

JFKL FUROSHIKI DESIGN CONTEST Guideline

Objective

The objective of this contest is to showcase the talent and creativity of art and design students in Malaysia through a textile design for furoshiki by incorporating the diverse cultural elements of Malaysia and Japan.

What is Furoshiki?

Furoshiki is a square piece of fabric traditionally used in Japan to carry, store, or wrap objects. It is used to wrap items of various shapes and sizes ranging from boxes, bottles, music instruments, baskets to many others. It can also be used as a bag to transport items.

Furo means “bath” and shiki means “to spread out”, derived from the practice of using furoshiki during the Edo period to bundle clothes at the *sentō* (public baths) to prevent it from getting mixed-up with that of other bathers.

Modern furoshiki can be made from a variety of fabrics including silk, chirimen, cotton, rayon, and nylon. The dimension of a furoshiki can range from hand-sized to larger than bed sheets.

Over the years, the usage and popularity of furoshiki declined as department stores and supermarkets started providing paper and plastic bags to their customers. However, it has regained its popularity as it is environmentally friendly and helps reduce the use of plastics.

Theme

‘Malaysia+Japan’

The design should evoke a fusion of Malaysian and Japanese cultural elements.

Eligibility

Open to art and design students who are currently studying either in public or private universities, colleges, vocational or any other educational institutions in Malaysia aged 18 years and above as of 1 January 2021.

Application Period

1– 28 February 2021.

Number of Submission

Only one entry allowed per individual.

Application Dateline

Designs must be submitted by 5:00 PM, 28 February 2021.

Design Guideline

(a) Design size: 70x70cm, 300dpi, JPEG/ PDF

The design should be for a square-shaped fabric, 70cm x 70cm in size, with a resolution of 300dpi. Please apply the design on the template provided.

(b) Logo:

- i. JFKL will insert its logo in the bottom-right corner of the design.
- ii. Please leave 12cm(w) x 6cm(h) at the bottom-right corner without any text, diagram or pattern etc for the JFKL logo to be inserted.

(c) Lettering: Please outline any text used in the design.

(d) Design format for submission: Submission should be in either JPEG or PDF.

(e) Other points to note:

- i. The fabric texture may make it difficult to reproduce intricate designs.
- ii. Designs must be an original creation of the entrant. Any copyright issues should be resolved in advance by the entrant. The use of widely recognized characters/designs or images that closely resemble such characters/designs may constitute a copyright infringement. Designs thought to infringe any copyrights will not be considered.
- iii. Submitted designs will not be returned.

Copyright

Copyright of the winning designs shall belong to JFKL. JFKL reserves the exclusive right to use these designs for various purposes (ie. in other promotional applications besides furoshiki, such as New Year cards and other printed goods, online media, etc.).

Privacy

The personal data of the applicants obtained by JFKL may be used for administrative and PR purposes as related to the contest.

Judging Criteria

Entries will be judged by a panel of judges chosen by JFKL. The decisions of the panel on all matters relating to the contest are final, and not open to dispute. Entries will be judged on the originality and creativity of the design in relation to the theme.

Notification of Results

(a) The result will be announced on 5 March 2021 by email. JFKL will notify any changes to the timing of the announcement via email.

(b) The contest result will subsequently be posted on The Japan Foundation, Kuala Lumpur's website, SNS (Facebook and Instagram) and Teman Baru newsletter.

(c) If JFKL is unable to reach a winner within fifteen (15) days from 5 March 2021 using the contact information provided at the time of entry, or if the prize is returned as undeliverable, then that person shall forfeit the prize. Failure to comply with these official rules will result in disqualification.

Prizes

(a) First prize: RM2,500 and certificate

(b) Second prize: RM2,000 and certificate

(c) Third prize: RM1,500 and certificate

Outcome

The winning designs will be used by JFKL to produce furoshikis which later will be used for cultural exchange programs organized by JFKL.

Contest Procedure

Please download the documents as follows via JFKL website:
www.jfkl.org.my/furoshiki-design-contest/

1) Entry Form

2) Design Template

Documents Required for Submission

- a) Completed entry form. Please ensure all the information provided in the form is correct.
- b) Digital format of the design (JPEG/PDF) in the template provided.

Submission Method

The documents should be submitted via email to furoshikicontest@ifkl.org.my

Email inquiry

furoshikicontest@ifkl.org.my

Contact Information

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