

## PRESS RELEASE

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### **Model Young Package competition honours young innovators**

Prague, 5 October 2023

**With its international Model Young Package competition, Model Group promotes young talents and thus ensures innovation for the packaging industry. The winners of the international competition were honoured in Prague on 4 October 2023. For the first time in the event's history, there was also a design challenge, where the best designers created a tailored solution based on a brief from Clock Craft Brewery in the Czech Republic.**

Under the motto "Thirsty for Packaging", the Model Young Package competition looked for creative and innovative beverage packaging worldwide. In a two-stage process, pupils from the age of 15 as well as students and young designers could apply with their ideas. A total of more than 240 prototypes for creative beverage packaging were submitted from 29 countries. In the second closed round of the process, winners of the first round competed against experienced designers to solve a real design task of a beverage start-up.

The endowed prizes worth a total of 31,000 euros went to the following projects:

#### **Round 1 – Open contest with online registrations**

##### **Category Unlimited – Universities and Designers**

- **1st prize 5,000 EUR:**  
Se Hyeon Won, Burg Giebichenstein Kunsthochschule Halle, Korea: Fold up Pick up
- **2nd prize 3,000 EUR:**  
Mariia Sokolova, FA ČVUT, Czech Republic: Flat Juice packaging
- **3rd prize 2,000 EUR**  
Olaf Stachurski, Akademia Sztuki w Szczecinie, Poland: Geovine

##### **Category Highschools – Pupils**

- **1st prize 3,000 EUR**  
Sebastian Sikora, SUŠ Ostrava, Czech Republic: Jägermeister #SAVETHENIGHT
- **2nd prize 2,000 EUR**  
Eduard Špička, VOŠ a SPŠ Šumperk, Czech Republic: BOX Wine
- **3rd prize 1,000 EUR**  
Sára Hejčíková, SUŠ Ostrava, Czech Republic: Tatra Tea

#### **Special Prizes**

Three special prizes were also awarded: **The Chairman of the Jury's Award** went to Katarina Davidová, from Střední škola Strážnice, Slovakia, for her particularly intelligent concept Foltio.

The audience also had the opportunity to choose their favourite from a jury shortlist of 29 prototypes in the **Online Award**. The voters decided for the proposal by Samuel Bratko from ŠUP Josefa Vydru, Slovakia, who subsequently also won the **Innovation Centre Prize with Le Tosque**, securing him a paid internship at Model Group and a prize of 1,000 EUR.

## **Round 2 – Closed contest with selected designers by the Model Group**

- **1st prize 8,000 EUR**  
Rolf Weilenmann, Switzerland: Fab Four
- **2nd prize 4,000 EUR**  
Philipp Hainke, Germany: Clock Pack C6x0,5
- **3rd prize 2,000 EUR**  
Norman Drescher, Germany: – a jewel case

## **Further information**

- You can find more information here: <https://www.modelgroup.com/de/en/model-young-package.html>
- Press material and photos can be downloaded here: <https://www.dropbox.com/sh/5ceie1rkhe19nci/AAB9OC-wDf6NCCRVLtDaUKOJa?dl=o>
- You can find the pictures of the winning projects here: [https://author-p29684-e118275.adobecloud.com/linkshare.html?sh=4e06454a\\_02d9\\_4d94\\_a859\\_693149e11dc7.C955TMVijovD-ZPEJXN9-sIggussoYp5y21Bc5qbYJg](https://author-p29684-e118275.adobecloud.com/linkshare.html?sh=4e06454a_02d9_4d94_a859_693149e11dc7.C955TMVijovD-ZPEJXN9-sIggussoYp5y21Bc5qbYJg)

## **The Jury**

- Christian Zanzotti (Founder, ZANZOTTI INDUSTRIAL DESIGN and chairman of the jury session)
- Jörg Peissker (Managing director Merschbrock-Wiese Gewürz GmbH, prior managing director for the private label and international brand business of the Berentzen Group)
- Yücel Metin (Head of Packaging Competence & Innovation, Model Group)
- Christian Schiffrers (CEO Fachverband Faltschachtel-Industrie)
- Petr Kundrata (project manager for packaging innovations by Plzensky Prazdroj)

## **Model Young Package 2023**

Model Young Package has been an annual competition by the Model Group since 1996, bringing together hundreds of design talents, impressive creations made from sustainable materials, and an inspiring exchange of ideas about the packaging of the future. This year's theme, "Thirsty for Packaging," invites talents from around the world to showcase their original packaging prototypes for beverages and win attractive prizes. In the next stage of the competition, participants will be challenged to create packaging ready for production that meets the real-world requirements of a beverage industry customer. This new Model Young Package concept connects young design talents with industry professionals like never before: <https://bit.ly/myp-23-results>

## **The Model Group**

The Model Group develops, produces and supplies intelligent, innovative and high-quality display and packaging solutions made of solid and corrugated board. Model Group employs around 4,600 people at 15 European locations. Model Group is a family-run company in its fourth generation. The Model Young Package international design competition has been run by Model Group since 1996 and has been telling stories of young talent, prestigious awards and exceptional packaging ever since. The Model Young Package offers the most creative minds a great platform. While in the first round the young talents compete with their prototypical designs, in the second round a real industrial packaging task is solved. The task here is to develop production-ready packaging according to real customer requirements. In this

way, the young designers can learn from the professionals in the packaging design industry and acquire initial production know-how.

### **The German Design Council**

The German Design Council, based in Frankfurt am Main, has been operating since 1953 as the world's leading competence centre for communication and knowledge transfer in the field of design, brand and innovation. With international offers, support for young designers and memberships, it is part of the global design community and has always contributed to establishing exchange and networks worldwide. Through events, congresses, competitions, jury meetings and expert circles, the German Design Council networks its members and numerous other international design and brand experts, promotes discourse and provides important impulses for the global economy. More than 330 companies currently belong to its circle of founders. The German Design Council considers the promotion of young talent to be one of its core tasks. It wants to offer design newcomers a presentation platform and also opportunities to make contact with leading personalities in the design-oriented economy. The German Design Council is expanding this commitment as co-organisator and media partner of the Model Young Package competition.

### **Contact**

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