

Asian Games seek designers from around the world

Visibility at one of the biggest sporting events worldwide in 2023 AND \$2,000 for the three winning designs.

Hangzhou, China – 28 October 2022. The Asian Games in Hangzhou in September 2023 will be one of the world's biggest sporting events of the year. There will be preparations for the event down to the smallest detail. In the coming month, the organising committee will be looking around the world for designers for the goodie bags. Designs can be submitted through 28 November '22. In addition to visibility at the internationally attended event, the three winning designers will receive \$2,000 and a ticket to the opening ceremony.

The Asian Games are one of Asia's biggest sporting events: every four years, athletes from more than 61 sporting disciplines compete for more than 450 gold medals over 15 days. In September 2023, the opening ceremony of the 19th Asian Games will take place in the city of Hangzhou, part of China's Zhejiang province. More than 10,000 Asian athletes and coaches will participate in the sporting event. In addition, more than 13,000 volunteers are working on the event and more than 80,000 visitors are expected from all over the world. Preparations are underway apace, down to the smallest detail. The organisation will be looking for designers for their goodie bags next month: the 'Picturesque Zhejiang Travel Package' must exude the soul of the Asian Games.

"An event with international reach makes for an international call. We want to portray the beauty of China's Zhejiang province from a multicultural perspective. We are confident that with a global call, we will receive a great many high-quality designs from talented designers or design students," is the message from the organising committee for the Asian Games.

The 'Picturesque Zhejiang Travel Package'

The bag that the Asian Games organisation wishes to have designed will serve to distribute brochures and goodies. The design theme should have 'Picturesque Zhejiang' as its core theme, integrating several elements of the Asian Games or Asian culture.

Submitting your design?

Designs may be submitted through 28 November using this [link](#). The three best designs will actually be produced, each in an edition of 5,000. In addition to an award, visibility at one of the world's biggest sporting events and eternal fame, the designers of the three winning designs will also receive a \$2,000 cash prize and tickets to the opening ceremony of the Asian Games. The international jury will also choose 7 more designers who submitted an 'outstanding work'. They too will receive an award and \$300 in reward.

More info on the Asian Games in Hangzhou can be found [here](#). More info on the design call can be found at this [link](#).

Contact us

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