

TO-FU OYAKO MyStamp Design Competition

1. Introduction

The TO-FU OYAKO MyStamp Design Competition, organized by Singapore Post Limited, invites YOU to design a new stamp, featuring the ever-popular TO-FU OYAKO characters by Japanese designers, DEVILROBOTS.

TO-FU OYAKO are the fairies of TOFU. They live on the planet TO-FU. The red TO-FU OYAKO is the mother and the blue TO-FU OYAKO is the son. They travel around space in search of the father TO-FU OYAKO. Their journey will never end until they find the father TO-FU OYAKO.

Now YOU will have the chance to design your very own stamp as we invite you to design TO-FU OYAKO onto MyStamp! The design theme of this competition is "TO-FU OYAKO PLAY!". We present you with an avenue to unleash your creativity and innovation in the design arena.

2. Eligibility

This design competition is open to all Singaporeans and Permanent Residents (PR) of age 13 and above.

3. Prizes

There will be 3 cash prizes for the top 3 winners of this design competition.

1 st Prize	\$1,000 cash prize
2 nd Prize	\$500 cash prize
3 rd Prize	\$300 cash prize

In addition, the top 10 finalists will be presented with a set of MyStamp featuring their winning design and a limited edition TO-FU OYAKO MyStamp Collection.

The school(s) which the top 10 finalists attend will also receive 100 sets of MyStamp sheets.

4. Competition Details

- 4.1 Participants are to create their artwork on the template which will be available for download from **19 May 2009** at the following website address :-

<https://www.vpost.com.sg/tofu-mystamp>

- 4.2 Participants shall creatively design the facial expressions and apparels on TO-FU OYAKO within the stamp template. The completed design should be in full color. [Download sample for reference]
- 4.3 Participants are free to use any designing software or art materials. Eg: crayons, poster colors, color pencils.
- 4.4 Participants are encouraged to use vibrant colors.
- 4.5 Participants are not allowed to design on the Singapore stamp.
- 4.6 The top ten (10) entries will be showcased at the SingPost booth (J08) during the 2nd Singapore Toy, Games & Comic Convention 2009 held at the Suntec Convention Centre (Hall 401 & 402) from 13 – 16 August 2009.
- 4.7 Viewers and participants of 2nd Singapore Toy, Games & Comic Convention 2009 may vote for their favourite TO-FU OYAKO MyStamp design at <https://www.vpost.com.sg/tofu-mystamp> from 12 noon on 7 July 2009 to 12 midnight on 31 July 2009.

5. Judging Process

- 5.1 All submissions will be judged by a panel of judges based on the following criteria:
 - Originality and Creativity 50%
 - Appearance (Colour and Rendering) 50%
- 5.2 The panel of judges shall be formed by Singapore Post Limited, Play Imaginative and a representative from DEVILROBOTS.
- 5.3 The top 10 finalists will be selected based on the ten highest scores which will be calculated according to the following percentages :-
 - (a) the score awarded by the panel of judges shall constitute 50% of the total score; and
 - (b) the points accumulated through the online voting system via vPOST shall constitute 50% of the total score.

6. Submission details

- 6.1 All participants should submit their completed designs via email to mystamp@singpost.com by **28 June 2009**. Softcopies of the completed designs should not exceed 1MB.
- 6.2 Hardcopies of the completed designs should be sent to the following address by **28 June 2009**

TO-FU OYAKO MyStamp Design Competition

Marketing Division
Singapore Post Limited,
10 Eunos Road 8
#05-07 Singapore Post Centre,
Singapore 408600

7. Announcement of Results

- 7.1 The winners and their ranking will be announced during the TO-FU OYAKO MyStamp Design Competition Prize Presentation Ceremony which is to be held in conjunction with the 2nd Singapore Toy, Game and Comic Convention 2009 (www.sgtoyandcomiccon.com) at the Suntec Convention Centre (Hall 401 & 402) on 16 August 2009.
- 7.2 Winners will be notified by post to attend the prize presentation ceremony.
- 7.3 In event of a tie in the results, Singapore Post reserves the right to redistribute the prizes.
- 7.4 All decisions made by the judging panel are final and binding on all parties concerned. The judging panel shall not be obliged to enter into any correspondence with any party on any matter concerning this contest.

For more information or contest enquiries, please contact:

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