

MALAYSIA FOOTWEAR



Design Competition 2010

MFDC

MALAYSIA FOOTWEAR DESIGN COMPETITION MFDC 2010

1. RULES & REGULATIONS

- 1.1 The competition is open to all Malaysians regardless of races, sex and age. Participants may participate as individual or under the name of company.
- 1.2 Entries must be original and non-commissioned work.
- 1.3 Entries should not have won any awards in similar contests held previously and must not be submitted concurrently to other competitions.
- 1.4 No amendments or alterations may be made to the entries after they have been submitted to the Organizers.
- 1.5 Entries that do not comply with the above will automatically be disqualified.
- 1.6 The Organizers reserve the right to exhibit or publish a winning entry in part or as a whole.
- 1.7 The Organizers will take necessary precaution to keep all entries in safe custody but shall not be held responsible for any losses or damages incurred in any unforeseen circumstances.
- 1.8 All submissions shall not be returnable and shall be retained by the Organizers for the purpose of documentation or others it deems fit.
- 1.9 All submissions will become the intellectual property of the Organizers and the Organizers shall reserve the rights to use the designs or products in whatever way it deems fit.
- 1.10 Judges' decisions shall be final and no correspondence will be entertained.

2. SUBMISSION

- 2.1 Participants can submit up to three (3) entries for each category.
- 2.2 Each entry (men shoes or ladies shoes) is limited to one (1) theme only. Short-listed contestants are encouraged to make also a prototype of his/her design submitted. If he/she is unable to do it, the Organizers may arrange an interested manufacturer's assistance to produce the prototype.
- 2.3 Participants are free to choose their own theme, materials and colors.
- 2.4 All awards for Men Shoes Design is confined to fashion shoes while Ladies Shoes Design are confined to leisure, fashion or evening shoes Only. Participants are free to choose their patterns and design.
- 2.5 Artwork, sketch, drawing, photos must be mounted on an A3(30cmx42.5cm) black cardboard. This should include:
 - ❖ Realistic colored drawing (rendering) at ¾ angle perspective-front view.
 - ❖ Realistic colored drawing (rendering) at ¾ angle perspective-rear view.
 - ❖ Top view drawing.
- 2.6 Entries (designs) should be accompanied by a completed entry form and a write-up of "Description of Design" in not more than 100 words. Both entry form and write-up are to be pasted at the back of drawings. (Prototypes of short-

- listed entries are to be submitted thereafter.)
- 2.7 Photostat copies of the entry forms are acceptable.
 - 2.8 Each drawing and/or related prototype must bear an entry label at the Back/bottom. No name or signature should appear on the front/upper.

3. CLOSING DATE :

All entries (designs only) shall be submitted and reached, on or before 31st October 2009, to :

The Perak Footwear Industry Association (www.perakfootwear.com)
 No.635 A & B, Jalan Pasir Puteh
 31650 Ipoh. Perak Darul Ridzuan
 Tel:605-3210081 Fax:605-3229443
 or any office of other co-organizers.

4. JUDGING

Entries will be judged on:

	Max points in %
Innovation, Creativity	40
Appropriate material selection	30
Aesthetics and Popular Appeal	20
Practicality and Functionality	10 100%

5. PRIZES

The AWARDS are divided into four(4) categories:

- 1st Prize for each category - RM3,000.00+Trophy+Certificate
- 2nd Prize for each category - RM1,000.00+Trophy+Certificate
- 3rd Prize for each category - RM500.00+Trophy+Certificate

In addition, the following Award will be presented:

- OVERALL GRAND AWARD** - A free trip to visit an international footwear fair

While manufacturers/makers assisting in making prototype/s will be presented with a Certificate of Recognition.

However, the Organizers reserve the right to suspend, under recommendation of Panel Judges, any of the above prizes.

6. JOINT ORGANIZERS

- 6.1. The Perak Footwear Industry Association Tel:605-3210081 Fax:605-3229443
- 6.2. Malaysian Footwear Manufacturers Association MFMA Tel:603-92855382
- 6.3. Selangor And Kuala Lumpur Shoe Industry Association Tel/Fax:92211840
- 6.4. Penang Footwear Association Tel:604-2267199
- 6.5. Association of Shoes Manufacturers And Traders Johor Bahru Tel:607-5208213



ENTRY FORM/ENTRY LABEL 2010

Particulars of Participant

Name: _____

Sex: _____ I/C No. _____

Address: _____

Tel: _____ Mobile : _____ Fax: _____

E-mail : _____

Theme of Design: _____

Please tick √

Working Name of Company _____

Studying Name the School _____

Education Year _____ Course/Major _____

CATEGORY ENTERED

Men Shoes

1. Men Fashion Shoes Design Award

Ladies Shoes

1. Ladies Leisure Shoes Design Award 2. Ladies Fashion Shoes Design Award

3. Ladies Evening Shoes Design Award

DECLARATION OF PARTICIPANT

I hereby declare to abide by the Rules & Regulations of the competition and accept whatever decisions made thereafter by the Organizers.

Signature of Participant: _____ Date: _____