



Better quality of life, through
better packaging, for more people

INTERNATIONAL STUDENT DESIGN CHALLENGE

RE DESIGN THE WORLDSTAR PACKAGING AWARD

Sponsored by the World Packaging Organisation

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.

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



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Prize €500

How to enter

Online at www.worldstar.org

Queries to:

rachel.bayswater@iom3.org

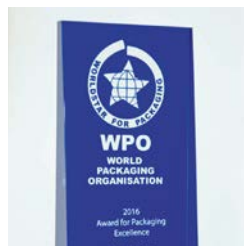
Important dates

Competition Opens	March 2019
Closing Date	27 Sept 2019
Judging Round 1	14 October 2019
Judging Round 2	5 November 2019
Results announced	1 December 2019

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.



WPO – World Packaging Organisation is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. For more information, contact WPO at www.worldpackaging.org
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