

Next Generation Catalog Design Competition

- **General Information**

This competition is open to high school and university students who can design and create a catalog with our products. The catalog will be used in our paper media, web pages, and SNS videos. The participants can choose one of the competition categories.

- **Purpose**

Maruhachi Tent is a company that has been planning, designing, and constructing tents for over 70 years in Nagoya City, Aichi Prefecture. The company is looking for people with potential and wish to go beyond their boundaries. They will collaborate with the company architects to develop new products for the company's overseas business development. We will develop attractive products to send overseas.

1. **Paper media category**

Company name, logo, telephone number, email address, website address, and photo of our tents. The design must be created in Illustration or Photoshop and submitted in PDF format. The participants should refer to our website and SNS to convey our company appeal. The size must be A4 and within four (4) pages maximum.

2. **Web page category**

The participants must submit their design, by sending a URL. The design must include the company information: name, logo, telephone number, email address, website address, and photo of our tents. Please refer to our HP and SNS to convey our company's appeal. Please submit the URL.

3. **SNS Video category**

The length of the video must fit within the contents of Instagram, TikTok, Twitter, Facebook, and YouTube. The volume must be less than 1MB and the length cannot exceed 1MB.

- **Application Period**

The application period is from Monday, May 1st to June 30th Friday, 2023. Please scan the following QR and download photos and videos of our products.

- **Prizes**

- The competition has two (2) prizes:
- Grand Prize (1 winner) – 50,000 yen
- Honourable Mention (3 winners) – 10,000 yen + gift certificates
- The winners will receive comments from the competition judges.

- **Entry Method**

Please send an e-mail expressing your wish to participate in the competition. The e-mail content must include your name, school name, telephone number, and email address. Please note that individual and group participation is acceptable.

- **Eligibility**

Students enrolled in high school, technical school, vocational school, university, and graduate school.

- **Participation fee**

No entry fees.

- **Judges**

Hitoshi Sato (The President and Representant Director of Maruhachi Tent Co., ltd)

Ryosuke Takei (Graduate School of Yokohama National University and Y-GSA Design Assistant at OSTR Corporation)

Ayako Terada (Kajima Corporation)

Kenji Kato (Sakakura Associates Architects and Engineers)

Tatsuya Nakagawa (K. Ito Architects and Engineers Inc.)

- **Briefing Sections**

Three (3) briefing sections: 1. April 15 (Sat). 2. April 19 (Wed) and May 11(Thu). All the sections have the same content and occur at 4:00 PM JST (It takes around 30 minutes). The company profile and competition details will be explained on ZOOM. Questions are accepted during the sections. It is ok to participate in the briefing section only to listen.

Participants will receive a Starbucks drink ticket (worth 500 yen)! Please join the briefing section by clicking on the QR on the right. The briefing section will be broadcasted and streamed on YouTube from April 20th (Thu.) onward.

- **Results announcement**

The results will be announced in Mid-July 2023 on the company's official website. In addition, winners will be directly notified by email as soon as the decision is made.

Copyrights and intellectual property rights of the selected works belong to Maruhachi Tent Shokai Co.

- **Submissions and inquiries should be sent to Maruhachi Tent Shokai Co.**

Catalog Competition Section

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