

TENUGUI DESIGN CONTEST Guideline

Objective

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

What is Tenugui?

Tenugui (*te* (手): hand, *nuguu* (拭): wipe) is a traditional Japanese hand towel made from thin cotton. The shape is rectangular and comes in a standard size of 35 cm x 90 cm.

The long sides are finished with selvage, which prevents it from fraying. The short sides are simply cut and so part of the aesthetic is the slightly unfinished edge. The loose threads are a part of a tenugui's appeal, and it is a mark of their authenticity.

Tenugui is an endlessly useful and versatile towel and is used not only as a washcloth or dish cloth but also often used as a gift, headband, souvenir, decoration, wrapper for bottles and other items.

Theme

'Malaysia+Japan'

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

Eligibility

Open to Malaysian in Malaysia aged 18 years and above as of 1 January 2021.

Application Period

1 – 31 October 2021.

Number of Submission

Only one entry allowed per individual.

Application Deadline

Designs must be submitted by 5:00 PM, 31 October 2021.

Design Guideline

(a) Design size: 35 cm x 90 cm, 300dpi

The design should be for a rectangle-shaped fabric, 35 cm x 90 cm in size, with a resolution of 300dpi. Please apply the design on the template provided.

(b) Logo (for both vertical and horizontal templates):

- i. The Japan Foundation, Kuala Lumpur (JFKL) will insert its logo in the bottom-right corner of the design.
- ii. Please leave a blank space, 6 cm (h) x 12 cm (w) at the bottom-right corner without any text, diagram or pattern etc. as the JFKL logo will be inserted there.

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

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

(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 copyright 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 tenugui, 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 contest result will subsequently be posted on JFKL website, SNS (Facebook and Instagram) and Teman Baru newsletter.
- (b) If JFKL is unable to reach a winner within fifteen (15) days from the announcement date 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: RM 1,500 and certificate
- (b) Second prize: RM 1,000 and certificate
- (c) Third prize: RM 500 and certificate

Disbursement of Prize Money

The prize money will be disbursed to the winners once the tenugui has been printed by the print company in Japan.

Winners' Responsibility

The winners are required to give full cooperation to JFKL during the preparations leading up to the printing of the tenugui. JFKL may revoke the winning result if the applicant fails to comply with these official rules.

Outcome

The winning designs will be used by JFKL to produce tenugui 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/tenugui-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 tenuguicontest@jfkl.org.my

Email inquiry

tenuguicontest@jfkl.org.my

Contact Information

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