry only, teams are not accepted.

**Points to consider**

- Maintaining the importance and prestige of this World class award
- Commercial awareness – does it make sense from a financial point of view? Maximum cost to the awards organiser - €35 per award
- Transportable protective box for each trophy
- The prototype can be made of any material
- Designs which demonstrate awareness of environmental issues through economic use of the material.

**Criteria for success**

1. Originality and aesthetic qualities of the design
2. Commercial Viability
3. The WPO / WorldStar Branding
4. The quality of portfolio, which must include evidence of research and the development of the design
5. Inclusion of a prototype - a good quality mock up to withstand transport and handling (applies to Round 2)
6. A written summary explaining why your design is the best, how you’ve met the criteria and the material/s to be used for the final award.
7. Lightweight trophy not exceeding 0.0700kg
8. A design that can be easily manufactured in quantities
Prize €500

How to enter

Online at www.worldstar.org

Queries to: rachel.bayswater@iom3.org

Important dates

<table>
<thead>
<tr>
<th>Competition Opens</th>
<th>March 2019</th>
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<tbody>
<tr>
<td>Closing Date</td>
<td>27 Sept 2019</td>
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<tr>
<td>Judging Round 1</td>
<td>14 October 2019</td>
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<td>Judging Round 2</td>
<td>5 November 2019</td>
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<td>Results announced</td>
<td>1 December 2019</td>
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About the sponsor

The WorldStar Packaging Awards Competition is one of the major events of the World Packaging Organisation (WPO) and is the pre-eminent international award in packaging. WorldStar illustrates the continual advancement of the state of packaging design and technology and creates a living standard of international packaging excellence from which others may learn. It is a global competition that gathers the best packages from all over the world.

Previous WorldStar Awards designs below.