

# **“Still & Motion — Hong Kong International Poster Triennial 2020” Call for Entry**

## **Application Guideline**

Jointly presented by Leisure and Cultural Services Department and the Hong Kong Designers Association  
Organised by the Hong Kong Heritage Museum

Hong Kong Heritage Museum (hereinafter referred to as “HKHM”) is a museum complex featuring different aspects of history, art, design and culture. As design is one of the major collections, HKHM is dedicated to promoting design through collecting, researching and programming. Since 2001, the Hong Kong International Poster Triennial (hereinafter referred to as “HKIPT”) is a major event of HKHM to document the development of international poster design, to celebrate achievements at regular intervals and to display excellent works of design.

The theme of the seventh edition of HKIPT is “Still & Motion”. The dissemination of information nowadays has moved gradually from paper to screen, poster production also changes from hand-drawn design and printing to digital design with presentation done by a single click. These bring motion elements into graphic posters, making them alive and animated on promotion screens. However, the aim of poster design remains unchanged, “to print or not to print”, its job is still the circulation of messages that move people. Therefore, apart from printed posters, the competition welcomes the submission of animated posters to record the poster development.

“Still & Motion — Hong Kong International Poster Triennial 2020” is organised in three consecutive events:

### **I. Competition**

An international open competition is organised under categories of “Ideology”, “Promotion of Cultural Events”, “Commercial and Advertising” and “Animated Poster”. To facilitate the selection process, five prominent international designers have been invited to form a judging panel.

### **II. Exhibition**

**Selected entries:** “Still & Motion — Hong Kong International Poster Triennial 2020” exhibition will be presented in HKHM to exhibit all selected entries in 2021 tentatively. An exhibition catalogue including all the selected entries will be published to document the event.

**Judges posters:** An array of posters designed by the five international judges will also be featured in the exhibition to showcase their creativity and achievements in poster design. This will be a valuable experience for the audience to admire the posters from around the world.

### **III. Symposium**

To enhance academic discussion and ideas exchange on poster design, a symposium will be organised at HKHM. Renowned designers will be invited as speakers. All entrants, design students and interested parties are welcome to attend and exchange views and insight about design.

“Still & Motion — Hong Kong International Poster Triennial 2020” is free to enter. Designers from all over the world are welcome to participate.

**Submission deadline: 30 September 2020**

## ■ Competition Information

<b>Aims of the Event</b>	<ol style="list-style-type: none"> <li>To establish Hong Kong as a world city in the arena of collecting and promoting poster design;</li> <li>To assemble a distinct international poster collection; and</li> <li>To foster graphic design education and culture exchange with other countries and regions.</li> </ol>
<b>Eligibility</b>	<ol style="list-style-type: none"> <li>The competition is open to designers and young design talents from all countries and regions.</li> <li>All staff members of the subject curatorial team of HKHM and members of the judging panel are not allowed to participate. HKHM has the sole discretion to determine the eligibility of any participants.</li> </ol>
<b>Category</b>	<p>There are four categories of entries:</p> <ol style="list-style-type: none"> <li><b>Ideology</b> – concerning universal themes, human civilisation, social, political and environmental issues.</li> <li><b>Promotion of Cultural Events</b> – promoting culture, art, theatre, music, education and sport ventures.</li> <li><b>Commercial and Advertising</b> – promoting commodities and businesses.</li> <li><b>Animated Poster</b> – using digital motion design elements to interpret contexts in multiple perspectives.</li> </ol>
<b>Entry Size &amp; Format</b>	<p>Categories (A) to (C): The minimum size of poster eligible for all entries is 420 x 594 mm and the maximum size is 1200 x 1800 mm.</p> <p>Category (D): The entry must be in digital format with animated features. Duration should be between 10 to 15 seconds and file format should be GIF or MP4. Suggested ratio is 9:16 and resolution is 1080 (width) x 1920 (height) px.</p>
<b>Entry Fee</b>	<ol style="list-style-type: none"> <li>No entry fee is required.</li> <li>Any costs arising from the production, postage, shipping, insurance and other incidental expenses of shipping and customs are at the expenses of the entrants. The entrants are required to obtain all permissions required for their entries at their own expenses.</li> </ol>
<b>Rules and Regulations</b>	<ol style="list-style-type: none"> <li>There is no limitation to the number of entries submitted by each entrant.</li> <li>Each entry can enter one category only.</li> <li>If the posters are in a series, they will be treated as one entry. The entries will only</li> </ol>

	<p>be treated as a series if the entrant indicates clearly in the “Type of Work” section of the Entry Form.</p> <ol style="list-style-type: none"> <li>4. Drafts will not be accepted.</li> <li>5. Entries for categories (A) to (C) should be <b>printed in physical form</b> which will be shown directly during the judging process. Entries for categories (D) should be <b>digital image or video files</b> with animated features. They will be played one by one during the judging process.</li> <li>6. Entries for categories (B) and (C) should be posters published after <b>1 July 2016</b>. Entries for categories (A) and (D) can be published or unpublished posters created after <b>1 July 2016</b> HKHM reserves the right to determine a suitable category for an entry and the eligibility of an entry for this competition.</li> <li>7. Entries should be submitted in good condition.</li> <li>8. Due to limited gallery space, HKHM may display only part of the series. Entrants are encouraged to indicate the display priority in the “Remarks” section of the Entry Form. However, HKHM will have the sole right to determine the part of the series to be displayed.</li> <li>9. All entries submitted must have an English or Chinese title with the design concepts in English or Chinese (with not less than 50 words).</li> <li>10. No information which may identify the identity of the entrant should be revealed on the front of the entry.</li> <li>11. The Entry Form should be filled in carefully as the information will be used in the assessment, the preparation of exhibition catalogue and the exhibition for “Still &amp; Motion – HKIPT 2020”.</li> <li>12. Entries which are selected at the sole discretion of the judgment panel will become the permanent collections of HKHM.</li> <li>13. All unselected entries will be disposed of after the competition.</li> <li>14. All entries will not be returned.</li> <li>15. Each entrant is solely responsible for any liabilities, losses, damages, costs, payments, charges or expenses arising from the entry and/or the participation of this competition and should indemnify and keep the Government of Hong Kong Special Administrative Region (hereinafter referred to as “Government”), its authorised users, assigns and successors-in-title fully and effectively indemnified against any claims or proceedings threatened, brought or established against the Government arising from the entry and/or the entrant’s participation of this competition.</li> <li>16. All the deadlines and timetable are subject to change. Any change of deadlines and timetable will be posted to HKHM website (<a href="http://hk.heritage.museum">http://hk.heritage.museum</a>) and HKIPT website (<a href="http://www.postertrinnial.hk">http://www.postertrinnial.hk</a>).</li> </ol>
<p><b>Submission Requirements</b></p>	<p>All entrants must submit the following items:  <b>(I) Physical original copies containing:</b></p>

	<ol style="list-style-type: none"> <li>1. One printed copy of completed Entry Form;</li> <li>2. Printed copies of entries for Categories (A) to (C);</li> <li>3. An A4 printout of each entry for submission record. Please indicate the printing technique information (such as printing colours or effects), as well as the display orientation of the entry.</li> </ol> <p><b>and</b></p> <p><b>(II) CD(s), DVD(s) or USB(s) containing:</b></p> <ol style="list-style-type: none"> <li>1. Digital copies of Category (D) entries in the format of GIF animated image or MP4 video files.</li> <li>2. The completed Entry Form saved in PDF or DOC format;</li> <li>3. Image file of each entry from all Categories for working purpose, at least in 210 x 297 mm, 150 dpi in RGB mode saved in JPEG format;</li> <li>4. Image file of each entry from all Categories for publication, at least in 260 x 300 mm, 350 dpi or above in CMYK mode (spot colors inclusive) saved in TIFF format; and</li> <li>5. Profile picture of each entrant, 60 x 60 mm, at least 300 dpi in CMYK mode saved in TIFF or JPEG format.</li> </ol>
<p><b>Submission Period and Delivery Details</b></p>	<ol style="list-style-type: none"> <li>1. The submission period will be from <b><u>31 March to 30 September 2020 at 5:00pm Hong Kong Time (GMT +8:00)</u></b>. HKHM will not accept any entry submitted after the submission period.</li> <li>2. Please label the package with “Printed Matter, No Commercial Value”.</li> <li>3. Entries should not be framed or mounted but must be carefully packed for posting.</li> <li>4. Multiple Entry Forms and entries can be contained in a single shipping tube. We encourage the entrants to share shipping with each other, in order to save cost and be environmentally-friendly.</li> <li>5. HKHM is not responsible for any loss or damage of the entries in transit.</li> <li>6. Entries should be delivered by courier/ in person during office hours (Monday to Friday from 9:00am to 5:00pm (Hong Kong time), excluding Public Holidays) to the following address:  <b>“Still &amp; Motion – Hong Kong International Poster Triennial 2020” Hong Kong Heritage Museum 1 Man Lam Road, Sha Tin, Hong Kong</b></li> <li>7. All entries must reach the above address on or before <b>5:00pm, 30 September 2020 Hong Kong time (GMT +8:00)</b>. Entries with incomplete information or submitted beyond the deadline will not be accepted.</li> <li>8. If entries are sent by post, entrants should ensure that the correct address is clearly written on the package and sufficient postage is affixed before posting so as to avoid unsuccessful delivery. Underpaid packages will be returned or disposed at the full discretion of HKHM.</li> </ol>

## ■ Assessment & Award

Comprising of five international renowned designers, the members of the judging panel are:

- Mr. Philippe Apeloig (菲利普·阿佩爾洛格) / France
- Mr. Bi Xuefeng (畢學鋒) / People's Republic of China
- Mr. Erich Brechbühl (埃里奇·布里奇) / Switzerland
- Mr. Yukimasa Okumura (奧村靱正) / Japan
- Ms. Lisa Pommerenke (莉莎·龐倫格) / Germany

(Members of the judging panel are subject to change without prior notice.)

<b>Assessment Criteria</b>	The assessment criteria will be based on originality, creativity and technical competence. The panel's decisions are final and are not subject to appeal.
<b>Results Announcement</b>	Selected entrants will be notified by e-mail within a month after the assessment and the list will be uploaded on the HKHM website ( <a href="http://hk.heritage.museum">http://hk.heritage.museum</a> ) and HKIPT website ( <a href="http://www.postertriennial.hk">http://www.postertriennial.hk</a> ). Unsuccessful entrants will not be notified.
<b>Awards</b>	<ol style="list-style-type: none"><li>1. Gold, Silver and Bronze Award will be selected for each category.</li><li>2. Judges Award: Named after the respective judges. Five international judges will each select one outstanding entry from all entries.</li><li>3. Trophies will be presented to all award winners. Certificates will also be presented to entrants whose works are selected.</li></ol>
<b>Exhibition Opening and Awards Ceremony</b>	The awards will be presented at the opening ceremony of HKIPT 2020 Exhibition Opening Ceremony (details to be confirmed later). All entrants are welcome to attend the opening ceremony.
<b>Exhibition Catalogue</b>	<ol style="list-style-type: none"><li>1. The selected entries (including the award-winning entries) will be published in "Still &amp; Motion – HKIPT 2020" exhibition catalogue.</li><li>2. All selected entrants will be provided with a complimentary copy of the "Still &amp; Motion – HKIPT 2020" exhibition catalogue which will be mailed to the entrant's address as provided in the Entry Form.</li></ol>
<b>Other Display Opportunities</b>	The selected entries will have other display opportunities in Hong Kong or other regions. Selected units will be contacted by HKHM for such arrangement.

## ■ Enquiries

Hong Kong International Poster Triennial curatorial team  
Hong Kong Heritage Museum  
Leisure and Cultural Services Department

Address: 1 Man Lam Road, Sha Tin, Hong Kong

Email: [triennial@lcsd.gov.hk](mailto:triennial@lcsd.gov.hk)

HKHM website: <http://hk.heritage.museum>

HKIPT website: <http://www.postertriennial.hk>

HKIPT Facebook: <http://www.facebook.com/HKIPT>

### **Intellectual Property Rights (hereinafter referred to as “IPR”)\***

1. Upon submission of the Entry Form, each entrant warrants that he/ she is the sole owner/ they are the co-owners of all the IPR of all the entries submitted by the entrant (except in respect of any materials in such entries of which the IPR belong to a third party (hereinafter referred to as “third party IPR materials”)) and agrees to grant and/or procure the grant (if third party IPR materials are involved in any parts of the entries submitted) of a royalty-free, non-exclusive, irrevocable, worldwide, transferable, sub-licensable and perpetual licence in favour of the Government (represented by HKHM), its authorised users, assigns and successors-in-title to use or exercise any IPR subsisting in the entries, the completed Entry Form and all other items submitted by the entrant in whatever format or media (collectively “Submitted Items”) for processing, assessment, documentation, collection, records, exhibition, printing the exhibition catalogue, education, research, publication, publicity or for any of the purposes provided under or contemplated under this Application Guideline. Such rights to use or exercise IPR shall include the rights to copy, issue, print, make available copies to the public (such as via the Internet), broadcast, adapt, translate, modify or combine with other things and materials for the use and benefits of the Government, its authorised users, assigns and successors in title. All IPR of whatever nature in such adaptations, translations or modifications to the Submitted Items shall be the sole and exclusive property of the Government and shall be and remain vested in the Government immediately upon creation.
2. Entrants for category (D) shall, at its own cost and expense and before the fixation and/or recording of any performance(s) in any Submitted Items, obtain all the consent and clearance from the performer(s) as may be necessary for such fixation and/or recording of the performance(s) and for any use and exploitation of such fixation or recording, or copies thereof by the Government, its authorised users, assigns and successors-in-title, as contemplated by this Application Guideline. For the purpose of this Clause, the terms “performance”, “performer” and “fixation” shall have the same meanings as those assigned to them in section 200 of the *Copyright Ordinance* (Cap. 528).
3. Entrants submitting entries that include third party IPR materials, for example fragments or samplings of images, must prior to the use and incorporation of such third party IPR materials in their entries obtain at their own costs and expenses the grant of all necessary licences, clearances or consents from such third party IPR owners for themselves and the Government, its authorised users, assigns and successors-in-title to use such third party IPR materials in the manner and for any of the purposes provided under or

contemplated by this Application Guideline. Upon HKHM's request, entrants shall provide evidence (eg. a licence) to prove that they have obtained the grant of the said necessary licences, clearances or consents prior to the use and incorporation of third party IPR materials in their entries.

4. Entries plagiarising other people's works would not be accepted. In the case that an entry is suspected to have infringed any IPR or any other rights of any person, HKHM reserves the sole right to remove the entry from exhibition, disqualify any entrant and/or retract any awards even after notification has been made. Each entrant shall indemnify and keep the Government, its authorised users, assigns and successors-in-title fully and effectively indemnified against all claims, actions, proceedings, liabilities, losses, damages, demands, charges, costs and expenses of whatsoever nature arising from or in relation to any infringement or alleged infringement of any IPR or any other rights of any person arising from or in connection with the submission of the Submitted Items by the entrant, use, operation, custody or possession of the Submitted Items or any part thereof by the Government, its authorised users, assigns and successors-in-title or any breach of any of the clauses under this Application Guideline.
5. Entrants are reminded to seek independent legal advice at their own costs and expenses if necessary to protect their IPR in their entries.
6. Entrants shall at their own costs and expenses do and execute any further things and documents (or procure that the same be done or executed) as may be required by the Government from time to time to give full effect to the provisions in the Application Guideline and provide all such documents and materials to the Government within 14 days of the date of the Government's written request or such longer period as may be agreed by the Government in writing.
7. Each entrant warrants that the submission of the Submitted Items and the use, operation, custody or possession of the Submitted Items or any part thereof by the Government, its authorised users, assigns and successors-in-title does not and will not infringe any IPR or any other rights of any person.
8. Each entrant hereby irrevocably waives and undertakes to procure at its own cost and expense all relevant authors and directors of all the Submitted Items or any part thereof to irrevocably waive all moral rights (whether past, present or future) in the said items. Such waiver shall operate in favour of the Government, its authorised users, assigns and successors-in-title and shall take effect upon submission of the said items to the Government.
9. All IPR in the exhibition catalogue of "Still & Motion – HKIPT 2020" (except the entries or information about the entries provided by the awardees or finalists) produced or created by the Government shall be the sole and exclusive property of the Government and shall be and remain vested in the Government immediately upon creation.
10. The above-mentioned provisions under "Intellectual Property Rights" shall continue in full force and effect without limitation of time.

\*For the purpose of this Application Guideline, "Intellectual Property Rights" or "IPR" shall mean patents, trade marks, service marks, trade names, design rights, copyright, domain names, database rights, rights in know-how, new inventions, designs or processes and other intellectual property rights whether now known or created in future (of whatever nature and wherever arising) and in each case whether registered or unregistered and including applications for the grant of any such rights.

## **Personal Data**

1. The personal data provided by the entrants are for the purpose of carrying out this event. Please ensure the information given is true and correct. By submitting the entry, the entrants agree that the personal data provided will be kept by HKHM and will be used by HKHM for “Still & Motion – HKIPT 2020”.
2. Entrants have the right to request access to and the correction of personal data as stated in the Entry Form in accordance with Sections 18 and 22 and Principle 6 of Schedule 1 to the *Personal Data (Privacy) Ordinance* of Hong Kong. Requests could be addressed to Hong Kong Heritage Museum, 1 Man Lam Road, Sha Tin, Hong Kong.

## **Remarks**

1. By entering the competition, entrants understand and agree to abide by the terms and conditions as contained in this Application Guideline.
2. HKHM has the sole discretion to vary any terms and conditions in the Application Guideline without the consent of the entrants. Any variation of the terms and conditions will be posted on HKHM and HKIPT websites.
3. HKHM can terminate any of the events of “Still & Motion – HKIPT 2020” (including the competition) at its sole discretion.
4. HKHM’s interpretation of the terms and conditions in the Application Guideline is final.
5. HKHM has the sole discretion to disqualify any entry submitted which, in the sole view of HKHM, fails to comply with the terms and conditions in the Application Guideline.
6. This Application Guideline shall be governed by the laws of Hong Kong.
7. In case of discrepancies between the English and Chinese versions of this Application Guideline, the English version shall apply and prevail.