

SZ·DAY

(Shenzhen Design Award for Young talents)

In association and cooperation with UNESCO Creative Cities Network

Shenzhen “City of Design” Promoting Office and Shenzhen Creative Culture Center (SCCC) warmly invite you to participate in this competition which recognizes successful or potential young designers from creative cities

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

The *Award* also 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 recovery of economies.

Theme for 2013

Recovery: the power of Design

Eligibility & Requisites

The Entrant can be an individual or a team, with age or average age of or under 35 by 31 December 2013.

For the student session, entrants should remain registered students in colleges or other educational institutions until 1 Jan.2013.

The entries must have actually been completed or produced and, in the cases of commercial products, have become available in markets between 1 January 2011 and 31 October 2013.

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.

All entrants must be natives of or have been living for at least 2 years in one of the UNESCO Creative Cities* .

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.

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

* Log on our website www.szday.org for complete list of UNESCO Creative Cities.

- 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 screen, and nominating candidates.

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

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 SCCC and the commissioned or entrusted third parties.

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 5 candidates, including maximum 1 student candidate.

User names and passwords for the online registration system will be given to nominators who then can register on behalf of nominees or instruct nominees to register online before 20 Oct.2013. 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[†] before 31 Oct.2013.

Timetable

15 June - 15 October	Call for entries and first screening by nominators
20 October	Deadline for Registrations
31 October	Deadline for arrival at Secretariat of entries
November	Judging and Notification to winners
December	Awarding Ceremony

[†] Look to the end of this text for contact info.

Prizes

For Professionals

Grand Award (maximum 3 winners each time)

30000 USD per winner

Merit Award (maximum 10 winners each time)

5000 USD per winner

For Students

New Star Award (maximum 5 winners each time)

5000 USD per winner

Best nominator (maximum 3 winners each time)

5000 USD per winner

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

Awarding Ceremony

To accept the prizes, all winners of the Grand Award have to be present at the awarding ceremony. Three nights' accommodations would be provided by SCCC.

For all winners of New Star Award, and for one representative of each Best Nominator to attend the ceremony, flight tickets and three nights' accommodations would be provided.

Registration

All nominees must register online at www.szday.org before 18:00(SZT), 20 Oct. 2013 by finishing following steps (all materials must be in English):

1. Read and Agree to the Terms and Conditions
2. Login using User Name and Password provided by the 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 31st October 2013.

Fees

Registration, nominations and entries submissions are free. However, entrants are responsible for all logistic and insurance costs.

Judging Criteria

- Achievement in utilizing designs to contribute to the recovery of local economies.
- 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, aesthetic, 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 with reference to the judging criteria listed above. The best 5 entrants will be nominated.

Second Stage

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

Jury

The Jury will consist of 7 members from different cities in different countries, including professionals with international reputations and judging experiences, and non-professionals as well.

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

Terms and Conditions

Please read the Terms and Conditions of SZ·DAY 2013 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. † SCCC 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 agrees to fully indemnify SCCC against all actions, claims, loss, damages, costs and expenses which it may incur or has incurred as a

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

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, SCCC reserves the right to disqualify the entrant and revoke the relevant award. The above liability provisions apply accordingly to all items supplied by SCCC 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 SCCC, 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***.[§]
- The Jury will have the right to determine the number of awards made; and the right not to name a winner for any of them. The Entrant agrees that the decisions of the Jury will be final. No appeal will be entertained.
- SCCC reserves the right to cancel, in part or in whole, postpone or bring forward the Award for any reason and is not obliged to

[§] 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 SCCC is for the purpose of promotion (including promotional exhibitions and publications) of the Award only.

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 Winners of the *Award* agree that his/her winning design will be displayed in such exhibitions at the decision of SCCC for a period of a minimum of one year subsequent to the competition, and agrees to provide information as requested by SCCC about the winning design for future activities, including but not limited to reports, publicity, marketing and exhibitions.
- The Winners of the *Award* agree to cooperate with SCCC to promote the *Award* and be involved in relevant promotional activities in the future upon request.
- The entrant agrees to obtain SCCC' s approval 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 offence 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 DVD and DVD only, before shipping to the Secretariat. Unoriginal scores or music must come with copyright authorization.

** To upload supporting files, log on www.szday.org and register first before going to Submission and click on Submit Now.

- 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 adaptor 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 for materials 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). Items without proper labels would NOT be accepted.

- 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 entrant's design into the possession of the Secretariat or the return of the entrant's design upon the entrant's request.
- The Entrant agrees that SCCC shall not be liable for any loss or damage of the Design during the passing or transporting to and from SCCC or at the premises arranged by SCCC for the judging sessions.
- While reasonable care will be taken when handling the Design in the premises arranged by SCCC, SCCC shall not, in the absence of negligence on the part of SCCC, 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 SCCC shall not be responsible for such condition.

- Entrants, except the winners of the *Award*, who intend to collect the Designs shall contact the Secretariat during the period from 16 December 2013 to 28 February 2014. Otherwise, Designs may be subject to disposal.

Contacts

Secretariat Address:

SZ • DAY Secretariat

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Guan Shanyue Art Museum,

6026 , Hongli Road, Futian

Shenzhen, China,

518026

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Email: info@szday.org

Log on the website www.szday.org for contact info of all nominators