

# SZ+DAY 2015

(Shenzhen Design Award for Young Talents)

In association and cooperation with UNESCO Creative Cities Network

Shenzhen City of Design Promotion Office and Shenzhen City of Design Promotion Association (SDPA) warmly invite you to participate in this competition which recognizes successful or potential young designers from creative cities and Hong Kong.

The purpose of the *Award* is to reward the efforts of young designers, who, through their creativity, have contributed to the enhancement of environmental sustainability, social and economic development and, above all, quality of lives in cities.

The *Award* aims to encourage exchange between young talents from different countries, cooperation between creative cities, and the sharing of experiences and ideas for developing creative and cultural industries.

The *Award* also aims to promote the value of design thinking, concepts and products as contributors to the transformation of economies and society.

## **Theme for 2015**

Transformation: the Mission of Design

## **Eligibility & Requisites**

The Entrant can be an individual or a team. For an individual, his or her age should be under 35 by 31 December 2015. For a team, all members should be under 35 by 31 December 2015.

For architects, the age limit is under 40 by 31 December 2015.

For the student session, entrants should remain registered students in colleges or other educational institutions until 1 January 2015.

The entries must have actually been completed or produced and, in the cases of commercial products, have become available in markets between 1 January 2013 and 1 October 2015.

Conceptual designs or designs that are still under development and/or have not yet been commercially launched, as well as show flats, prototypes, renderings and artists' impressions of designs are only eligible as entries for the student session.

Entries submitted for SZ+DAY 2013 are NOT allowed.

All entrants must be natives of or have been living for at least 2 years in one of the UNESCO Creative Cities<sup>\*</sup> or Hong Kong.

The entries can only be submitted by the designer or the nominator.

Each entrant can submit no more than 10 pieces of works. For series, there should be no more than 5 pieces for each serial.

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<sup>\*</sup> Log on our website [www.szday.org](http://www.szday.org) for complete list of UNESCO Creative Cities.

Entries from all fields of design which contribute to the sustainable growth of cities are welcome to participate, including but not limited to:

- Product and industrial design
- Architecture, urban landscape and interior design
- Graphic and communication design
- Animation
- Fashion and apparel accessories design
- Service design and design thinking in public policy

### **Nomination**

Generally, the nominators are the focal points of creative cities for UNESCO. The nominators are entrusted with the tasks of making call for and collecting entries, organizing first screening, and eventually nominating candidates.

The nominator in Hong Kong is Hong Kong Federation of Design Associations (FHKDA).

All nominators have the liberty in deciding the methods, processes and schedules for their own nominations.

Nominees of SZ+DAY 2013 should NOT be nominated again.

In the event that focal points do NOT possess adequate resources, expertise, experiences, etc. to perform nominations, they are allowed to commission or entrust the nominations to local professional design

institutions, who they believe possess relevant and adequate capabilities and capacities.

However, such shift of nominating parties should NOT be deemed as establishment of relationships of any kind between SDPA and the commissioned or entrusted third parties. Participating focal points would still be held accountable for this project and should exercise discretion when selecting nominators.

Nominators can only nominate entrants who are natives of or have been living for at least 2 years in the nominators' cities.

Each nominator can nominate maximum 8 candidates, including maximum 3 student candidates.

User names and passwords for the online registration system will be given to nominators before 1 September 2015 who then can register on behalf of nominees or instruct nominees to register on the official website [www.szday.org](http://www.szday.org) before 20 October 2015. ONE User Name together with ONE password is for ONE entrant ONLY.

Shipping of designs and supporting materials must be arranged so as to arrive at the Secretariat<sup>†</sup> before 31 October 2015.

## **Timetable**

1 July - 19 October                      Call for entries and first screening by nominators

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<sup>†</sup> Look to the end of this text for contact info.

20 October	Deadline for Nominees Registrations
31 October	Deadline for arrival at Secretariat of entries
Late November	Final Judging
Spring, 2016	Awarding Ceremony and Exhibition

## **Prizes**

For Professionals

Grand Award (maximum 1 winner)

30000 USD per winner

Merit Award (maximum 10 winners)

5000 USD per winner

For Students

New Star Award (maximum 5 winners)

5000 USD per winner

Best Nominator (maximum 3 winners)

5000 USD per winner

This prize awards the nominator who provides the best supports and cooperation for this project, or who nominates the most winners. SDPA would select the winner(s) with assistance from the Jury.

## **Awarding Ceremony**

To accept the prizes, winners of the Grand Award and Merit Award have to be present at the awarding ceremony. Flight tickets and three nights' accommodations would be provided by SDPA.

All winners of New Star Award and one representative of each Best Nominator would be invited to attend the ceremony. Flight tickets and three nights' accommodations would be provided.

## **Registration**

All nominees must register online at [www.szday.org](http://www.szday.org) before 10:00 AM (GMT), 20 October 2015 by finishing the following steps (all texts must be in English):

1. Read and Agree to the Terms and Conditions
2. Log in using User Name and Password provided by local nominator (ONE User Name and ONE password for ONE entrant ONLY)
3. Fill out the registration form
4. Fill out the description form one by one for all entries
5. Upload a photo of the nominee
6. Upload a recommendation letter (PDF or JPG) signed by the nominator
7. Send the Actual Works to the Secretariat and ensure they arrive before 31 October 2015.

## **Fees**

Registration, nomination and entries submission are free. However, entrants are responsible for all logistic and insurance costs.

## **Judging Criteria**

- Achievement in utilizing designs to contribute to the transformation of local economies, of social development, and of cities' development.
- Achievement in utilizing designs to increase sales, lower costs, and improve product qualities, productivity and profitability.
- Achievement in utilizing designs to enhance sustainability in urban environment, social and economic development, and to improve quality of lives in cities.
- Achievement in uniqueness, creativity, originality, innovation, aesthetics, sustainability, use of technology, user-friendliness in designs.
- International recognition, commercial and societal success in designs.

## **Judging Process**

The judging process will consist of two stages of detailed assessments, based on the actual products, images and additional supporting materials submitted by the entrants.

### **First Stage**

First Stage Judging will be carried out by the nominators according to the judging criteria listed above. The best 8 entrants including maximum 3 students will be nominated.

## Second Stage

An international Jury would convene in Shenzhen in late November 2015. Actual design works and supporting materials will be displayed side by side for the jurors to evaluate. All winners will be selected at the end of the second stage.

## **Jury**

The Jury will consist of 7 professional members with international reputations and judging experiences from different cities in different countries. The Jury would be assembled based on the recommendations by UNESCO Creative Cities.

Names and biographies of jurors will be published on the official website as soon as they are available.

## **Terms and Conditions**

Please read the Terms and Conditions of SZ+DAY 2015 below carefully. By entering this competition, entrants declare that they agree to all



these articles.

- All entries must meet moral and ethical standard accepted world-wide, and be in accordance with the theme, purposes, and regulations of this *Award*. The Secretariat reserves the right to refuse to accept entries which it considers do not meet these standards.
- The Entrant hereby acknowledges and warrants that the Entrant is the sole owner of the Design and owns all rights including but not limited to copyright, design rights and all other proprietary and intellectual property rights in or pertaining to the Design. Any infringement would result in immediate disqualification of the entrant and total withdrawal of his or her entries. † SDPA should be indemnified against all actions, claims, loss, damages, costs and expense which it may incur or has incurred as a result of any infringement.
- The Entrant hereby represents and warrants that the Design is original and independently created and does not infringe, breach, prejudice or violate the property, interests or rights (including but not limited to contractual rights, user rights, copyright, design rights, patents and all other proprietary and intellectual property rights whether registered or otherwise) of any third party. The Entrant

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† Limited exceptions could be allowed at the discretion of the Jury to students who elaborate the cases explicitly so that such exceptions could be justified.

agrees to fully indemnify SDPA against all actions, claims, loss, damages, costs and expenses which it may incur or has incurred as a result of any breach of this representation or warranty. Should it prove in retrospect that a registered or even awarded entrant breaches third-party rights, SDPA reserves the right to disqualify the entrant and revoke the relevant award. The above liability provisions apply accordingly to all items supplied by SDPA in connection with the Entrant's participation in the *Award*.

- The Entrant hereby grants, on a gratuitous basis free of any fee, royalty or remuneration, to SDPA, the organizer of SZ+DAY, the right or license to use, edit, amend, copy, reproduce or publish in any size the Design (which includes but is not limited to drawings, artworks, photographs, images, sketches, transparencies, sculptures, models, prototypes, and printed or digital materials) submitted for the *Award* or any part thereof in the promotional/exhibition materials or any publications in any media or medium related to the *Award*.<sup>§</sup>
- The Jury will have the right to determine the number of winners; and the right not to name a winner for any of the awards. The Entrant agrees that the decisions of the Jury will be final. No appeal will be entertained.

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<sup>§</sup> It should be reiterated that the entrants are the only owners of all rights related to the Design they submit, including but not limited to contractual rights, user rights, copyright, design rights, patents and all other proprietary and intellectual property rights. Any use or modification of the Design by SDPA is for the purpose of promotion (including promotional exhibitions and publications) of the Award only.

- SDPA reserves the right to cancel, in part or in whole, postpone or bring forward the *Award* for any reason and is not obliged to reimburse entrants for any expenses related to such cancellation. While actual works can be returned upon requests with entrants covering all relevant costs, all submitted material(s) relating to the *Award* will not be returned.
- The Winner of the *Award* agrees that his/her winning design will be displayed in such exhibitions at the decision of SDPA for a period of minimum one year subsequent to the competition, and agrees to provide information as requested by SDPA about the winning design for future activities, including but not limited to reports, publicity, marketing and exhibitions.
- The Winner of the *Award* agrees to cooperate with SDPA to promote the *Award* and play active role in relevant promotional activities in the future upon request.
- The entrant agrees to obtain approval by SDPA beforehand on using the endorsement mark in printing.
- These terms and conditions shall be governed by the laws of the People's Republic of China and local laws of the City of Shenzhen. Any claim or dispute must be determined exclusively by the courts in the City of Shenzhen.
- These terms and conditions are prepared in both English and Chinese

languages. If there is any inconsistency between the English version and the Chinese version, the Chinese version shall prevail.

### *Personal Data Protection*

All personal information submitted will solely be used for the *Award* purposes. The entrants preserve the rights regarding access to and correction of personal data provided for nomination.

### *Prevention of Bribery Ordinance*

Entrants are reminded that it is an offense to offer any advantages (e.g. money, gift, etc.) to the organizer, an employee of the organizer, co-organizers or the Jurors as an inducement to or reward for favorable considerations.

### **Optional materials requirement and arrangement\*\***

- Photos: All photos should be uploaded on the *Award* website. Maximum 10 photos for each item submitted. All photos should be in JPEG format, over 300dpi and no more than 1024\*768 pixels each. MUST be actual photos without special effects.
- PPT files: Maximum 10 slices for each item submitted and should be uploaded on the website.
- Video: Maximum 5 minutes, MP4 format only, must be recorded on a

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\*\* To upload supporting files, log on [www.szday.org](http://www.szday.org) and register first before going to Submission and click on Submit Now.

DVD and DVD only, before shipping to the Secretariat. Unoriginal scores or music must come with copyright authorization.

- Animation and other program files: Must be recorded on a DVD and DVD only, before shipping to the Secretariat.
- Display board: NOT bigger than 90cm x 120cm.

### **Actual works**

- For product and industrial design, the submitted entries must be completely assembled and fully functional. Electrical products must provide transformer and adapter to match Chinese electrical voltage: 220 volts AC, 50 Hz.
- Shipping of entries bigger than 1m x 1m x 1m or with weight over 50 KG can proceed only after consulting the Secretariat, who reserves the right to refuse any oversize entries.

### **NOTES for material arrangement**

- All texts must be in English.
- All items submitted must be anonymous. NO name of designer, company, organization or city should be quoted.
- Entry label should be downloaded from the *Award* website and fixed on the top right-hand corner of the packaging of each submitted item (including supporting materials).

- Posters, display boards, DVDs, documents, perishables and liquids are not returnable.
- The Entrant shall have adequate insurance coverage for his or her works submitted, particularly with regards to the risk of theft, fire, breakage and damage.
- The Entrant shall be responsible for all costs (including but not limited to all packaging costs, transport costs, documentation, postal charges, courier charges, insurance costs, governmental / jurisdictional approvals and licenses, and any other costs necessary or likely) in the passing and transporting of the entries into the possession of the Secretariat or the return of the designs upon the entrant's request.
- The Entrant agrees that SDPA shall not be liable for any loss or damage of the Design during the passing or transporting to and from SDPA or at the premises arranged by SDPA for the judging sessions.
- While reasonable care will be taken when handling the Design in the premises arranged by SDPA, SDPA shall not, in the absence of negligence on the part of SDPA, be liable for any loss or damage of the Design. For the avoidance of doubt, it is agreed that superficial rust, oxidation, discoloration, or any like condition due to moisture is not a condition of damage but is inherent to the nature of the Design and SDPA shall not be responsible for such condition.

- Entrants, except the winners of the *Award*, who intend to retrieve the designs, shall contact the Secretariat during the period from 16 December 2015 to 31 March 2016. Otherwise, designs may be subject to disposal.

## **Contacts**

SZ+DAY Secretariat

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Phone: + 86 755 6661 9298

Email: [info@szday.org](mailto:info@szday.org)

Log on the website [www.szday.org](http://www.szday.org) for contact info of all nominators