

100%**design**
shanghai
presents

DESIGNEDTM IN CHINA

A Competition to Bring A New Product to Market
设计在中国：一场创制新产品的竞赛

Instructions and Entry Form
竞赛说明及报名表
English / 中文

Q: What can design contribute to Chinese society?

Overview

100% Design Shanghai launched “DESIGNED IN CHINA” in 2009 to present a new generation of contemporary Chinese designs to a worldwide audience and introduce a new product into the global marketplace. Launched in 2008, 100% Design Shanghai has become the leading contemporary design fair in China, thus offering unprecedented international exposure to the competition's winners. Objects from the area of furniture and interior products will be selected by a distinguished jury, and will be exhibited and promoted at the 3rd 100% Design Shanghai, from November 4-6, 2010.

In addition to cash prizes, one winner in each of the professional and student categories will be awarded a three-week exhibition and one-year contract to develop a new product through Design Republic, a leading international retailer and manufacturer of contemporary design. And also a short course in their chosen area of art and design at University of the Arts London. They will be offered a choice from the University's short course prospectus published for year 2010/11.

DESIGNED IN CHINA is organized by Reed Exhibitions, in collaboration with Surface magazine.

[www.reedexpo.com.cn](http://www.reedexpo.com.cn;);

www.surface-china.cn

Concept

DESIGNED IN CHINA continues to present work that expresses China's creative potential in the realm of design. Rather than seeking answers, it will pose questions: What is contemporary Chinese design? Competitors are encouraged to submit works that go beyond the reinterpretation of traditional elements and motifs and instead express Chinese concepts, sensibilities and modes of living in innovative, internationally-resonant ways. In short, *what can design contribute to Chinese society?* And what can Chinese design contribute to the world?

Judging

DESIGNED IN CHINA will be juried by:

- Kenya Hara; Graphic Designer and Board member, MUJI; Representative, Nippon Design Center; Professor, Musashino Art University (Japan)
- Donna Loveday; Senior Curator, London Design Museum (United Kingdom)
- Sheila L. de Bretteville; the head of the Graduate Program in Graphic Design at Yale University (United States)
- Julia Chiu; Executive Director, Japan Industrial Design Promotion Organization (Japan)
- Xiaowei Hu; Executive Publisher, Surface China (China)
- Rossana Hu; co-founder, Design Republic and Neri & Hu (China)
- Lyndon Neri; co-founder, Design Republic and Neri & Hu (China)
- Ben Hughes, Course Director for MA Industrial Design, Central Saint Martins College of Art and Design (United Kingdom)

Entries will be judged on:

1. Strength of concept
2. Functional and aesthetic innovation
3. Special consideration will be given to designs that address sustainability

Deadlines

July 14, 2010 — Deadline for entries

August 9, 2010 — Finalists announced online at www.100percentdesign.com.cn

September 3, 2010 — Announcement of Winners

November 1, 2010 — All winning designs must arrive in Shanghai Exhibition Center

November 4-6, 2010 — Winning designs exhibited at 100% Design Shanghai

Q: What can Chinese design contribute to the world?

Prizes:

There will be 2 categories: Professional and Student

Forty (40) from each category (estimated) will be selected and each will receive an honorary certificate.

Twelve (12) Winners (estimated) from the finalists, will be selected and their winning pieces will be exhibited at 100% Design Shanghai 2010.

One (1) Grand Prize Winner from each category will be awarded:

- RMB20,000 in cash
- A 2-page feature in Surface magazine
- Three- week exhibition and one-year contract to design a product (with the possibility of manufacture, sales and royalties) with Design Republic

** Design Republic reserves the rights not to award this contract should the winning design fail to meet the requirements of Design Republic's.

- A short course in their chosen area of art and design at University of the Arts London. They will be offered a choice from the University's short course prospectus published for year 2010/11 and the fees will be waived.*

* Winners will be responsible for their visa applying, living expenses and the return air tickets to London

Eligibility

The DESIGNED IN CHINA competition is open to any professional designer or design student who is a Chinese national, including Hong Kong and Macau. Both individual and group entries will be accepted.

Entry Fee

There is a RMB100 entry fee per design submitted.

Rules:

1. All designs must be the original work of the entrant (see Entry Form for more information).
2. Entries must fit within the areas of interior products, including furniture, lighting, textiles and wall coverings, tabletop and home accessories. Submissions from other design categories (for example, automobiles, consumer electronics, architecture) will not be considered.
3. Designs should date from 2008 or later, and cannot be previously published or exhibited.
4. Entrants may submit up to three (3) designs each. Submitting more than three (3) will result in all designs from that entrant being disqualified.
5. Entries must be submitted using the official entry form. Entry forms can be downloaded at www.100percentdesign.com.cn.
6. Each entry must include photographic images of two (2) works by the designer that have been previously fabricated, whether as a prototype or for production. See entry form for more details.
7. All designs should be technically feasible. Winners will be responsible for the fabrication and timely completion of their designs. All winning designs must arrive at 100% Design Shanghai by November 1, 2010. Fabricated works that are deemed to be of unacceptable quality will be disqualified.
8. All submissions and winning designs will remain the intellectual property of the designers.

About 100% Design Shanghai

100% Design Shanghai is a unique exhibition in China featuring leading brands of contemporary interior design products which are strictly qualified by a Design Advisory Panel. The exhibition showcases original designs of furniture, lighting, bathroom/kitchen and floor/wall coverings and it seeks to create a dynamic atmosphere for the proliferation of innovative and trendsetting ideas. 100% Design Shanghai is the premiere venue for the exhibitors to interact and meet the buying needs of key specifiers and buyers.

For more information: www.100percentdesign.com.cn.

Q :设计为中国社会能做出什么贡献?

概览:

"100%设计"上海展很荣幸地宣布2010"设计在中国"大赛的举办。这次设计竞赛将一如既往地国内外观众呈献新一代的中国当代设计作品,同时也是将新产品投入国际市场的一个平台。

首届"100%设计"上海展于2008年举行,随着"100%设计"伦敦的不断成功举办,"100%设计"上海展已经成为中国领先的当代室内设计展览,从而能够给大赛的获胜者提供前所未有的机会,向世界展示自己。

除了现金奖励外,每个专业组和学生组的获胜者将会得到由设计共和——国际领先的当代设计作品零售商和制造商——所提供的为期3周的展览机会和为期1年的开发新产品的合同。以及伦敦艺术大学提供的2010/2011学年的免费短期课程。

作品将会由评审委员会选拔,而后会在2010年11月4日-6日的第三届"100%设计"上海展中被展出以及推介。

"设计在中国"大赛由励展博览集团主办,以及行业媒体《Surface表面》合办。

更多信息请参见:

www.100percentdesign.com.cn;

www.surface-china.cn

理念

"设计在中国"竞赛旨在展示表达中国设计创作潜能的作品。其目的是提出问题,而非寻求答案:例如:什么是中国当代设计?我们鼓励参赛者提交超越传统元素和图形诠释的,能够表达中国的理念,中国的情怀,创新而国际化的生活模式的作品。简要说,到底设计能够给中国社会带来什么贡献?以及中国的设计又能够给世界带来什么?

评审

"设计在中国"由国际评审委员会进行审核

(名单如下)

- Kenya Hara, 日本设计中心主席, 无印良品设计顾问 (日本)
- Donna Loveday, 伦敦设计博物馆策展总监 (英国)
- Sheila L. de Bretteville, 耶鲁大学艺术学院平面设计教授、院长 (美国)
- Julia Chiu, 日本工业设计促进会执行总裁 (日本)
- 胡小惟, 《Surface表面》中文版执行出版人 (上海)
- 胡如珊; 设计共和和如恩设计研究室合作创始人 (上海)
- 郭锡恩, 设计共和与如恩设计研究室合作创始人 (上海)
- 本·休斯 Ben Hughes, 中央圣马丁艺术设计学院工业设计硕士课程指导 (英国)

参赛作品评审标准:

1. 理念的张力
2. 功能和审美创新
3. 强调可持续发展的作品会被给予特殊的考虑

截止日期

2010年7月14日—参赛申请截止日期

2010年8月9日—入围名单网上公布日期,见

www.100percentdesign.com.cn

2010年9月3日—获奖名单公布日期

2010年11月1日—所有获奖设计作品抵达上海日期

2010年11月4-6日—获奖设计作品在2010"100%设计"上海展中展出

Q：中国设计能带给世界什么？

奖项设置

入围奖

在专业和学生组别中分别选出40位入围选手，每位都会获得一份荣誉证书。

优胜奖

入围选手中将产生12个优胜设计作品，并在2010年"100%设计"上海展中展出。其中，每一专业和学生组别中都会选出特等奖一名，获得：

- 奖金20,000人民币
- 《Surface表面》杂志的2页专访版面
- 设计共和所提供的为期3周的展览机会和为期1年的开发新产品的合同。**
- 伦敦艺术大学提供的2010/2011学年的免费短期课程*

** 设计共和将保留最终解释权，对于不符合期望的作品有权取消签约合作和展示的机会。

* 获奖者将需要负担往返伦敦机票及其在伦敦的其他一切生活费用及签证事宜

申请资格

"设计在中国"竞赛向任何中国籍(包括香港及澳门地区)的专业设计人士以及学生开放。接受以个人和团体形式参赛。

参赛费用

每份设计作品参赛费用为100元人民币。

参赛规则：

1. 所有的设计作品必须是参赛者的原创作品（更多信息请参见参赛表格）。
2. 参赛作品必须是室内设计类，包括家具，照明，纺织品，墙面产品，桌面产品以及家居附件。其他类别的参赛作品（例如，汽车，电子消费品，建筑）将不被考虑。
3. 设计作品必须是2008年或之后完成的，不接受之前已经发表或者展出的作品。
4. 参赛者每人最多可提交3份设计作品，提交超过3份以上的将取消其参赛资格。
5. 参赛者必须提交"设计在中国"官方参赛表格参加比赛。参赛表格可从 www.100percentdesign.com.cn 下载。
6. 参赛者的每份参赛作品必须附带过去制作的2份设计作品的照片，原型设计或者设计成品都可以。具体信息请参见参赛表格。
7. 所有的设计作品必须是可制作的。获胜者将会负责制作和按时完成其设计作品，"100%设计"上海展现场将会协助展出。所有的获胜作品必须在2010年11月1日抵达"100%设计"上海展。质量不良的作品将会被视为无效作品。
8. 所有设计者保有其参赛或获胜设计作品的知识产权。

关于"100%设计"上海展

"100%设计"上海展是一个独特的中国当代室内设计领先展会，展示由设计评委会精选出的当代室内设计领先品牌。展会展示一系列原创的家具，灯饰，厨卫设备及地面和墙面装饰。旨在创造一个激发灵感的观展氛围，展示设计的创新和最新理念。"100%设计"上海展是室内设计师，建筑师，业内人士，房地产开发商，酒店业主及高端消费者与供应商开展商业会面，互动并满足其购买需求的首选平台。更多信息请参见：

www.100percentdesign.com.cn

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设计在中国：一场创制新产品的竞赛

参赛表格

第一部分：基本信息

姓名: _____

地址: _____

地址: _____

城市: _____

电话: _____

传真: _____

电子邮箱: _____

参赛类别:

- 学生
(请随参赛表格附上您的学生证复印件)
- 专业人士

设计作品名称:

Entry Form

SECTION I: BASIC INFORMATION

Name: _____

Address: _____

Address: _____

City: _____

Telephone: _____

Fax: _____

E-mail: _____

Entry Category:

- Student** (*please include a copy of your student identification with the entry*)
- Professional**

Name of design:

设计年份:

所用材料:

该作品是否已被展出或发表?

- 是
- 否

第二部分: 设计理念

1. 请简略描述一下您的设计理念
(200字左右)。

2. 请说明一下作品的制作过程:

Year of design:

Materials the design will be made from:

Has this design previously been exhibited or published?

- Yes
- No

SECTION II: DESIGN CONCEPT

1. Please describe the design concept
(200 words in English)

2. Please describe how the design is to be
fabricated:

3. 请附上您设计的作品图片，至多一页。

3. Please include images of your design, totaling no more than one (1) page.

第三部分：背景信息

1. 请简略介绍一下自己（250字左右）。

SECTION III: BACKGROUND

1. Please include a brief biography of yourself (250 words):

2. 设计作品A：请附上一张您过去设计的作品照片，设计原型或者设计成品。该设计是否已经被发表，展出，生产或者出售？如果是，请问在何处被发表、展出、生产或出售？

2. Design A: Please include one (1) image of a previously-fabricated design of yours, whether fabricated as a prototype or for production. Was this design published, exhibited, manufactured or sold? If so, where?

3.设计作品B: 请附上一张您过去设计的作品照片, 设计原型或者设计成品。该设计是否已经被发表, 展出, 生产或者出售? 如果是, 请问在何处被发表, 展出, 生产或者出售?

3. Design B: Please include one (1) image of a previously-fabricated design of yours, whether fabricated as a prototype or for production. Was this design published, exhibited, manufactured or sold? If so, where?

第四部分: 提交申请

每份设计作品的参赛申请费用为100元人民币。

付款方式:

银行信息:

银行名称:

花旗银行(中国)有限公司上海分行

银行地址:

上海市陆家嘴金融贸易区花园石桥路33号花旗大厦

账户名称:

北京励德展览有限公司上海分公司

账号:

404003-1746254209

公司地址:

中国上海市淮海中路775号, 新华联大厦西区8楼

邮编200020

请填写完整您的参赛表格后, 一式三份邮寄至以下地址:

张晶

高级项目助理

励展博览集团

中国上海市淮海中路775号新华联商厦

8楼

邮编200020

电话: +86 21 51535188 x 101

SECTION IV: SUBMISSION

Application of RMB 100 per design applies.

Payment can be made to:

Bank information:

Bank name:

Citibank (China) Co., Ltd. Shanghai Branch

Address:

34 FL, No. 33 Hua Yuan Shi Qiao Road, LuJiaZui Finance and Trade Zone, Shanghai P R China 200120

Account name:

Reed Exhibitions (China) Ltd., Shanghai Branch

Account No:

404003- 1746254209

Company Address:

8th Floor, New HuaLian Mansion,

No. 775 Middle Huaihai Road,

Shanghai 200020, China

Please submit your complete entry form by mail only to the following contact. Entries should be submitted in triplicate (3).

Ms Gloria Zhang

Senior Project Coordinator

Reed Exhibitions

8th Floor, New HuaLian Mansion

No. 775 Middle Huaihai Road,

Shanghai 200020, China

Tel: +86 21 51535188 x 101

第五部分：声明

作为组织者的励展博览集团和"设计在中国"比赛的裁判和仲裁人均没有审核和确认参赛作品原创性的义务。各参赛者陈述并保证对其设计作品有合法的权利，并对各自的设计作品的原创性完全负责。参赛者须进一步保证其设计作品不构成对任何第三方的利益、知识产权或相关权利的侵犯。

若任何第三方针对励展博览集团或裁判、仲裁人提起因参赛者设计作品而产生的或与之相关的权利主张或索赔，致使励展博览集团或裁判、仲裁人产生相应的损失、责任、成本和费用（包括但不限于法律费用和其它因此产生的支出），该设计作品的参赛者应当就该损失、责任、成本和费用对励展博览集团或裁判、仲裁人进行赔偿并使其不受损害。

参赛者应当就第三方提起的涉及励展博览集团或裁判、仲裁人的任何权利主张或索赔立即告知励展博览集团或裁判和仲裁人，并自己承担对该等诉讼进行抗辩的费用。

Section V: Disclaimer

Neither Reed, as organizer, nor any judges, nor moderators of the DESIGNED IN CHINA Competition is responsible for verifying or confirming the originality of the design works of the contestants. Each contestant represents and warrants that he or she has the lawful right to his or her design work and is solely responsible for the originality of the design work. The contestant further guarantees that his or her design work will not constitute an infringement on any IP rights or any related rights or interests of any third party.

The contestant shall indemnify and hold harmless each of Reed, judge(s) and moderators against any and all losses, liabilities, costs and expenses, including but not limited to the legal fees and disbursements incurred by Reed or the judge(s) as a result of claims brought against Reed or the judge(s) by any third parties in connection to or arising from his or her design work. The contestant shall immediately notify Reed or the judge(s) or the moderators of any claim by a third party under which Reed or such judge(s) is(are) involved and the contestant shall undertake the defense of such action at his or her own expense.