

MODEL

Packaging Design Competition

Model Young Package 2026

Deadline: 31. 3. 2026

Prize money: 29 000 EUR





Design packaging that opens a conversation.

Join us in exploring the art of packaging design with this year's bold and thought-provoking theme: UNPACKING TABOO.

Dive into the topics we rarely speak about and transform them into meaningful, tangible experiences. Whether inspired by intimate care, cosmetics, mental well-being, personal identity, or everyday items burdened by stereotypes, create a paper-based design that does more than protect – create packaging that informs, empowers, and gently challenges the way we see the world.

Model Young Package is a competition focused on innovative paper and cardboard prototypes. We're looking for fresh ideas that handle sensitive themes with creativity, respect, and purpose.

If your concept stands out, you may be invited to bring it to reality – and take on a real client's challenge alongside selected designers.

More details on expected outputs can be found in the Briefing section.



Abstract

Announcer and Organizer

Model Obaly a.s.

Media Partner

CzechDesign

The character of the competition

A two-round international packaging design competition:

The First Round, as an Open Contest, packaging prototypes are evaluated anonymously.

In the Second Round the selected designers from the First Round are invited, accompanied by renowned designers chosen by the announcer to prepare a proposal according to a brief of the selected client from Model Group.

Competition schedule

01. 01. 2026 – Opening of registration for the First Round

31. 3. 2026 – Submissions deadline for the First Round (last day for digital submissions)

May 2026 – Jury session for the First Round

July 2026 – Start of the Second Round

August 2026 – Client session for the Second Round

October 2026 – Award Ceremony, announcement of the winners, new theme for Model Young Package 2027

Competition categories

The First Round of the competition is open to participants from all over the world from the age of 15, students and professional designers. Competitors can enter the following categories:

1/ High schools – Students of secondary and tertiary schools.

2/ Unlimited – University students and designers of all ages

Prizes

First Round – Open Contest

Category: Unlimited

1st place	4,000 EUR
2nd place	3,000 EUR
3rd place	2,000 EUR

Category: High Schools

1st place	3,000 EUR
2nd place	2,000 EUR
3rd place	1,000 EUR

Online Award **1,000 EUR**

Model Group
Innovation Centre's
Award **500 EUR**

Chairman
of the Jury's Award **500 EUR**

Second Round – Professional

Challenge

1st place	6,000 EUR
2nd place	4,000 EUR
3rd place	2,000 EUR

The theme of the competition

The theme of the competition is
“Unpacking Taboo”.

With this year's topic, “Unpacking Taboo,” the Model Young Package Award invites you to revolutionize how we perceive and interact with products tied to delicate, stigmatized, or overlooked subjects – from intimate care to mental well-being and all the quiet corners of life in between.

The intended packaging material must be paper-based and recyclable/reusable.
See more in Chapter 2/ Briefing.

Contact

myp@modelgroup.com
modelgroup.com/myp

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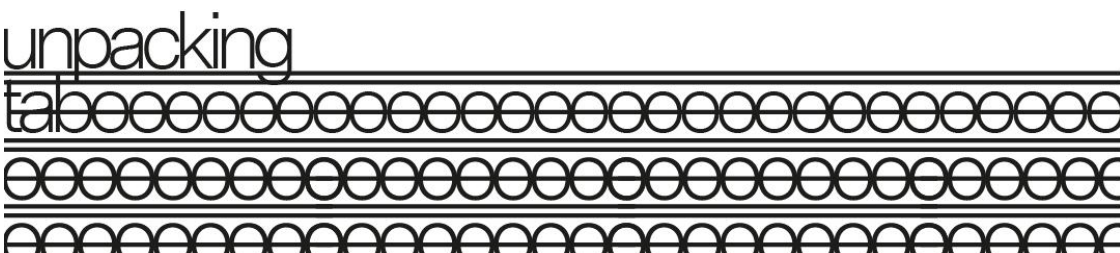
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1 How to submit your ideas

First Round (Open Contest) prototypes

The competitors in the First Round are obliged to submit their competition work digitally in pdf form – a pdf file including photos, a vector blueprint design, and a required description of a physically built functional prototype of the packaging. The design must be a functional mock-up and must follow the First Round- briefing (see Chapter 2). The prototype must be well built considering possible representative and exhibition purposes.

Chosen competitors will be notified by the organizer by e-mail following preselection in April 2026 to deliver physical prototypes.

Only designs from those participants who register using the online registration form will be accepted for the First Round – Open Contest of the competition.

Link: www.modelgroup.com/myp

Second Round (Professional Challenge) prototypes

The competitors in the Second Round are obliged to submit their competition work physically in the form of a real existing functional prototype of the packaging. The design must follow the Second Round- briefing and take the form of a functional mock-up. The model must be well built with an overall design suitable for serial production.

Only designers invited by the organizer to take part in the Second Round will be allowed to submit prototypes.

For both rounds, the following applies:

The production costs of the prototypes and any postal fees are paid by the participant.

Competition designs are not returned to the participants of the competition and remain in the archive of the competition announcer.

In the case of particularly successful designs, the announcer may address the author for the completion and implementation of the design in serial production.

2 Used Material

The material used for the packaging prototype must be a material that is printable and of the type used by Model Group, primarily the whole range of corrugated, solid, and litho-laminated cardboard.

Other materials can be used as additional material. More about the permitted materials can be found at www.modelgroup.com/myp.

Competitors can apply for free corrugated cardboard at one of the MODEL Pack Shops in the Czech Republic and Slovakia.

Link:
www.packshop.cz
www.packshop.sk

Please contact the relevant branch for collection. Competitors may apply for 3-layer cardboard type E (thickness ~1.5 mm) or B (thickness ~3 mm) and solid board type GD. Materials are usually provided in white or brown in sheets of 120 x 80 cm.



3 The Brief

3.1 The Brief – First Round (Open Contest)

The theme of the competition, “Unpacking Taboo,” is devoted to packaging that explores sensitive or overlooked topics.

All recyclable and/or reusable materials are permitted. Cardboard/corrugated board prototypes are preferred. You can digitally submit one prototype, choosing one from the specific briefing areas below.

Choose at least three elements below – you may choose more, but not fewer – and show them in your packaging design that either covers up or reveals a taboo product. Present your concept in a PDF file and submit it via www.modelgroup.com/myp

1. Unboxing experience – story being told by the package
2. Helps using the product
3. Innovative solutions
4. Simplicity / minimization to the essence of the function
5. Economics/Ecology
6. Design, graphics and general aesthetics
7. Manufacturability / commercial use – machine or manual
8. Legally compliant

3.2 The Brief – Second Round (Professional Challenge)

The Unpacking Taboo theme also covers the brief for the second round, which is set by the client at the briefing meeting.

This is followed by a feedback meeting and final evaluation with the client, at which point the participants are asked to send in their physical prototype.

4 First Round – Open Contest

4.1 Registration of Prototypes (First Round)

Participants can enter the competition as individuals or teams by registering using the online form on the competition website modelgroup.com/myp.

When registering as a team, each team will designate a main contact person with whom the organizer will communicate regarding the progress of the competition or the payment of prizes.

In the form, competitors will complete their contact details and attach a description of their submitted design which will be available to the jury during evaluation.

During registration, upload a PDF introducing your concept to the jury without personal information. For the purposes of anonymity, it is important not to state any personal information (e.g., name, school) and focus purely on the promotion of your concept. Be creative and find your own way to structure the file (attach YouTube links, create your own layout or pick choose a color palette) – the only requirements are:

- Your pdf file may contain no more than 5 photos.
- Your pdf file must include a vector structural design blueprint of your prototype.
- Your pdf file must include the title of your work and a description in English.
- The final size of your pdf file is limited to 10 MB.

You will receive a unique ID on the website's confirmation page immediately following registration. Save this ID for future verification and possible support requests.

4.2 Submission of Shortlisted First Round Prototypes

Chosen competitors will be notified by the organizer by e-mail following preselection in April 2026 to deliver physical prototypes.

These shortlisted prototypes for final jury evaluation must be delivered to the address of the organizer of the competition. Place the unique code from the website's confirmation page directly on the competition prototype (in the most elegant way possible) as well as on the envelope or package in which the work is sent!

The competition design prototype should be sent by the delivery service, packed so that it arrives undamaged, i.e., in a sufficiently large box or envelope in which it is stably secured.

The competing design must be delivered to the organizer's address no later than on the closing date 30 April 2026 (the date of delivery is decisive). Later delivery means no jury evaluation and no chance of winning.

The competing prototype must be sent to the address of the competition organizer:

Model Obaly a.s.
Model Young Package
Tesinska 2675/102
746 01 Opava
Czech Republic

Note for foreign participants: The consignment will contain a declaration for the customs office: "This is an item sent to the international Model Young Package competition and its value for customs purposes is a maximum of 10 EUR".

We recommend replacing the contents of the packaging with product mock-ups, especially in cases where the contents are perishable or could pose a risk to the recipient's health. This approach ensures safety and also helps minimize potential delays in customs clearance, particularly for shipments sent from outside the EU.

4.3 Evaluation of the First Round

The packaging should provide new solutions and should impress with a visionary concept. The evaluators in the competition will evaluate:

- the innovation and creativity of packaging design
- design creativity and visual look
- the functionality of the packaging
- packaging ergonomics
- production capability
- sustainability
- the quality of prototype processing

The winner will be determined by a jury appointed by the organizer. The organizer will ensure that the jury does not know who the authors of the evaluated competition entries are, and the jury will not have access to the identification or contact details of the competitors. The jury's decisions are final.

5 Second Round – Professional Challenge

5.1 Participation, Submission and Evaluation of the Second Round

The selected contestants who have been contacted by Model after the end of the First Round can participate in the Second Round of the competition.

These contestants will receive an invitation to a special assignment with a selected client to be revealed during the contest.

Following this assignment, they are entitled to two remote consultation meetings with Model representatives, followed by a feedback session.

During the assignment, they will also be given a specific date by which they must send physical prototypes to the selected address for final evaluation.

6 Prizes

First Round – Open Contest

Category Unlimited – Universities & Designers

1st place	4,000 EUR
2nd place	3,000 EUR
3rd place	2,000 EUR

Category High Schools – Secondary schools and tertiary professional schools

1st place	3,000 EUR
2nd place	2,000 EUR
3rd place	1,000 EUR

Online Award 1,000 EUR

Model Group Innovation Centre Award 500 EUR

Chairwoman of the Jury Award 500 EUR

The winner of the Model Group Innovation Centre Award will obtain a three-week paid internship at the Model Group Innovation Centre.

Second Round – Professional Challenge

1st place	6,000 EUR
2nd place	4,000 EUR
3rd place	2,000 EUR

The payment of prizes – the reward (prize) will be paid to the winner by transfer into the bank account specified by him/her no later than 30 days from the communication of payment details to the organizer (should complete details be provided). Payment details for the prize will be requested from the winner after the results are announced.

If the competition prototype is a work of a team, the organizer will transfer the reward in full to the account of the person who registered the competition prototype. The competitor who registered the competition prototype is responsible for the subsequent distribution of the remuneration among the individual authors (team members) according to the amount of their percentage share in the competition prototype or according to another collective agreement.

7 Legal Notice

By registering, the competitor confirms that he/she has read and agrees to these competition rules and undertakes to comply with them.

The competitor is entitled to send only such competition work which is the result of his/her own creative activity or the creative activity of a team of authors who agree to participate in the competition and with these rules and proceed in agreement with the competitor.

The competitor is responsible for having the consent of all co-authors (including consent to the use of their personal data) who have participated in the registered competition work.

Entries that have previously won awards cannot be submitted.

The organizer reserves the right of final decision in all matters related to the competition, including its interruption or cancellation of the entire competition or its individual categories.

The organizer reserves the right to cancel the competition at any time.

The organizer reserves the right not to select a winner or to place more than one candidate in the same order in the competition, as well as the right to award only certain prizes.

The organizer reserves the right to reject incomplete or incorrectly completed registrations.

The organizer reserves the right to change these rules during the competition. Participation in the competition is not a right.

The announcer reserves the right to select one or more winners from both categories joining The Second Round – Professional Challenge. The announcer reserves the right to select one or more winners for an internship at its Innovation Centre. The announcer also has the right not to accept any of the winners to its Innovation Centre.

The competitor guarantees that by creating a competition prototype and using it for the purpose of the competition, he/she has not unjustifiably interfered with any rights of third parties, especially copyright and related rights in accordance with Act No. 121/2000 Sb., the Copyright Act, as amended. By submitting a competition prototype, the competitor declares that he/she is entitled to exercise all rights relating to the production and use of the work. Should this statement prove to be untrue, the competitor is deemed responsible for all the damage potentially incurred by the announcer or the organizer.

Authors, co-authors, or collaborators who have participated directly in the preparation of the competition or the announcement of the competition, people who are full members or alternates of the jury, the secretary of the jury, the examiner of competition proposals, invited competition experts, and their spouses, permanent project partners, immediate superiors and direct collaborators of these persons may not participate in the competition. Furthermore, employees of the announcer and the organizer who have been involved in the preparation of the competition rules and the evaluation of the results may not participate in the competition. If it is found during the competition that any of the invited participants do not meet this condition, they will be excluded from the competition.

The announcer and the organizer of this competition undertake not to misuse any of the competition proposals or parts thereof.

Competitors understand that the submitted competition proposal (competition prototype) and the author's name may be published by the announcer and the organizer and further used for exhibition, news, archive, and promotional purposes in appropriate forms, including communication over the Internet. This authorization is granted as qualifying, gratuitous, and without any restrictions related to time, space, technology, and quantity. The proposal may be further provided by the announcer and the organizer and used by a third party for the same purposes.

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By registering a competition work, the competitor grants consent to the announcer and organizer within the framework of communication of the competition results:

- to a possible interview on their competition work / story to the media
- to the publication of a possible story / feature and photo in the media

The competitor grants the announcer and the organizer exclusivity in the presentation of the competition work for the duration of the current year (until 31 December 2026). The competitor thereby acknowledges that any use of the competition work (works) by the competitor or a third party, as well as the granting or transfer of usage rights for the benefit of a third party, is prohibited during the competition due to the possibility of conflict with the interests of the announcer and the competition organizer.

Registered prototypes delivered to the organizer's address, i.e., to the registered office of Model Group become the property of the competition announcer. If a competition prototype is shortlisted in the jury's evaluation, the competitor also undertakes to refrain from using and transferring rights to this prototype without the prior express consent of the organizer during the period until 31 December 2026. Within the specified period, the announcer has the preferential right to close a paid license agreement with the competitor regarding the provision of exclusive usage rights related to the competition prototype (works) for commercial purposes.

Conversely, if such preferential right is not exercised, the competitor is no longer bound by this (this does not, however, affect the rights of the organizer and the announcer to use the competition work for exhibition, news, and promotional purposes, even after the competition).

The competitor grants the announcer and the organizer exclusivity in the presentation of the competition work for the duration of the current year (until 31 December 2026).

The competitor thereby acknowledges that any use of the competition work (works) by the competitor or a third party, as well as the granting or transfer of usage rights for the benefit of a third party, is prohibited during the competition due to the possibility of conflict with the interests of the announcer and the competition organizer.

Buy-out rights: should the announcer wish to acquire any competition entry and thereby acquire the intellectual property rights to it (including the right to modify and transfer these), the participant that has created the competition entry will be paid a one-off fee and the participant shall irrevocably transfer to the announcer all rights, title, and interest in the competition entry and its IPR.

If the participant has filed any application(s) or been granted any registration(s) to the intellectual property rights to the competition entry or any right attached, the participant shall further assign the related application(s) and/or registration(s) to the announcer and provide all information about the related application(s) and/or registration(s) to the announcer.

Payment of the given one-off fee is independent of the main awards and may be negotiated with all participants of the competition. The announcer reserves the right to buy out any competition entry for a one-off fee of €1,000 for each competition entry. If the competition entry is submitted by a team, it must be stated in the submission which team member(s) owns the intellectual property rights to the competition entry. The participant stated as the owner of all intellectual property rights to the competition entry guarantees that the participant is the sole legal and beneficial owner of such rights.

The prize money for the awarded prototypes already includes the buy-out rights to the winning prototype, whose intellectual property rights are automatically transferred to the announcer of the competition.

In all matters directly affecting the competition, in particular the announcement of the results of the competition, registration and technical matters, communication between the competitor and the announcer will take place by e-mail (by sending a message by a simple e-mail) or orally by telephone.

If a team of authors participates in the competition, communication will take place with the competitor who has registered the competition work.

The announcer is not liable for damages if the selected finalists and/or winners of the competition cannot be successfully contacted at the e-mail address and/or mobile phone number provided during registration for the competition (communication problems on the part of the competitor, an incorrect or non-functional e-mail address and/or mobile phone number). Neither the organizer nor the announcer of the competition is responsible for technical problems in the transmission of data by electronic means.

Participation in the competition is not subject to any fee. The costs associated with the production of the competition prototype and other costs of the competitor are borne by each competitor. Neither the announcer nor the co-organizer pays for or reimburses competitors for the costs associated with participation in the competition or any other costs unless explicitly stated in these rules.

The winner is obliged to settle tax obligations if it incurs them in connection with the receipt of a prize. The financial reward for the winner is subject to taxation.

Should it not be possible to pay the prize into the account communicated by the competitor for any objective reasons, the organizer reserves the right to delay the payment of the prize until the details of a replacement account is given to another representative of the chosen team.

The day of the debiting of the amount from the organizer's account is considered proper fulfilment of the obligation of the organizer (and the announcer) to pay the winner's reward. The reward is subject to taxation pursuant to Act No. 586/1992 Sb. on Income Taxes, as amended.

The legal code of the Czech Republic is decisive for all legal relations, rules of participation, competition conditions, contractual arrangements, and usage rights. In the resolution of any disputes related to the competition, all persons concerned are obliged to proceed preferentially by conciliation with the participation of the organizer of the competition.

The competitor acknowledges and expressly agrees to the processing of his/her personal data in accordance with Article 7 of Regulation (EU) 2016/679 of 27 April 2016 on the protection of individuals regarding the processing of personal data and on the free movement of such data.

The personal data provided in the registration form is processed for the identification and registration of competitors (hereinafter also referred to as the "participant in the competition") for the period from its provision within the competition until the announcement of the competition results or until possible withdrawal of consent, though for a maximum of 2 years of its provision.

After this period, the administrator (who in this case is the announcer) or the processor (which in this case is the organizer) is obliged to destroy all personal data provided in accordance with the Personal Data Protection Act immediately.

Personal data is obtained from the participant in the competition based on electronic communication, by means of which the data subject communicates it to the organizer of the competition. The personal data of the participant in the competition will be processed to the above extent in the electronic database of the administrator / processor. All data is stored in digital form.

At the same time, by submitting a competition registration form, the competitor agrees that the announcer / organizer will send information about the competition by e-mail using a newsletter which may also cover future years of the Model Young Package competition or may contain business information and offers.

Subscription to the newsletter is performed automatically within the framework of the registration form; competitors can unsubscribe at any time using the web application.

The participant in the competition has the right to:

- request information on what personal data is being processed.
- request clarification regarding the processing of personal data
- request access to this data and have it updated or corrected.
- request the deletion of this personal data.

Each participant in the competition has the right to request that the administrator or processor blocks, corrects, supplements, or destroys his/her personal data. The participant has the right to revoke his/her data consent at any time with future effect by e-mail sent to myip@modelgroup.com. Withdrawal of consent shall not affect the lawfulness of processing based on consent given before its withdrawal.

Withdrawal of consent also does not affect the processing of personal data that the controller processes on a different legal basis than the consent granted by the participant.

See the announcer's website at modelgroup.com for more information on the processing of personal data.

7.1 The responsibility of the announcer and the organizer

Neither the organizer nor the announcer is responsible for:

- processing or evaluating any inaccurate information, technical errors or other errors that are provided during registration.
- any problems or technical failures, telephone networks or lines, computer internet systems, servers or computer equipment providers that are not within its competence, due to which any person would be unable able to enter the competition or complete his/her entry.
- loss of data, non-delivery of or delay to a consignment caused by third parties used for the transport and delivery of consignments or data.
- protection of copyright and intellectual property rights.

No transferable or licensing rights of the author or originator pass to the organizer by means of the registration of a competition work.

The organizer may organize any part of the competition, including its announcement, online in connection with the possible development of a pandemic if a corresponding emergency measure of the Ministry of Health, a government regulation or a law recommending organization on-line is issued or ordered.



8 About the competition

The Model Young Package is an internationally recognized competition that has existed since 1996. Today, it is the largest packaging design competition of its kind in the world and, thanks to its diverse categories and vibrant community, attracts the most prominent designers. Many young talents take part in it every year. The word “young” has nothing to do with age here, but means “new to the field”, because age doesn’t matter, and anyone can come up with an extraordinary idea.

Participants present their futuristic packaging ideas, and the expert jury selects the most exceptional designs. In a recent update, the authors of the best designs move on to a professional challenge round, working with real clients. Winning this award has historically propelled designers into successful careers, with past laureates including Jan Čtvrtník, who worked with NASA, IKEA, and Electrolux, Ladislav Škoda, chief designer for Tescoma, and Jaroslav Juřica, creator of the award-winning 002 chair for TON.

Competition Announcer and Organizer

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Media Partner

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Complete information about the competition can be found on the website modelgroup.com/myp

