

**Art and design students
from around the world are
invited to share ideas on
innovative and culturally
appropriate ways to
communicate safe sex
in South East Asia
and Africa**

Terms and conditions

The Project Geldom competition is a worldwide competition with entries accepted internationally. All entries must be original and not previously used in any commercial products.

The Project Geldom competition will not accept works that are considered to be plagiarisms. By entering The Project Geldom competition, entrant(s) assert that they are the legal copyright owners for all work(s) submitted. The Project Geldom competition reserves the right to reject any entry at its sole determination. Works that are considered to be plagiarism, morally or ethically questionable, and/or offensive – whether intentionally or not – will be disqualified at the sole discretion of The Project Geldom competition.

All works submitted must be photographs or digital renders of packages. Concept work, unpublished prototypes, speculative or unpublished creations are only accepted.

All communications between The Project Geldom competition and the entrant will be in English. All entries are accepted online only. A completed entry via email, including a correctly formatted image, is required for an entry to be accepted. One entry per email.

The Project Geldom entries will be judged by a highly-esteemed international panel of structural packaging, design & branding, and consumer product experts.

The Project Geldom entries will be recognised based on Creativity, Marketability, Innovation, Structure/Form and Branding.

Why is this important?

The male condom is a cultural icon in most parts of the world. It revolutionised birth control and the transmission of sexual diseases. When used consistently and correctly, condoms are the best prevention the world has against the sexual transmission of HIV, the virus that causes AIDS, as well as others forms of sexually transmitted diseases.

Last year, over 27 billion condoms were sold. But still not enough are being used. Despite their effectiveness, practicality and convenience, the latex condom, invented almost 100 years ago, hasn't changed much. Different kinds of condom from thinner or flavoured to textured and more durable are available, but problems still exist with latex as well as perceptions about how well they work (and feel!). For example, approximately 1-3% of the population is allergic to latex. It's also easily damaged and less reliable when used with oil-based lubricants, lotions or creams as they can cause slipping or breaking. While latex rubber is bio-degradable, a latex condom contains preservatives and stabilizers that make it harder to break down.

Polyurethane condoms were developed but they're more expensive and not widely available in many parts of the world. They tend about as thick as latex condoms but less sensitive to temperature and UV-light. They can also be used with oil-based lubricants. However, they're less elastic than latex condoms and more prone to slipping or breaking, and they're not bio-degradable.

Researchers at the University of Wollongong in Australia are working Project Geldom, a project to develop a new type of material for making condoms. Project Geldom is researching and testing a water-based hydrogel that will have no allergic reactions to the skin. The hydrogel may be able to crebe made into thinner, more stable, more durable condoms that are completely bio-degradable. A hydrogel can also be

How to enter

Categories:

Graphics & Advertising

Product & Packaging Design

Eligibility:

Young designers
(under 35 years of age)

Design students
(currently in tertiary education)

Entries may be individual or from a group but group members must all be within the same category. Mixed groups are not accepted.

Anyone born from 1 January 1980 on can enter. Students must be enrolled full or part-time across the globe in a recognised post-secondary course.

Prizes:

Two winning projects will be chosen from each category – a winner and a runner-up. The winner in each category will receive prize money of \$3500. The runner –up in each category will receive prize money of \$1500.

Entry Information

There is no entry fee for this competition.

Entrants are asked to prepare their artwork as a single .JPG file, A4 (landscape or portrait) at 150dpi. Files over 10mb in size will not be accepted.

Files are to be emailed to geldom@swin.edu.au, along with the following contact details:

Full Name
Date of Birth
Institution (if a student)
Email contact

Contact US

For more information about Project Geldom:

<http://projectgeldom.tumblr.com>

For any contest related questions:

geldom@swin.edu.au