

Chang Shana Design Award Competition in 2021

General Regulation

I. Goal of the competition

Mrs. Chang Shana is an outstanding designer and educator in China. She inherited her father Chang Shuhong's duty of promoting the Dunhuang art. She has long been engaged in studying ancient Chinese murals and traditional decorative patterns, with the combination of modern design concepts. She had participated in significant design projects of major buildings and memorial architecture, such as the Banquet Hall of the Grand Hall of the People, Beijing Exhibition Hall, Capital Theater, Cultural Palace of Nationalities, the Bauhinia Sculpture presented by the Central Government to Hong Kong marking the 1997 Handover. Chang is known as the "Decoder of Dunhuang Mural Patterns". She is also a pioneer in Dunhuang design research and application.

In order to thoroughly implement the important concepts that President Xi Jinping delivered at the Dunhuang Academy seminar, we strive to strengthen cultural confidence, spread Dunhuang culture, practice the "Silk Road Spirit," and promote cultural exchanges along with "the Belt and Road Initiative." We hope that more designers will understand and use the Dunhuang art patterns appropriately. We hope that they can achieve perfect integration between traditional crafts and contemporary design. To promote various applications of Dunhuang art patterns in daily life design, and achieve the innovative development of intangible cultural heritage

represented by Dunhuang art patterns, we hereby conduct the Chang Shana Design Award in 2021.

II. Organizations

1. Advisors: China Foreign Languages Publishing Administration, Publicity Department of the CPC Gansu Provincial Committee, Tsinghua University
2. Organizers: Gansu Provincial Department of Culture and Tourism, Blossom Press of China International Publishing Group, Academy of Arts & Design of Tsinghua University
3. Execution Unit: Beijing Succession Art and Culture Co., Ltd.
4. Support Unit: Dunhuang Academy, Chang Shana Dunhuang Pattern Research and Design Studio, Dunhuang and Silk Road International Arts Education Alliance, Jiangnan Weaving and Manufacturing Research Academy, Dunhuang Culture and Tourism Group Co., Ltd., Beijing Intellectual Wealth Group, Beijing Zhongjinhao Assets Appraisal Co.,Ltd., Huaban Culture and Technology Group Co., Ltd., Tianjin Jinsezhuhua Culture and Creative Co., Ltd., Brand to China, China Internet Information Center

III. Application dates and method

1. Period of application: 21 January, 2021 to 31 March, 2021 (18:00 GMT+8). The organizer is not responsible for any failure to complete the registration within the given time due to any reason.
2. Application method: visit to the official website of the competition (<http://www.csaward.com>), download and fill in the

application materials (Application form, Consent of using participant's data, Consent of using the work), then send the materials to the official mailbox of the competition (csnaward@163.com). After the Organizing Committee receives and verifies the application materials, the participants will receive the confirmation of application within 7 working days.

3. The deadline for submission of entries is 30 June, 2021. All participants must upload digital files of their designs via the official mailbox of the contest. There are no more than 4 pictures for each work with high resolution. The file size of each photo should not exceed 4MB, and the format should be in .jpg, the resolution should be higher than 300dpi (the final review requires physical works delivered, and the specific method of delivering will be released on the official website of the competition in mid-September).
4. For each participant or organization, the entry is limited to one piece. If the information is incomplete or does not meet the requirements, they will be disqualified.

IV. Design Requirements of Entries

1. Elements of Dunhuang: the work must correctly apply Dunhuang decorative aesthetics, demonstrate an understanding of Dunhuang art patterns, and carry out the original and innovative designs. The work must show Dunhuang cultural characteristics and spirit, it must convey the design goals, the cultural awareness, and its profound connotations.

2. Design craftsmanship: the work should reflect the functionality and operability of the target industry of design, as well as the feasibility of the design application. The design manuscript should accurately explain the materials used, the difficulty of craftsmanship, the extent of refinement and other relevant details, and the suitability and completeness in meeting the needs of the targeted market.
3. Modeling aesthetics: this includes aesthetics and creative expressions such as shape, pattern, material, color, etc.
4. Innovative function: it should be original work in its creativity, function and material, including design concept, purpose, material technology innovation, appropriateness of use, functionality, convenience, etc.

V. Requirements of application

There are three ways to apply: invitation by the Organizing Committee, recommendation by professionals or organizations, and self-recommended application.

1. In addition to the invitation of the Organizing Committee, professional design institutions, design teams, and individual designers recommended by domestic and foreign design authorities, experienced artists or designers can also apply. Participants must ensure that the entries are original, that they have the copyright, personal rights and the property rights of the entries.
2. Self-recommended applicants must send their personal information, resumes, representative works, award-winning experience and other related application materials to the designated

mailbox of the competition. The Organizing Committee will review the materials, and send out the invitation if the applicant is qualified.

VI. Categories of works and settings of awards

1. Categories of works: based on the Silk Road culture and the Dunhuang art patterns, works are divided into product design, craft art design, packaging design, space design, fashion design, visual communication design, digital multimedia design and others.
2. Awards: One "Chang Shana Design Gold Award" will be set up, with an honorary certificate and a prize of 50,000 yuan (RMB); there will be one "Chang Shana Design Pearl Award", with an honorary certificate and a prize of 30,000 yuan (RMB). There will also be one "Chang Shana Design Creativity Award", with an honorary certificate and a prize of 20,000 yuan (RMB). There will be five "Excellent Work Award" with honorary certificates. Awards can be left vacant or added depending on the quality of works.

VII. Specifications of works

1. The work must be an original one and must not be copied, imitated or infringed on the intellectual property rights of others. Entries should not have any published, publicized, promoted, or other exhibited records before. And there should not have any disputes on intellectual property rights. In the event of disputes of

intellectual property rights, the participants themselves shall bear the corresponding responsibilities.

2. Unfinished designs will not be accepted. Organizers reserve the right to cancel a participant's application while the manuscripts will not be returned.
3. The work must indicate the source, basis, and ideas of the creative elements.
4. The work for final review must be the original and physical manuscript. Otherwise, the organizer has the right to withdraw the application.
5. The Organizing Committee has the rights to exhibit, publicize and publish the entries. No manuscripts will be returned, applicants should keep a copy of the manuscript to themselves.

VIII. Reviews of awards

The Organizing Committee of the competition invite both the domestic and foreign experts to form the jury, they will be responsible for judging the entries. The preliminary review will be completed before 15 August, 2021, and 150 participants will be selected for a second review. The second review will be completed before 16 September, 2021, and 50 participants will be selected for the final review. The Organizing Committee will hold an online voting to elect popular works among these 50 participants. The online voting aims to advertise the award and engage with the public. The result of online voting will not affect reviews of the award. At the end of October 2021, the final review will be completed and the results will be announced to the public. The number of awards depends

on the quality of the entries. The Jury has the right to adjust the number of awards (adding, removing or holding vacancies) accordingly.

IX. Exhibition and promotion

1. The 50 works selected to the final review will be publicly exhibited by the organizers and the execution unit. Related exhibitions, promotion and other activities will be carried out to continuously advertise the winners and their entries. Participants must agree to exhibit without conditions.
2. The works entering the final review plan to be exhibited from the beginning of September 2021 to the end of October 2021. Participants are not allowed to retrieve their works. If the time of the exhibition changes, there will be an official announcement on the official website.

X. Relevant Matters

1. The manuscripts of the winning design belong to the Organizing Committee of the competition and will be archived into the permanent collection of "Chang Shuhong and Chang Shana Dunhuang Art Museum" in the future. Participants must provide the transfer of the property rights of the work, the authorization letter and the certificate of the original work to the Organizing Committee. The ownership of the work belongs to the collection unit, and the collection unit can promote, copy and produce the winning works.

2. All prizes are pre-tax prizes, income tax will be withheld and paid by the competition Organizing Committee in accordance with the relevant laws and regulations of the People's Republic of China.
3. If there is any plagiarism, imitation or infringement on the intellectual property rights of others, the Organizing Committee has the right to revoke the winner's qualifications and retrieve the prize and honorary certificates. In addition, it has the right to require the applicant to compensate for all losses of property and reputation related to the competition and exhibitions.
4. The 50 participants entering the final review will receive the "Black Card" issued by the "Chang Shana Design Award" Organizing Committee as a souvenir. The relevant works will be published in the "2021 First China Dunhuang Decorative Art (International) Forum and Chang Shana Design Award Yearbook." Participants have the opportunity to become future partners of "Chang Shuhong and Chang Shana Dunhuang Art Museum."
5. The organizers and the execution unit do not undertake the insurance of the works, but only provide the insurance for the exhibition venue. During the period from the final review to the exhibition, if the manuscripts of the entries are discolored, deteriorated, deformed, moth-eaten, or if there are other natural changes or factors due to force majeure, they are not covered by the insurance and the organizer shall not be liable for compensation.
6. If there are more than two participants for one entry, one of them should be authorized as a representative, and the representative should fill in the application materials, be the contact person and receiver of prize to the Organizing Committee. The distribution of

right and interest among the authors of the work shall be resolved by the participants themselves through agreement.

7. Those who sign up for the competition shall be deemed to agree to abide by the provisions of this “General Regulation” brochure.
8. The final right of interpretation of this competition belongs to the Organizing Committee.

* In the event of discrepancies between the English and Chinese versions, the Chinese version shall prevail.

Contact

Official Website: www.csnaward.com

Official E-mail: csnaward@163.com

Tel: +86 10 8470 8867 (9:30 – 17:30 GMT+8)

Wechat official account: xinhuo_art

Weibo: @常沙娜设计奖