

FOOTWEAR & LEATHER DESIGN COMPETITION - 2015

1. Rules & Regulations:

1.1 This competition is open to all Sri Lankan designers whether employed, freelance or students over the age of 18 years. Employees of the Sri Lanka Export Development Board, Ministry of Industry & Commerce, Ministry of Traditional Industries & Small Enterprise Development and Industrial Development Board of Ceylon are not eligible for apply to the competition.

1.2 The competition will be held in two sessions.

1st Submission – Paper Design

2nd Submission – Manufactured Product of the Design

1.3 Designs: Participants may submit maximum of two (2) designs for any or all of the following categories.

Footwear : ■ Ladies Footwear(High heel & Boot) ■ Gents Footwear (shoe & boots)

Leather Products : ■ Ladies hand bags / Travel bags / Backpacks

Special Category : ■ Sandal or Slipper (ladies & Gents) made out of local indigenous materials targeting the tourist market.

a) Suitability : Design/s should suit the International Market

b) Material : Leather /Rubber /PVC/Textiles or any other suitable material

1.4 **Selection Criteria:**

In considering the entries the judges will be guided by the following attributes of the final products.

- Conceptuality
- Comfortability
- Technically corrected
- Material & color matching
- Maximum utilization of material
- Upper standards and production process
- Marketability
- Possibility of commercial production for export market

1.5 **First submission** of the design will be paper based. However, final selections of the awards will be made based on the manufactured product of the design. Therefore, participants should give a written undertaking (with the Entry Form) that he/she is in a position to manufacture the design if selected as a finalist.

1.6 **For paper based designs:**

a. Conventional art materials or digital media (Raster, Vector or CAD applications) could be used.

b. All designs must be drawn or printed (if digital media is used) on the specified paper size. (A4 Size)

c. Designs must be actual colors of the final manufactured product.

d. The design/s should be drawn to actual size or to a scale and the scale should be mentioned. The design/s should include **two separate drawings to scale or actual size** the first to show the full frontal view and the second to show the side view.

1.7 All designs must be original work of the applicant (no reproductions from publications, digital media, Internet, etc)

Preparatory sketch showing the development (at least a few stages of the design process) of the design too should be submitted. (A model drawing is attached herewith for your guidance)

(In the event of the design found to be a copy/reproduction, the EDB & IDB have the right to withdraw the award/s and relevant prize money and certificate/s in consultation with the panel of judges.)

1.8 Every design submitted for the competition must be accompanied by an envelope (size 9"x4"), which contains the duly filled prescribed "Application Form", photocopies of the design and the specification sheet. On the top left hand corner of the envelope should be written as "**Footwear & Leather Design Awards 2015**". (If a designer submits more than one design, one entry form is sufficient.)

- 1.9 The back of each design N.I.C. No and the Signature should be indicate. The back or front of the design should not indicate any other identification marks such as names, signs, etc.
- 1.10 Each design submitted for the competition must be accompanied by photocopies of the design. The back of the photocopy must carry the competitor's **signature, name, address, ID No and the product sector**. This must be neatly typed or written on the back of the photocopy.
- 1.11 The specification sheet attached should be completed and returned. There should be one specification sheet for each design. The ID No. and the signature should be stated on the reverse of specification sheet. Please attach the specification sheet with relevant to the original copy. (If there is any additional information, please attach another sheet)
- 1.12 With the announcement of finalists, the original copies of the designs submitted by the finalists will be returned to them to be transformed into actual products.
- 1.13 The applicants are expected to return the original copies of models given to them at the time of presenting the final products.
- 1.14 The Sri Lanka Export Development Board and the Industrial Development Board of Ceylon reserves the right to retain design/s submitted for the competition should they think it would be useful for future promotional work.
- 1.15 The judging will be done by a panel of judges appointed by the Sri Lanka Export Development Board in consultation with the Industrial Development Board of Ceylon.
- 1.16 The decision of the judges shall be final and no correspondence will be entertained into, regarding this competition.

2.0 Awards for the Design Competition

Designers will be awarded as follows for footwear and Leather categories as indicated on 1.3 above

1st Prize - A cash prize of Rs. 25,000/- and a Trophy

2nd Prize - A cash prize of Rs. 15,000/- and a Trophy

3rd Prize - A cash prize of Rs. 10,000/- and a Trophy

3.0 Time Schedule for the Competition and judging:

- 3.1 Dates for issuing Entry Forms will be from **13th to 25th November 2014**.
- 3.2 All paper based designs should be sent under Registered Cover or By Hand to the Director, Leather Products and Footwear Development Centre, No. 280/1, De Mel Road, Katubedde, Moratuwa **on or before 16th December 2014**.
- 3.3 The finalists will be informed by a formal letter sent to them.
- 3.4 The product item/s produced according to the selected design/s should be submitted to the or Director, Leather Products and Footwear Development Centre, No.280/1, De Mel Road, Katubedde, Moratuwa **on or before 19th January 2015**.
- 3.5 The final judgment will be done **on 28th January 2015** and the result will be announced at the BMICH on 8th February 2015