



Awards were Presented to Winners in the 10th Packaging Design National Student Competition 2014

Future Designers Competed for Packaging

Students who won the top 3 places, mention awards and certificates were announced in the Packaging Design National Student Competition 2014 which was organised for the tenth time this year by ASD - Turkish Packaging Manufacturers Association in cooperation with Reed TÜYAP. In the ceremony that was organised during the Eurasia Packaging İstanbul 2014 Fair Opening Cocktail, students were presented their awards. Finalists who won the first 3 places in the competition will receive scholarship all through their education as well as monetary awards.

Students who won the top three places, mention awards and certificates were announced in the Packaging Design National Student Competition 2014 which was organised for the tenth time this year by the Turkish Packaging Manufacturers Association (ASD) in cooperation with the Eurasia Packaging İstanbul Fair organizer Reed TÜYAP. Awards were presented to the winners in the Eurasia Packaging İstanbul 2014 Fair Opening Cocktail organised on 18 September 2014.

As part of the competition which helps young talents who plan to have a career in the field of packaging design to have a place in the sector, 17 projects were found successful and shared the top three places, mention awards and certificates. The competition that aims to help students receiving design education in our country to be directed to the field of design and to help establish a sector with high international competitive power was the stage for 92 projects from Industrial Products Design/Industrial Design and Graphic Design departments of 10 universities in Turkey. In the competition the top three projects were selected unanimously by the jury and 9 projects were given mentions and 5 projects were awarded with certificates.

The projects in the competition were outstanding with a different perspective of packaging design which created differences and conveniences in the consumption types as well as having the basic functions of packaging, namely "Containing, Preserving, Selling and Sustainability" (with environmental considerations).

Both Awards and Scholarships for the Winning Designers

The champion finalists who shared the top three places in the 10th Packaging Design National Student Competition were awarded 4.000 TL, 2.500 TL, 1.500 TL respectively. The designers in the top three places also won year-round scholarship through their education lives from "ASD & TÜYAP Educational Scholarship". The 9 projects which won mention awards were given 500 TL and 5 projects were given certificates.

The owners of the 17 projects that won a degree, mention award or certificate in the competition may participate in the **WorldStar Student Competition 2014 which is the Packaging Design International Student Competition organised by the WPO – World Packaging Organisation and the AsiaStar competition organised by APF- Asia Packaging Federation** and may continue competing in order to receive a global degree in these competitions.

Future Packaging Designers in the Global Showcase

The 17 project owners who won a degree in the 10th Packaging Design National Student Competition 2014 may participate in the WorldStar Student Competition which will be organised by the Brazil Packaging Association ABRE this year. For the competition, project owners may apply online using (www.worldpackaging.org) website until 7 November 2014 or via Packaging



Manufacturers Association until 10 October 2014. The results of the competition will be announced in November and the owners of the top three projects will personally receive their awards in a ceremony to be organised in Italy with all costs paid by the organisers.

The list of projects that have earned 1st, 2nd, 3rd place, honorable mention and certificates are below.

Winners	Categories	Project Name	Attending Student(s)	School/Department
1.	Graphic Design	“Karakalem Drawing Pen Packaging”	Doğukan Karapınar	Marmara University / Graphic Design
2.	Innovative Packaging	Smart Box	Çağıl Aygen	Yaşar University / Graphic Design
3.	Cleaning Products	Leaf Plastic Detergent Packaging	Ulaş Tigin	Anadolu University/Industrial Design

Honorable Mentions Projects (Honorable Mentions are below based on project name)

Winner Degree	Categories	Project Name	Attending Student(s)	School/Department
Honorable Mention	Innovative Packaging	Lipton Portable Tea Cups	Çağhan Ağca	Başkent University / Graphic Design
Honorable Mention	Innovative Packaging	Dürümcü	Ayşegül Çetinkaya	Mimar Sinan Fine Arts University / Industrial Product Design
Honorable Mention	Medical Product Packaging	Magnetin Pharmaceutical Packaging	İbrahim Özen	Anadolu University/Industrial Design
Honorable Mention	Innovative Packaging	Özgür Pyramid	Fatma Özgür	Dumlupınar University/Graphic Design
Honorable Mention	Cleaning Products	Purelite Sparkling Ocean Detergent Packaging	Denizhan Arda	Anadolu University/Industrial Design
Honorable Mention	Innovative Packaging	Portable Clothes Hanger	Güler Söğütü	Dumlupınar University/Graphic Design
Honorable Mention	Innovative Packaging	PushEat	Mina Yanci-Merve Aynur	Istanbul Bilgi University / Industrial Product Design - Istanbul Technical University/ Architecture



Honorable Mention	Innovative Packaging	Nimet Rice	Büsrâ Erđin	Dumlupınar University / Graphic Design
Honorable Mention	Innovative Packaging	Çesidim Fruit Juices	Melike Tetik	Dumlupınar University / Graphic Design

Certificate Projects (Certificate Projects are below based on project name)

Winner Degree	Categories	Project Name	Attending Student(s)	School/Department
Certificate	Innovative Packaging	Dardanel Tuna Fish Oil Filter	Çağhan Ağca	Baskent University / Graphic Design
Certificate	Graphic Design	Lokum Food for Cats Packaging	Özge Erdoğan	Yasar University/Graphic Design
Certificate	Innovative Packaging	Honeycomb	Ayşegül Çetinkaya	Mimar Sinan Fine Arts University / Industrial Product Design
Certificate	Experience a new beverage	Milk Packaging	Önder Gürbüz	Dumlupınar University / Graphic Design
Certificate	Innovative Packaging	BiKahve	Derman Ünal	Dumlupınar University / Graphic Design