

H U N G A R I A N

D E S I G N

A W A R D



CALL FOR ENTRIES

Hungarian Design Award

2 0 1 6

The open competition for the Hungarian Design Award is announced by the MINISTER FOR NATIONAL ECONOMY in conjunction with the HUNGARIAN DESIGN COUNCIL. The aim of the competition is to award outstanding achievements of Hungarian design.

APPLICATION CRITERIA

Entries may be submitted by natural persons, legal entities and companies without legal entity with a residence or registered office in any member state of the European Economic Area (EEA).

Applications must consist of a completed application form, a data sheet, as well as A4 size printed text and visual documentation. The detailed requirements regarding the documentation are specified in the application form. Please attach your data sheet in a sealed envelope. An applicant can submit more than one application.

Applications can be submitted if:

the project was created within the last three years, and it is not in conflict with another person's copyright or industrial property right (the applicant must make a declaration regarding the proportion of the copyright and the proprietorship).

Applications are invalid if:

the competition criteria are not met,
the documentation is incomplete, and
the application arrives past the deadline.

Other, special criteria regarding the student category

Student projects made by students with a student status can only be submitted in the student category. Please attach a certificate proving your student status, or a copy of your degree if your student status has expired, to the application form. Applications submitted in the student category are code-named. The code name must appear on the application form, on the data sheet, and on the application documentation. Please submit the data sheet attached in a sealed envelope.

Deadline for the submission of applications:

2nd May 2016 (as dated on the postmark)

The applications must be submitted in one copy, posted as registered mail or sent by a courier to the Office of the Hungarian Design Council to the following address: Hungarian Intellectual Property Office, Office of the Hungarian Design Council – 11438 Budapest, Pf. 415

Please remember to write "Hungarian Design Award" on the envelope.

Further information

The call for entries, the application form, the data sheet, Decree 17/2005. (III.26.) of the Ministry for the Economy and Transport on the Hungarian Design Award, as well as the rules and regulations governing the award procedure can be read online at www.mft.org.hu.

For more information about the competition, please contact Anna Kohut-Jankó at +36 (1) 474 58 59 or by e-mail at anna.janko@hipo.gov.hu.

[facebook.com/magyarformatervezesidij](https://www.facebook.com/magyarformatervezesidij)

COMPETITION CATEGORIES

Product

Commercially available, mass produced products, product systems and services.

Visual communication

Implemented complex visual identity of products, product systems and services, including packaging and information systems, web interfaces, interactive applications, as well as media design projects.

Concept

Design concepts and product development projects – models or prototypes – ready for implementation for products not yet available in commercial distribution, as well as visual communication designs.

Student

Product and visual communication designs prepared by students with a legal student status who participate in design programmes (BA, MA, DLA) provided by *accredited* institutions of higher education.

EVALUATION OF APPLICATIONS

The applications are evaluated in two rounds

First round: On the basis of the submitted documentation the jury selects the best projects for evaluation in the second round.

Second round: The jury awards the prizes and certificates on the basis of the submitted projects and their detailed documentation. The projects are evaluated by the jury at a designated location. Applicants are notified of the place and time of the collection of their works. Those projects that cannot be transported are evaluated based on the submitted documentation and, if necessary, during an on-site viewing.

Applicants are notified about the jury's decision in writing. The decisions are not appealable.

Evaluation criteria

the jury evaluates the projects especially on the basis of the following criteria:

formal quality;
novelty, originality;
competitiveness;
quality of execution (not applicable in the student and concept categories);
user-friendliness;
application of issues of environmental protection and an environmentally friendly approach (sustainability).

MEMBERS OF THE JURY

KOÓS Pál – chairman – holder of the Ferenczy Noémi Award, designer, associate professor, head of the Design Institute, Moholy-Nagy University of Art and Design Budapest; member of the Hungarian Design Council

prof. Dr BACHMANN Bálint DLA – deputy chairman – holder of the Ybl Miklós Award; architect; dean, professor, Faculty of Engineering and Information Technology, University of Pécs

AUTH Attila – holder of the Ferenczy Noémi Award, graphic artist, senior lecturer, Hungarian University of Fine Arts

FÖLDÉNYI Irma – designer

HEFKÓ Mihály DLA – holder of the Ferenczy Noémi and Ybl Miklós awards, interior architect, honorary college professor, Metropolitan University of Budapest

KISS Tibor – fashion designer, CEO, Je Suis Belle

Dr NÉMETH Edit – deputy head of department, senior lecturer, Department of Ergonomics and Psychology; vice-dean of education, Faculty of Economic and Social Sciences, Budapest University of Technology and Economics; member of the Hungarian Design Council

Dr RADÁCSI László Ph.D. – economist; senior research fellow, Department of Entrepreneurship and Human Resources, Collage of Finance and Accountancy, Budapest Business School; CEO, Smartlab Consulting Ltd

REJKA Erika DLA – ceramic artist; associate professor, Design Department, Budapest Metropolitan University

VARGHA Balázs – holder of the Ferenczy Noémi Award, graphic artist, senior lecturer, head of Graphic Design Department, Moholy-Nagy University of Art and Design Budapest

ZALAVÁRI József DLA – designer; associate professor, Department of Machine and Product Design, Faculty of Mechanical Engineering, Budapest University of Technology and Economics

Award gala

The winners will receive their awards at a gala event preceding the exhibition opening. The awarded works will be given broad publicity by the Hungarian Design Council. The final results will not be made public prior to the award ceremony.

Granting the award

The works awarded by the jury as the most prominent in each category are granted the **Hungarian Design Award**. The makers of the award-winning works receive a certificate and a cash prize, which, as stipulated by Act XXIII of 1992 on the legal status of civil servants, is fifteen times the amount of the basic remuneration applicable to civil servants. The makers of other works deemed as excellent by the jury are invited to participate in the exhibition and receive a certificate of acknowledgement.

Exhibition

The works selected by the jury will be exhibited in autumn 2015. The costs of the exhibition are borne by the announcers. The transportation of the works to and from the exhibition venue must be organised and paid for by the applicants, the time and method of which must be agreed with the exhibition organiser. A colour exhibition catalogue in Hungarian and English will be distributed in Hungary and abroad. The photographs and descriptions of the awarded and exhibited projects will be available online at www.mft.org.hu.

Protection

As stipulated by law, the exhibited works will be granted preferential conditions and priority at future exhibitions. For more details about this, please contact the customer service of the Hungarian Intellectual Property Office at +36 (1) 474 55 61.

29 February 2016, Budapest

APPLICATION FORM

Registration number*: _____

Deadline for submission (including the documentation): 2nd May 2016 (as dated on the postmark) The data supplied on this application form will be used at the exhibition, in the catalogue and the press materials commissioned by the Office of the Hungarian Design Council.

Title of the project: _____

Brief description of the project: _____

Category: _____

'Code word' if the project is submitted in the student category: _____

Name of the applicant: _____

Tel.: _____ e-mail: _____

Address: _____

Contact person if the applicant is a company: _____

Name of the company: _____

Tel.: _____ e-mail: _____

Address: _____

The name and address of the client or the manufacturer if the applicant is a private individual

Listing of the supplementary materials facilitating a substantive evaluation**:

I hereby declare that my project is compliant with the competition rules and I consent to my project, my name and contact information to be made public and used at the exhibition, in the catalogue and in press materials published on the website of the Hungarian Design Council and in press materials commissioned by the Office of the Hungarian Design Council. I also consent to my above personal particulars to be handled by the Office of the Hungarian Design Council and evaluation committee for the purposes of the competition.

Date

Signature

* To be filled in by the Office of the Hungarian Design Council.

** Supplementary materials: Short technical description and documentation of the project in A4 format (documents facilitating a substantive evaluation: detailed background materials about the conception of the project, its implementation and other information). Picture documentation of the project: only paper-based and printed pictures are accepted; please submit printed screenshots if your project is a web design.

DATASHEET – TO BE SUBMITTED IN A SEALED ENVELOPE

Registration number*: _____

Name and address of the project creator(s): _____

"Code-word" if the project is submitted in the student category: _____

Name and address of the manufacturer: _____

Name and address of the client: _____

Share of authorship (in percentages)**: _____

Share of proprietary rights (in percentages)***: _____

Date

Signature

- * To be filled in by the Office of the Hungarian Design Council.
- ** Names of the creators/manufacturers who participated in the design output.
- *** The award will be paid according to the percentage of the proprietary rights provided here.