

THE 31st HONG KONG WATCH & CLOCK DESIGN COMPETITION

COMPETITION RULES

ORGANISER AND CO-ORGANISERS

The competition is organised by the HKTDC Hong Kong Watch & Clock Fair 2014 Organising Committee (hereafter referred to as the Organiser), co-organised by Hong Kong Watch Manufacturers Association Ltd and The Federation of Hong Kong Watch Trades & Industries Ltd.

OBJECTIVE

To promote and encourage new ideas which further enhance the design and quality of Hong Kong watches and clocks, and thereby promoting their sales both locally and overseas.

CATEGORIES

- 1) Open Group (individual designers and companies)
- 2) Student Group (full-time students)

(Contestant must be from a Hong Kong registered company or a Hong Kong permanent resident. For company contestant please attach a copy of valid Business Registration Certificate when submitting the application form. For individual designers and students please attach a copy of HK I.D. card when submitting the application form.

(All Student Group participants must be full-time students of a Hong Kong registered school)

THEME OF DESIGN

- 1) **Open Group - Time Controls World**

People are constantly racing in this modernised, fast-paced world. It is as if opportunities come too quickly and there is too little time to capture them. The clock is always ticking. The key to success in every leader lies in how well they manage time. If you can manage time well, the world is in your hands.

Watches are not only a means to tell time, but also to make a statement. Designers are invited to convey your interpretation of success in watches with sophistication.

- 2) **Student Group - Smart World**

Tablets, smartphones, cloud-based solutions... The real and the digital worlds are converging as information technology has become inseparable from human life. Apart from telling time, what additional functionalities can be applied to watches and clocks? What do you envision in an innovative timepiece design?

DEADLINES FOR SUBMISSION OF ENTRIES

- a) All entries of drawings must reach the Organiser's Office (Hong Kong Trade Development Council, Exhibitions Department, Unit 13, Expo Galleria, HK Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong) **on or before 22 April 2014**, for the first judging.
- b) Finalists will be selected and notified.
- c) For the final judging, all mock-ups of the finalists' designs and original drawings must reach the Organiser's Office **on the day of Final Judging Day scheduled in July. Finalists will be notified individually.**

CONDITIONS OF ENTRY

- a) Each contestant may submit at most 5 entries. **Awards are however limited to one per contestant.**
- b) Each entry must be accompanied by a completed and signed application form.
- c) Each entry has to consist of a visualisation drawing and a dimensional drawing for the design. Contestants are free to submit additional drawings to demonstrate more fully their ideas. All drawings must be in A3 or A4 size. All drawings submitted **will NOT be returned**. Contestant should keep a separate copy in advance, if necessary.
- d) **The name of the contestant must not appear on any drawing submitted. No design should include or show any registered trademark or logo.**
- e) All entries of the Student Group and the individual contestants of the Open Group must be their original design, designs undertaken on behalf of clients or made in the course of his employment with his employer are not eligible.
- f) For company contestants of Open Group, designs undertaken on behalf of clients are not eligible.
- g) Entries that have won the awards in any local or overseas design competitions are not eligible.
- h) Entries must be new and original, and have not been launched in the local and overseas market before submitting for the competition.

JUDGING

Entries will be judged in two rounds:

- a) Originality & creativity and aesthetics will be the judging criteria in the first round of judging. However, contestants are also requested to submit information on the production details such as materials used, mechanism, etc. to justify the production feasibility of their design(s).
- b) The judging panel will select no more than 15 finalists in the first round of judging. The panel, however, reserves the rights to vary the number of finalists if the quality level of entries so demands.
- c) All finalists will be asked to construct a **full scale mock-up** of their designs for final selection. It will be the responsibility of the finalists to ensure that the model is an accurate interpretation of his/her drawing.
- d) Those finalists who can submit a **1) functional mock-up, and/or 2) mock-up with outstanding presentation and packaging** will be awarded a maximum of 10 marks for each item as an encouragement.
- e) **All finalists will be asked to present their designs at the final judging.** Candidates will be notified of the dates & details of the presentation session individually.
- f) All Student Group finalists will be reimbursed for the cost of mock-up constructions by the Organiser for up to HK\$2,000 against supporting bills.

JUDGING CRITERIA

The judging panel will take into account the following factors in the selection of award winning designs.

- 1st Judging
 - a) Originality & Creativity - 80%
 - b) Aesthetics - 20%
- 2nd Judging
 - a) Originality & Creativity - 40%
 - b) Aesthetics - 30%
 - c) Marketability - 30%

The decision of the judging panel will be final.

ANNOUNCEMENT OF RESULT

- a) Official announcement of result and presentation of awards will be made at the HKTDC Hong Kong Watch & Clock Fair 2014 Pre-fair Press Conference.
- b) The Organiser may display winning entries at other international watch and clock fairs for promotion of the Hong Kong watch and clock industry and creative design.
- c) Except winning entries, all entries will be available for collection within one month from the date of announcement of the Competition result.
- d) Entries which are not collected within the specified time will be disposed by the Organiser as it sees fit.
- e) The Organiser reserves the rights to withhold granting any of the prize(s) if it considers that the entry(ies) do not meet with the desired standard.

PRIZES

(1) For Student Group

- Champion**
- A trophy and a certificate
 - A cash prize of HK\$15,000
 - A trip to the BASELWORLD 2015 in Switzerland, including round-trip economy airfare and 4-night hotel accommodation for one person

1st Runner-up - A certificate, a cash prize of HK\$8,000

2nd Runner-up - A certificate, a cash prize of HK\$5,000

Merit Award - A certificate, a cash prize of HK\$2,000 (3 winners)

(2) For Open Group

- Champion**
- A trophy, a certificate and a cash prize of HK\$15,000
 - A trip to the BASELWORLD The Watch and Jewellery Show 2015 in Switzerland, including round-trip economy airfare and 4-night hotel accommodation for one person
 - Editorial coverage and one full page advertisement in HKTDC trade magazine "HKTDC Watch & Clock"
 - To be publicized in the Fair Daily of the HKTDC Hong Kong Watch & Clock Fair 2014
 - To be publicized in the official website of the HKTDC Hong Kong Watch & Clock Fair 2014
- 1st Runner-up**
- A certificate and a cash prize of HK\$8,000
 - Editorial coverage and one full page advertisement in HKTDC trade magazine "HKTDC Watch & Clock"
 - To be publicized in the Fair Daily of the HKTDC Hong Kong Watch & Clock Fair 2014
 - To be publicized in the official website of the HKTDC Hong Kong Watch & Clock Fair 2014
- 2nd Runner-up**
- A certificate and a cash prize of HK\$5,000
 - Editorial coverage in HKTDC trade magazine "HKTDC Watch & Clock"
 - To be publicized in the Fair Daily of the HKTDC Hong Kong Watch & Clock Fair 2014
 - To be publicized in the official website of the HKTDC Hong Kong Watch & Clock Fair 2014

The Open Group Champion, 1st runner-up & 2nd runner-up will be offered a 5-day watch design workshop in Japan, sponsored by Hong Kong Japan Business Co-operation Committee (HKJBCC), including course tuition, round-trip economy airfare, 6-night hotel accommodation and interpreter will be arranged for the course. The course is tentatively to be held in March 2015. No special arrangement will be made separately if the winner is unavailable in the later specified period.

PRIZES ACKNOWLEDGEMENT

- Cash prizes are co-sponsored by Hong Kong Watch Manufacturers Association Ltd and The Federation of Hong Kong Watch Trades & Industries Ltd.
- Trophies, certificates, airfares, hotel accommodation and other prizes are sponsored by the Hong Kong Trade Development Council (HKTDC).

COPYRIGHT AND PRODUCTION RIGHT

- Every contestant should, on entering his/her design in the competition, give an undertaking that the design is original and he/she is the sole owner of all copyright in and to that design.
- The Organiser will exercise maximum care in handling all entries, however, the Organiser will assume no liability for any damage or loss of any kind.
- The Organiser will not be held responsible for infringement of copyright or patent law connected with designs entered in the Competition.
- The copyright of all designs will remain the property of the contestants who should take proper measures to protect their own copyright of their designs. Following announcement of results, contestants are free to negotiate such rights if they so wish.

EXHIBITION & PUBLICITY

The Organiser will retain all the rights for printing, publishing and exhibiting the winning entries and other selected entries on its discretion.

The Organiser has absolute discretion in the admission of applicants and changing the above details.

Design Competition Timeline 參賽流程

報名 Application

提交 Submission:

- 報名表格 Application form
- 設計草圖尺寸圖 Design sketch & Dimensional drawings
- 香港身份証副本 HKID Card Copy
- 學生証副本 Student Card Copy

4 月22日截止

Submission Deadline: 22/4/2014

5月中旬 Mid May

第一階段評選 First Judging

- 評審團根據設計圖選出每組15件入圍作品（共30件）
Judging panel to select 15 finalist entries from each group (total 30 entries)
- 大會經電話/電郵通知入圍參賽者
Finalists to be notified by phone / email

入圍並製作樣辦 Mock up Production

- 入圍參賽者製作樣辦、包裝配件
Finalists to prepare design mock up and packaging (if any)

6-7月 June - July

7月中旬 Mid July

最後階段評選 Final Judging

- 入圍參賽者向評審團簡介設計及解答問題
Finalists to present mock up at the final judging
- 評審團選出得獎作品
Judging panel to select winning entries

新聞發布會暨頒獎禮 Award Presentation at Pre-Fair Press Conference

- 比賽結果於香港鐘表展2014新聞發布會公佈及舉行頒獎禮
Official result announcement and award presentation at Hong Kong Watch & Clock Fair 2014
Pre-fair Press Conference

8月下旬 Late August