

WORLD FAIR TRADE WEEK

**8th MOHAMMED ISLAM
DESIGN AWARD**

Deadline for submissions: 31st April 2015.

Milan
23-31 MAY 2015



WORLD FAIR TRADE WEEK
MILANO 2015
FAIRTRADEWEEK2015.ORG

PLAN YOUR ENTRIES

This competition is a recognition of the talented hands that give each product unique value and market potential.

The 8th Mohammed Islam Design Awards will take place at the 13th WFTO Conference, during the World Fair Trade Week 2015, in Milan, Italy, 23 – 27 May, 2015.

The idea of this competition, which was held for the first time in 2001, is to encourage innovation and cultural identity in product design. The prize is named in memory of the late Mohammed Islam which has contributed substantially to build up the network of FTO's in Bangladesh and at international level.

Being innovative, attractive and with good pricing range of products are key criteria to achieve market success promoted in this contest. Many buyers look for ranges whose colours and patterns work well together. Knowledge and skills of many of our producers are handed down through tradition and a big part of their cultures evolve dynamically, keeping their identities, which are reflected in artisan products giving unique trait that generates added value. With innovativeness, this unique expression of culture could attract the modern market. The use of unique techniques and environmentally-friendly raw materials also adds up great value that may attract the market.

CATEGORIES

- Best design for gifts and stationery, jewellery and accessories;
- Best design home wares and textiles (incl. clothing);
- Best traditional design adapted to contemporary trends;
- Best food packaging;
- Best product made of recycled materials.

GUIDELINES

The Mohammed Islam Design Award is open to all WFTO Members. To enter in the competition a member needs to fill in the registration form (at the end of this document) and send it to **info@wfto.com**, by **31st April 2015**. Fill out one form for each object you want to enter into the competition. You need to send the application with a **digital photo** of the product at least 1 month before. You can register only one product in each category.

Note: The Product must be brought to the WFTO Conference for display. Each participant is responsible for checking the requirements for the entry of goods into Italy.

CRITERIA

- Innovative design and range of products
- Market appropriateness (including pricing)
- Respect for the environment
- Local or Regional materials used

Organised by



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In collaboration with



Cultural Partner



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8th MOHAMMED ISLAM DESIGN AWARD REGISTRATION FORM

Milan
23/31 MAY 2015



Note: You can enter up to five products in the competition, but only one per category. A single product may be submitted to more than one category. Please fill in a registration form for each product.

Send this form to info@wfto.com

Organization's details

Organization:

Country:

Address:

Contact person for the award:

E-mail:

Telephone:

Product's details

Name of the product:

To which category/es do you want to propose your product?

- Best design for gifts and stationery, jewellery and accessories;
- Best design home wares and textiles (incl. clothing);
- Best traditional design adapted to contemporary trends;
- Best food packaging;
- Best product made of recycled materials.



Description of the product (max. 10 lines):

Describe the production technique and the production process (max 20 lines):



Material(s) used:

FOB price:

Add an image of your product: