

FRANZ AWARD 2016 10th ANNIVERSARY

ABOUT THE FRANZ AWARD

Creative Porcelain Design

The Franz Award welcomes diverse and creative porcelain designs. The purpose of the Award is to promote porcelain culture through competition. By incorporating global trends and contemporary ideas, the Franz Award aims to integrate the latest trends with innovative thinking to explore how the future of porcelain can change our lifestyles.

International Exchanges

The Franz Award provides a platform for international competition. Contestants around the world gather to exchange creativity and design inspiration, gaining insight from the interdisciplinary and international panel of judges. The competition intends to move from local to global, rather than focusing purely on idea development. The Award encourages interaction among designers, hoping to create new cultural exchanges.

THEME

SHINE

To create a better tomorrow, we pursued our dreams

In the past ten years, countless ideas were born

Shaped into porcelain, filled with imagination

They shine just like the stars that lead the way

And form a galaxy that shines brightly

ELIGIBILITY AND ENROLLMENT

Enrollments must be made online. Please visit the official Franz Award website

www.franzaward.com

There are no qualification restrictions.

Candidates may apply individually or in groups. Each group is limited to 2 people.

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Note: Entry is not open to Franz Collection Inc. employees, Franz Award staff, or the 2016 panel of judges. Restrictions also apply to family members of the above.

COMPETITION TIMETABLE AND STAGES

Open for Online Registration	Apr. 12, 2016
Deadline for Registration and Submission	Jul. 14, 2016 17:00 (GMT+ 08:00)
Preliminary Rounds	Aug. 5, 2016
Announcement of the Finalists	Aug. 9, 2016
Final Round and Awarding Ceremony	End of Nov. or start of Dec. in Beijing

QUALIFICATIONS

Porcelain design that meets the theme “SHINE”.

GROUPS

	Porcelain Design Group	Concept Design Group
What kind of works are we looking for?	Suitable for mass production but not yet launched on the market.	Not mass produced. Innovative porcelain design concepts not yet seen on the market.
Prototype Requirements After Entering the Finals	Porcelain	If porcelain is unavailable for prototyping, other alternative materials will be acceptable.

- The use of composite materials is encouraged, but the work should contain a minimum of 30% porcelain.
- All entries should be original and created by the contestant. The work itself should NOT have been published, launched on the market in any form (including brick-and-mortar shops, online shops, fundraising platforms, etc.), received any other awards and under any contractual relationship with a third party.

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- Contestants can apply for both the Porcelain Design Group and the Concept Design Group without a limitation on the number of works submitted; however each design cannot be submitted to both groups simultaneously. The design will be disqualified once discovered.

COMPETITION PROCEDURES AND SUBMISSION OF THE DESIGN PEICE

All entries should be submitted using one of the official languages of the competition, English or Chinese.

Preliminaries

[Porcelain Design Group]

Item	Requirements	Standard	File Size	File Format
Design Concept Description	Provide a clear description of the design concept and characteristics of the design	English: 100 words or less	-	-
3 pictures of the design work	3 pictures of the design work from different angles including front, back, and side. Pictures should not contain any text or logo and should have a clear, background in black or white.	3 pictures in horizontal direction Size: 1500*1060px Resolution: 72dpi	Within 1 MB/picture	.jpg
Design Presentation	Page 1: Design concept Page 2: Dimensions and material(s); may submit pictures of prototype and the process of making if completed. Page 3: Instructions and demonstration of how it can be used in everyday life.	To be presented on 3 A4-size pages. Resolution: 72dpi	Within 2 MB	.pdf

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[Concept Design Group]

Item	Requirements	Standard	File Size	File Format
Design Concept Description	Provide a clear description of the design concept and the characteristics of the work.	English: 100 words or less	-	-
3 pictures of the design work	3 pictures of the design work from different angles including front, back, and side. The pictures should not contain any text or logos and should have a clear background in black or white.	3 pictures in horizontal direction Size: 1500*1060px Resolution: 72dpi	Within 1 MB/picture	.jpg
Design Presentation	Page 1: Design concept Page 2: Dimensions and material(s); may submit pictures of prototype and the process of making if completed. Page 3: Instructions and demonstration of how it can be used in everyday life.	To be presented on 3 A4-size pages. Resolution: 72dpi	Within 2 MB	.pdf

Finals

[Porcelain Design Group]

Item	Description	Standard	File Format
Design	The design work submitted by	Submit the design in	-

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Work	the contestant should be consistent with the one shown in the pictures submitted for the preliminaries. The packing design should be included.	porcelain.	
Project Proposal	Elaborate on the design concept, marketing objectives and strategies, consumer analysis, and costs/benefit evaluation.	There is no restriction on the number of pages submitted. The presentation, however, should be completed within 10 minutes.	10MB ppt/pptx/ pdf/key
Marketing Literature	Business plan including marketing objectives and strategies.	10 copies in any format.	-

*A reimbursement (up to US\$1,000) will be offered to the participants of the finals for producing the design work on an actual cost basis; all receipts and proofs of purchase are required to receive reimbursement.

[Concept Design Group]

Item	Description	Standard	File Format
Design Prototype	The design work submitted by the contestant should be consistent with the one shown in the pictures submitted for the preliminaries. The packing design should be included.	Submit the design in porcelain or other alternative materials.	-
Project Proposal	Elaborate on the design concept, influence to the porcelain industry, and future possibilities,	There is no restriction on the number of pages submitted. The presentation, however, should be completed within 10 minutes.	10MB ppt/pptx/ pdf/key

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*A reimbursement (up to US\$600) will be offered to the participants of the finals for producing the design work on an actual cost basis; all receipts and proofs of purchase are required to receive reimbursement.

JUDGING PROCEDURES AND CRITERIA

The list of the judges will be announced on the official website when confirmed. The judges of the preliminary round will select the qualified works based on the judging criteria. Design works in the “Porcelain Design Group” and “Concept Design Group” shall be judged separately.

[Porcelain Design Group]

Preliminaries	<p>Design Concept (40%) <i>Theme relevance, story of design</i></p> <p>Design Performance (30%) <i>Aesthetic, choice of material, production skill, completion of the design</i></p> <p>Industrial Adequacy (30%) <i>Possibility of mass production and market potential</i></p>
Finals	<p>Design Concept (40%) <i>Theme relevance and story of design</i></p> <p>Design Performance (30%) <i>Aesthetic, choice of material, production skill, completion of the design work, exquisite degree of the prototype</i></p> <p>Industrial Adequacy (20%) <i>Possibility of mass production, market potential and marketing plan</i></p> <p>Presentation (10%) <i>Communication skills and presentation design</i></p>

[Concept Design Group]

Preliminaries	Design Performance and Concept (40%)
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	<p><i>Theme relevance, aesthetic, innovation of design concept</i></p> <p>Influence (30%) <i>Ability to have an impact on or bring innovative ideas to the porcelain industry</i></p> <p>Future Possibilities (30%) <i>Whether the design concept could be produced at a reasonable price within 5 years</i></p>
Finals	<p>Design Performance and Concept (40%) <i>Aesthetic, theme relevance, innovation of design concept, exquisite degree of the prototype.</i></p> <p>Influence (30%) <i>Ability to have an impact on or bring innovative ideas to the porcelain industry</i></p> <p>Future Possibilities (20%) <i>Whether the design concept could be produced by manufacturing at a reasonable price within 5 years</i></p> <p>Presentation (10%) <i>Communication skills and presentation design</i></p>

AWARDS

[Porcelain Design Group]

- Gold Medal NT\$500,000, a certificate of commendation, and a trophy
(1 Awarded): (approximately US\$16,000)
- Silver Medal NT\$200,000, a certificate of commendation, and a trophy
(1 Awarded): (approximately US\$6,500)
- Bronze Medal NT\$100,000, a certificate of commendation, and a trophy
(1 Awarded): (approximately US\$3,300)
- Outstanding Entries NT\$20,000, a certificate of commendation, and a trophy
(2 Awarded): (approximately US\$650)

[Concept Design Group]

- Gold Medal NT\$100,000, a certificate of commendation, and a trophy

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(1 Awarded): (approximately US\$3,300)

Silver Medal NT\$50,000, a certificate of commendation, and a trophy

(1 Awarded): (approximately US\$1,600)

Bronze Medal NT\$30,000, a certificate of commendation, and a trophy

(1 Awarded): (approximately US\$1,000)

Outstanding Entries NT\$20,000, a certificate of commendation, and a trophy

(2 Awarded): (approximately US \$650)

Notes:

The above cash awards are all in pre-tax amount, it is subject to change due to currency fluctuation.

OTHERS IMPORTANT RULES

The design works

1. All entries should be original and created by the contestant in person. Entries should not have been published, launched on the market in any form (including brick-and-mortar shops, online shops, fund-raising platform, etc.), received any awards, and should not be under any contractual relationship with a third party. Entries will be eliminated if any violations mentioned above are discovered.
2. If an entry is found to be involved in copyright infringement verified by the court, the certificate of commendation and the cash prize granted shall be returned to the Organizer and the participant shall be responsible for settling the violation by himself/herself. The Organizer shall be held indemnified.

Transportation

1. The design work should be carried to the venue for the finals by the contestants, who are also responsible for the packing and delivery of the design works when leaving the venue. Contestants are fully responsible for the safekeeping of their design work, and the Organizer (Franz Collection), under no circumstance, shall be held responsible for any loss, damages, or theft of the works.

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Public Appraisal

1. The decisions made by the panel of judges shall be respected. When necessary, the Organizer may leave the award vacant based on the results of the appraisal and the quality of the design works.
2. The participants of the finals are responsible for the transportation costs and relevant visa expenses for travelling to the venue of the finals.

Other Considerations

1. By enrolling in the competition, individuals or groups thereby accept all the terms and conditions of the competition. The Organizer reserves the right to, at any time, issue other rules and regulations to revise or supplement the Terms & Conditions of this Award (including but not limited to the matters not mentioned herein).
2. The Organizer may use the entries and their pictures for promotion, publicity, publication, display, exhibitions, publishing in newspapers and magazines or other media, or printing in books, etc. The participants shall cooperate with the Organizer in all relevant promotional activities.
3. The winner must provide a piece of the winning design work to the Organizer without any charges; it will be used for promotions, publications, and exhibits.
4. According to the regulations, the participants are obliged to pay taxes against the cash prize they receive.
5. When necessary, the Organizer may decide to extend the various deadlines for enrollment, receiving and returning the design works, etc.
6. Franz Collection Inc. reserves the right for signing contracts on the finalist entries and the right of final decisions on all relevant matters.

Organizer

Host

Special Partner



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Co-organizer



Supporting Media



CONTACT US

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