

The Second International Furoshiki Design Contest for Students

**Design a Furoshiki (Wrapping Cloth) !
Submit a Design and Contribute to International Cultural Exchange**

Furoshiki, or wrapping cloths, are stylish and distinctive everyday items emblematic of the Japanese tradition of wrapping things. Since they are reusable and therefore do not impose a burden on the environment, furoshiki have attracted renewed interest in recent years, both in Japan and elsewhere.

In 2009 the Japan Foundation held an Original Furoshiki Design Contest, soliciting submissions from students of design in 10 countries. A total of 373 entries were submitted, and three were selected to receive top prizes. Furoshiki displaying the top prize designs are now on sale at museum gift shops and other venues in Japan.

The Japan Foundation is pleased to announce its second International Furoshiki Design Contest for students—specifically, university and vocational school students around the world who are the designers of the future. One entry will be awarded the grand prize and three others will be awarded prizes for excellence; these four designs will be used to produce JF Original Furoshiki, thereby helping to promote interaction with other countries.

We look forward to seeing your entries.

The Japan Foundation, New York

What's FUROSHIKI?

A *furoshiki* is a “wrapping and carrying cloth” used since olden times in Japan. It appears in writings of the Nara Period as *tsutsumi* (a bundle) referring to a cloth used to wrap the treasures stored in Shoso-in (an Imperial Treasury at Todai-ji temple). While there are several theories about how the cloth came to be known as *furoshiki*, a common story dates back to the Muromachi Period when Shogun Yoshimitsu Ashikaga built an *ōyudono* (a large bathhouse) to entertain feudal lords. The lords wrapped their clothes in a cloth on which their family crest was imprinted to distinguish their own clothing from another’s, and after coming out of the bath, it was used to stand on while grooming. This practice later became common in the Edo Period together with the popularization of *senzo* (public baths). However, the use of *furoshiki* decreased together with the introduction of western bags after the Meiji Period. However with the focus on environmental problems in recent years, the *furoshiki* is attracting renewed attention as it can be used over and over again.

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Submission Guidelines (United States)

1. Basic Information

- (1) Designs wanted: JF Original Furoshiki Design
- (2) Design theme: Designs should evoke a fusion of United States and Japan.
- (3) Design guidelines:

- a. Software: Please use Adobe Illustrator version 8.0 or later
 - 3 Any language version of this software may be used; however, it is recommended that entrants use the English version to avoid the risk of corrupted text.
 - 3 Please set the color mode to CMYK.
- b. File format: Adobe Illustrator Version CS or earlier
 - 3 Please save the file in .ai or .eps format with a file name that uses only letters and numbers.
- c. Colors: Up to 5 colors may be used. Please use process color (CMYK).
 - 3 5 colors refers to the number that will appear on the finished furoshiki.
 - 3 A color used to dye the whole fabric will be counted as one color. (All base fabrics are white.)
 - 3 **Given that the base fabric will undergo a dyeing process**, please be aware of the following:
 - Different proportions of the same color (e.g., red 100% and red 50%) will be counted as two colors.
 - A color resulting from the layering of two colors will be counted as a separate color.
 - Fluorescent colors, spot colors, and gradations cannot be used.
- d. Fabric size: 70cm × 70 cm
- e. Design size: The design data should measure 74 cm × 74 cm (4cm larger than the size of the fabric).
- f. Logo: The Japan Foundation will insert its logo in the bottom-right or bottom-left corner of the design. The JF will choose the color of the logo while respecting the design.
- g. Lettering: Please outline any text used in the design.

(4) Other points to note:

- a. Data containing pasted images will not be accepted.
- b. The dyeing process may cause slight changes in color and may require modifications to forms of expression.
- c. The texture of the fabric may make it difficult to reproduce intricate designs.
- d. Confirmation of the final sample will take place at the JF Headquarters.

- e. Designs must be the original creation of the entrant. Any copyright issues should be resolved in advance by the entrant. The use of widely recognized characters/ designs or of images that closely resemble such characters/ designs may constitute a copyright infringement. Designs thought to infringe copyrights will not be considered.
- f. Submitted designs will not be returned.

2. Eligibility

Entry is open to individuals or groups engaged in the study of design or related subjects at a university or vocational school and residing in United States.

(Students of any nationality are welcome to enter the contest.)

3. Number of Submissions

One entry is allowed per individual or group.

4. Awards

After the entries are judged, the following prizes will be awarded:

- 1 grand prize
- 3 prizes for excellence
- 10 prizes for merit

The grand prize winner will receive ¥100,000, which includes a ¥30,000 royalty payment covering two years. The winners of prizes for excellence will each receive a ¥30,000 royalty payment, also covering two years.

5. Copyright

Copyrights to the winning designs belong to the entrants. However, the Japan Foundation reserves the exclusive right to use these designs for various purposes (in other forms of promotion besides furoshiki, in New Year's cards and other printed goods, in online media, etc.) for a period of two years. Use of the designs beyond this two-year period will be determined through discussions between entrants and the Japan Foundation. Uses that contravene public order and decency will not be permitted.

6. How to Enter

Send the following items to "JF Original Furoshiki Submissions" at the address listed below.

- (1) Entry sheet: 1 copy
- (2) Printout of design: 3 copies on A4 paper (the colors on the printout will be used as the basis for dyeing process)
- (3) Data: 1 CD-R containing an Adobe Illustrator file
1 CD-R containing a PDF file

7. Entry Period

September 1, 2010 - October 29, 2010

(Applications must arrive no later than Friday, October 29)

8. Address for Submissions

JF Original Furoshiki Submissions,

The Japan Foundation, New York

152 West 57th Street, 17th Floor

New York, NY 10019

Note: Entries must be submitted by post.

9. Notification of Results

Winners will be contacted around early January 2011. The results of the contest will also be announced on the Japan Foundation Headquarters and the Japan Foundation, New York websites.

This information is also available on the following website:

The Japan Foundation, New York:

<http://www.jfny.org/>

If you have any inquiries, please send an email to: Furoshikicontest@jfny.org