

## Happy Coffin Project Coffin Design Competition

# Life Before Death

For many, death is an uncomfortable spectre confronted amidst cobwebs of doubt and misgivings. The Lien Foundation's Life Before Death initiative seeks to get people thinking and talking about a universally taboo subject –death & dying—and to highlight the urgent need for improved care for the dying.

As it has always been, the coffin is a powerful symbol of death - untouchable, eerie, evoking fear and unease in people. But we want to change this perception by using the coffin as a medium of expression for people to remember and honour their loved ones.

In our everyday existence, we accord utmost importance to the act of living, and of life itself. Of parallel gravity and on the opposite spectrum, is death. What does death -the finality of life, mean to you? Is it just a termination of our biological functions, or a transitional journey to another phase (in the context of the various religious beliefs you have).

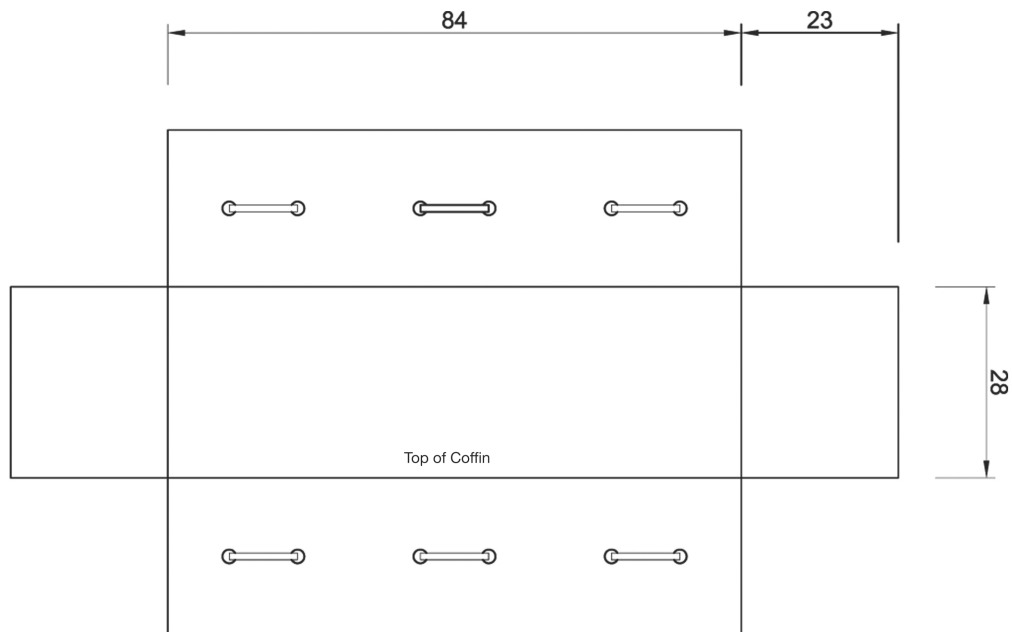
Thinking about death before the actual moment allows one to ponder on various philosophical issues central to the soul and body, and ultimately the meaning of life. In fact, when we reflect upon death, we are also musing deeply about our own lives, and the collective memories and experiences that have defined and enriched us.

### What do we want you to do?

Here's a challenge for you to do something you probably have not done before. Get creative and design a coffin either for yourself, a close friend, a family member or someone who has been an inspiration to you.

Your entry must be created using the template provided. The coffin's dimensions are **84 inches long, 28 inches wide, 23 inches high**. Remember to design only the five sides of the coffin: the top and the four sides around. All entries must use the design template provided. The 3D visualization is only meant as a guide.

Finally, each entry must be accompanied by a write-up, of not more than 300 words, describing the design concept or story of the entry.



Life  
Before  
Death

**PLAN OF COFFIN**  
All dimensions in inches.  
(For ease of design, designer can assume cover art for top lid to continue to all four sides)

### So what's in it for you?

A total of US\$10,000 in prizes will be awarded to 12 winners!

1 <sup>st</sup> Place	US\$3,000
2 <sup>nd</sup> Place	US\$2,000
3 <sup>rd</sup> to 12 <sup>th</sup> Place	US\$500

Winning entries also have the chance to go on to the international stage through online activities and installations, as part of the global campaign to break the silence of death through 'die-logues'.

### What's the medium?

Photography/Design

**Contest duration:**

Start Date: 22 <sup>nd</sup> July 2010
End Date: 3 <sup>rd</sup> September 2010
Time: 11:59 PM (GMT +8)

**Entry specification**

- The design should only cover the external surfaces of the coffin
- There is no requirement to design the internal surfaces
- Entries must be in JPEG, TIFF or PDF file format using the template provided
- In no more than 300 words, explain your design's concept. If the coffin is designed for someone other than yourself, explain why the intention and how the design came about. The description may be used as a factor in determining the winners
- If your works are selected, you must provide the original working files in a format required by us, so keep the source files in high resolution

**Do's & Don'ts**

- All submitted material are non-returnable
- Your artwork and design should use and follow the template and dimensions as stipulated
- Use ONLY the DESIGN TEMPLATE for your design. The 3D view is meant for visualization only
- The artwork can either be hand-drawn or digitally generated graphics, so long its legible and visually arresting.
- No restrictions on the number of submissions per participant
- Entries must be original and exclusive to the participant, true and verifiable
- You MUST use images that are rights-free. It is your duty to ensure that all elements you use do not infringe any copyrights. Please include the following statement on your media description bloc once you have uploaded your work: "All elements used in part or in whole have rights cleared for usage in the Life Before Death: Happy Coffin Call for Entries"
- eYeka Asia has the right to reject entries containing obscene, racist, unethical, dangerous, violent or legally objectionable material, or material that may infringe upon any person's personal or property rights. Such entries will be immediately disqualified and not allowed on the Call for Entries.

Entries that do not meet the above listed criterion will be disqualified. For any further questions, please send an email to: [community.asia@eyeka.com](mailto:community.asia@eyeka.com)

**ANNEX****ABOUT THE CAMPAIGN**

The Life Before Death campaign was initiated by the Lien Foundation, a Singapore philanthropic house. The intent of the campaign is to de-stigmatise death and dying and dying by spurring 'die-logues' amongst the public.

Today, a revamped global website ([www.lifebeforedeath.com](http://www.lifebeforedeath.com)) reaches out to a wider global audience online through the use of social media, art, films and photography, enthusing them to view death and life differently.

**USEFUL WEBSITES**

- Helping people to come to terms with the somber certainty of dying. "Death is always an unwelcome experience. We avoid it as much as we can. When death happens, we wonder 'what would they want? What should we do? What's appropriate at the time?' I believe that a good funeral is the beginning of a healthy grief process." [http://news.bbc.co.uk/2/hi/uk\\_news/magazine/7358089.stm](http://news.bbc.co.uk/2/hi/uk_news/magazine/7358089.stm)
- <http://www.onlineopinion.com.au/view.asp?article=8501&page=0>
- <http://www.creativecoffins.com>
- <http://www.lifeart.com.au>

Please note that the last 2 sites are purely for references. Any entries that infringe the designs of the companies will be immediately disqualified.