

THE 20TH HONG KONG EYEWEAR

DESIGN COMPETITION

APPLICATION FORM
參賽表格

APPLICATION DEADLINE
截止報名日期：
5.7.2018

第二十屆
香港眼鏡設計比賽



Hong Kong Optical Fair
香港眼鏡展

7-9.11.2018

Hong Kong Convention and Exhibition Centre
香港會議展覽中心

Co-organisers
協辦機構



Members of VTC Group VTC 機構成員



Organisers
主辦機構



香港中華眼鏡製造廠商會
Hong Kong Optical Manufacturers Association



To enhance the design capability of Hong Kong eyewear and promote local optical products among international buyers, Hong Kong Trade Development Council will join hands with Hong Kong Optical Manufacturers Association, The Hong Kong Polytechnic University and Hong Kong Institute of Vocational Education to organise the 20th Hong Kong Eyewear Design Competition in conjunction with the HKTDC Hong Kong Optical Fair 2018.

Don't miss the chance to show your design talent and win fabulous prizes!

為進一步提高香港眼鏡設計水平和品質及鼓勵創新，並促進港製眼鏡在海外的銷路，香港貿易發展局、香港中華眼鏡製造廠商會、香港理工大學及香港專業教育學院將配合香港貿發局香港眼鏡展2018，攜手舉辦第二十屆香港眼鏡設計比賽。請勿錯過這次難得機會，盡情發揮您的創作天份並贏取豐富獎品！

Winning Pieces of the 19th Hong Kong Eyewear Design Competition 第十九屆香港眼鏡設計比賽得獎作品

2017

Open Group 公開組



Monster Trap
捕獸戲

Champion
冠軍

Ms Lai Pui Yan
黎佩欣小姐



Motor
軸

1st Runner-Up
亞軍

Mr So Yiu Kwok
蘇耀國先生



Ad Lib
織興

2nd Runner-Up
季軍

Mr Chan Kong Ngai
陳罡毅先生

Student Group 學生組



Coiled
繞

Champion
冠軍

Ms Chan Cho Man
陳楚旻小姐
Hong Kong Design Institute
香港知專設計學院



Photograph
照片

1st Runner-Up
亞軍

Mr Wong Wing Kit
黃永杰先生
Hong Kong Design Institute
香港知專設計學院



Edge
邊

2nd Runner-Up
季軍

Ms Tse Yuen Sin
謝沅倩小姐
Hong Kong Design Institute
香港知專設計學院

All Groups 所有組別



Monster Trap
捕獸戲

The Creativity
Award
創意大獎

Ms Lai Pui Yan
黎佩欣小姐



Motor
軸

The Made-to-Sell
Award
市場潛力大獎

Mr So Yiu Kwok
蘇耀國先生



Broken
由零開始

Latest Look Award

Ms Wong Fung Chi
黃鳳芝小姐

Acknowledgement 鳴謝

The 19th Hong Kong Eyewear Design Competition has successfully concluded. We would like to take this opportunity to thank the following companies for their generosity and support:

第十九屆香港眼鏡設計比賽已經順利完成。本局希望藉此機會感謝以下贊助公司的支持：

Arts Optical Company Ltd 雅視光學有限公司
Chu Kong Optical Manufactory Ltd 珠江眼鏡製造廠有限公司
Elegance Optical Manufactory Ltd 高雅眼鏡製造廠有限公司
Mandarin Optical Manufactory Company Ltd 文華眼鏡製造廠有限公司

OKIA Optical Company Ltd 澳加光學有限公司
Standard Optical Factory 實用眼鏡廠
Wing Fung Optical International Ltd 榮豐眼鏡國際有限公司
Wing Shing Optical Manufacturers Ltd 永成眼鏡製造廠有限公司

THE 20TH HONG KONG EYEWEAR DESIGN COMPETITION COMPETITION RULES

ORGANISERS / SPONSORS

The competition is jointly organised by Hong Kong Trade Development Council and Hong Kong Optical Manufacturers Association (hereafter referred to as the "Organisers"), together with The Hong Kong Polytechnic University and Hong Kong Institute of Vocational Education as Co-organisers.

OBJECTIVES

- To enhance the design capability of the Hong Kong optical industry, and to induce new innovations and styles in product design.
- To promote Hong Kong's optical products among international buyers.
- To induce interest in joining the optical industry.

CATEGORIES

- **Open Group** (Hong Kong registered companies or Hong Kong designers)
- **Student Group** (Hong Kong full-time students)

(Contestant must be from a Hong Kong registered company or a Hong Kong 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 HKID card when submitting the application form.)

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

THEME OF DESIGN

- **Smart Everything**

DEADLINES FOR SUBMISSION OF ENTRIES

- All entry drawings must reach the Organiser's office (Exhibitions Department, Hong Kong Trade Development Council, Unit 7 Expo Galleria, Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong) **on or before 5 July 2018 (Thursday)**.
- Finalists will be selected and notified.

- For the final selection, all mock-ups of the finalists' designs and the original drawings must reach the Organiser's office **on or before 5 September 2018 (Wednesday)**.

RULES & REGULATIONS

- Each contestant may submit no more than 3 entries.
- Each entry must be accompanied by a completed and signed application form.
- Each entry is to consist of a visualisation drawing and a dimensional drawing of one eyewear. Contestants are free to submit additional drawings to demonstrate more fully their ideas. All drawings must be mounted on A3 sized cardboard.
The name of the contestant must not appear on any drawings and mock-ups submitted.
- **No design should include or show any registered trademark or logo.**
- All entries must be original designs. Designs undertaken on behalf of clients or made in the course of employment for an employer are not eligible.
- Finalists who are full-time Hong Kong Students will receive reimbursement from the Organisers for the cost of mock-up construction of up to HK\$2,500 against supporting bills. They may also seek the Organisers' assistance in producing the mock-ups where necessary, but all reimbursement for the cost of mock-up construction will go to the company producing the mock-ups.
- Entries that have won awards in any local or overseas design competitions are not eligible.
- The Organisers reserve the right to disqualify any contestants in breach of the rules and regulations listed above.

JUDGING

Entries will be judged in two rounds:

First Judging

- The judging panel will select no more than 10 finalists from each group.
- The panel reserves the right to vary the number of finalists if the quality level of entries so demands.

Final Judging

- Finalists from Open Group and Student Group 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 presentation of their drawings.
- All finalists will be asked to present their designs for final selection. Candidates will be notified of the date & details of the presentation session individually.

JUDGING CRITERIA

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

- a) Originality & Creativity
- b) Aesthetics
- c) Practicability and Functionality
- d) Marketability
- e) Production feasibility

The decision of the judging panel will be final.

ANNOUNCEMENT OF RESULT

- Official announcement of results and presentation of awards will be made shortly before the Hong Kong Optical Fair 2018. "The Latest Look Award" will be elected through online voting and presented during the fair period. All entries will be available for collection within one month from the date of announcement of the competition result. Samples which are not collected within the specified time will be disposed of by the Organisers as they see fit.
- The Organisers reserve the right to withhold granting of any of the prizes if they consider that the entries do not meet the desired standard.

AWARDS AND PRIZES

• For Open Group

Champion

Trophy, certificate and a cash prize of HK\$8,000

1st Runner-up

Trophy, certificate and a cash prize of HK\$5,000

2nd Runner-up

Trophy, certificate and a cash prize of HK\$3,000

• For Student Group

Champion

Trophy, certificate and a cash prize of HK\$8,000

1st Runner-up

Trophy, certificate and a cash prize of HK\$5,000

2nd Runner-up

Trophy, certificate and a cash prize of HK\$3,000

• **For All Groups**

The Creativity Award

- "The Creativity Award " will be presented to the entry regarded by the judging panel as the most creative design of the competition. All finalists of the Open Group and Student Group are eligible for the award.

- A trophy and a certificate will be presented to the winner.

The Made-to-Sell Award

- "The Made-to-Sell Award " will be presented to the entry regarded by the judging panel as the best potential revenue generator. All finalists of the Open Group and Student Group are eligible for the award.

- A trophy and a certificate will be presented to the winner.

The Latest Look Award

- "The Latest Look Award " will be elected by buyers of the Hong Kong Optical Fair 2018 through online voting. All finalists of the Open Group and Student Group are eligible for the award.

- A trophy and a certificate will be presented to the winner.

All winning designs will be publicized in website and e-Fair Daily of the Hong Kong Optical Fair 2018, HKTDC publications "Hong Kong Optical 2019", website and annual journal of HKOMA and promotional materials such as leaflet and application form of this competition. The winning designs may have an opportunity to be displayed at international optical events.

COPYRIGHT AND PRODUCTION RIGHT

- Every contestant should, on entering a design in the competition, give an undertaking that the design is new and original and the company/he/she is the sole owner of all copyright in and to that design.
- The Organisers will exercise maximum care in handling all entries. However, the Organisers will assume no liability for any damage or loss of any kind.
- The Organisers 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 Organisers will retain the rights for exhibiting, publicising and printing the winning entries and other selected entries at its discretion.

The Organisers have absolute discretion in the admission of applicants.

THE 20th HONG KONG EYEWEAR DESIGN COMPETITION

第二十屆香港眼鏡設計比賽

Application Form

參賽表格

To: Hong Kong Trade Development Council
Unit 7, Expo Galleria
Hong Kong Convention & Exhibition Centre
1 Expo Drive, Wan Chai, Hong Kong
Tel: 2240 4124 Fax: 2270 5806
E-mail: kevin.wh.koo@hktcdc.org Web-Site: www.hktcdc.com/hkopticalfair

No. 編號: _____
(For Office Use)
(由大會填寫)

CATEGORIES 參賽組別:

(Please use a "✓" to select your category 請以 "✓" 號選擇所屬組別)

- Open Group 公開組
(Hong Kong registered companies or Hong Kong designers 香港註冊公司或香港設計師)
- Student Group 學生組
(Hong Kong full-time students 香港全日學生)

THEME 主題: Smart Everything 智慧生活

Title of Design 作品名稱: (English 英文) _____

(Chinese 中文) _____

Name 姓名: (English 英文) _____ (Chinese 中文) _____

(Name should be the same as the one shown on HKID 須與香港身份証之姓名相同)

HKID No. 香港身份証號碼: _____

Business Registration Certification No. 商業登記證明書號碼: _____

(If any 如適用)

School/Company Name 學校/公司名稱: (English 英文) _____

(Compulsory 必須填寫)

(Chinese 中文) _____

Tel 電話: _____ Fax 傳真: _____ E-mail 電郵: _____

*Residential/Company Address *住宅/公司地址: _____

* I/My company agree(s)/disagree(s) to authorise the Organisers to disclose my contact details to potential buyers upon request.

本人/本公司同意/不同意授權主辦機構公開本人/本公司之聯絡資料, 予有興趣與本人接洽之買家。(Compulsory 必須填寫)

DECLARATION 聲明

- *I/My company warrant(s) that the design that *I/my company have submitted is *my/my company's own original work, AND *I/my company am/is the sole owner of all copyright in and to that design.
*本人/本公司保證送出參賽之設計是*本人/本公司之原創作品及為該設計的所有版權的唯一擁有人。
- *I/My company agree(s) that the Organisers shall not incur any liability of any kind by reason of or arising out of the entry in this Competition and I/my company agree(s) to indemnify the Organisers against all actions, claims, demands and expenses relating to or arising therefrom.
*本人/本公司同意主辦機構不會因陳列或評選*本人/本公司送出參賽之設計而承擔任何責任。*本人/本公司並同意主辦機構如因*本人/本公司參加比賽而遭受控訴、收到賠償要求或受到金錢損失時, 一切由*本人/本公司負責。
- *I/My company have/has read and understood the Rules and Regulations for the Competition and agree(s) to abide by them. The Organisers reserve the rights to disqualify any contestant in breach of the Rules and Regulations.
*本人/本公司已詳閱並明瞭參加比賽之規則及條件, 並同意完全遵守。如有違反, 主辦機構保留取消有關參賽者之參賽資格之權利。
- *I/My company agree(s) that the Organisers shall have the rights to publicise, exhibit and reproduce my entry for any purpose in connection with this Competition as they consider appropriate.
*本人/本公司同意主辦機構在認為適合時, 有權為此項比賽有關之活動將*本人/本公司之參賽設計予以宣傳、展覽及複製。
- *I/My company agree(s) that *I/my company will be the sole owner of any prizes won from this Competition.
*本人/本公司同意所有從比賽中獲得之獎項及獎品將歸*本人/本公司擁有。

Date 日期 _____

Signature 參賽者簽名 _____

Company's Chop 公司蓋章 _____

(If any 如適用)

(* Please delete where inappropriate 請刪去不適用者)

(#) Your information may be added to our database for promotional purposes and other purposes stated in the Privacy Policy Statement of HKTDC and the concerned organisations. Details about HKTD statement are available at <http://www.hktcdc.com/mis/pps/en> <<http://www.hktcdc.com/mis/pps/en>>

閣下的資料將會納入主辦單位香港貿易發展局之資料庫內, 以便日後向閣下發放商貿資訊/宣傳消息, 以及用於貿發局及上述之機構在私隱政策聲明中所述之其他用途。有關貿發局私隱政策聲明的詳情, 請參看網址 <http://www.hktcdc.com/mis/pps/tc> <<http://www.hktcdc.com/mis/pps/tc>>。

第二十屆香港眼鏡設計比賽 — 參賽章程

主辦及協辦機構

本設計比賽是由香港貿易發展局及香港中華眼鏡製造廠商會主辦(以下簡稱主辦機構)，協辦機構包括香港理工大學及香港專業教育學院。

宗旨

- 鼓勵及提升香港眼鏡製造業產品設計水平，引領產品設計創意及風格。
- 吸引更多國際買家採購本港眼鏡產品。
- 加強年青一代投身眼鏡工業的興趣。

組別

- **公開組** (香港註冊公司或香港設計師)
- **學生組** (全日制學生)
- * * 以公司名義參賽者，其公司必須為香港註冊公司，遞交參加表格時需附上有效商業登記證明書之副本。
- * * 以個人名義或學生組參賽者必須為香港居民，遞交參加表格時請附上香港身份證副本。
- * * 學生組的參賽者於報名時必須為香港註冊學校之「全日制學生」。

設計主題

- **智慧生活**

最後交件日期

- 所有參賽設計圖樣須於 **2018年7月5日(星期四)** 或之前送抵主辦機構(即香港貿易發展局展覽事務部，地址為香港灣仔博覽道1號香港會議展覽中心博覽商場7號)，以作評選。所有入圍者將獲專函通知。
- 所有入圍者將獲專函通知。
- 入圍作品之實樣、設計圖樣及其他材料須於 **2018年9月5日(星期三)** 或之前送抵主辦機構以供最後評選。

參賽須知

- 每名參賽者提交之參賽作品不得超過三件。
- 每件參賽作品必須附有一份填妥及已簽署的報名表格。
- 每份參賽作品須包括產品的設計草圖與實際尺寸圖，參賽者可同時附交其他圖件以輔助解說創意，所有圖稿須裱於A3尺寸之硬咭紙上。參賽者的姓名不可見於任何參賽圖稿或實樣上。
- 所有參賽設計均不可展示任何註冊商標或徽號。
- 參賽設計必須是參賽公司或參賽者本人的作品，代表客戶或參賽者在受僱於其僱主的工作期間所製作的設計將不獲接納參賽。
- 入圍參加最後評選之全日制學生將獲發津貼，以便製造實樣。該津貼最多不超過港幣二千五百元，實際金額以實際支出單據為準。如有需要，入圍參加最後評選之學生可透過主辦機構之協助製造實樣，惟所有津貼將發給實樣製造公司。
- 曾在任何公開設計比賽中獲獎的作品，均不得參加本比賽。
- 所有參賽者必須遵守以上規則，如有違反，主辦機構保留取消有關其參賽資格之權利。

評選方式

評選將會分兩階段進行：

初賽

- 評選團將於評選中，每組分別選出不多於十名入圍者。
- 評選團將視乎參賽設計水準而定，保留變更入圍名額之權利。

決賽

- 入圍參加決賽者，必須根據設計圖造出實樣。入圍參賽者有責任監督實樣的製成，以保證表達設計原創意。
- 所有入圍者須親自於最後評選時介紹自己之設計。大會將個別通知各入圍者有關日期及詳情。

評選準則

評選團將根據以下準則選出各得獎作品：

- 原創性及創意
- 款式美觀
- 實用功能
- 市場潛力
- 生產可行性

比賽結果以評選團決定為準，參賽者不得異議。

評選結果

比賽結果將於香港眼鏡展2018期間正式公佈，並進行頒獎。「潮流大獎」則進行網上投票，並於香港眼鏡展2018期間頒發。所有參賽者請於比賽結果公佈後一個月內到主辦機構領回作品，逾期未領回的作品將由主辦機構全權處理。主辦機構如認為參賽作品未能符合應有水準，有權不頒予參賽作品任何獎項。

學生組獎品

冠軍：獎座、獎狀及現金獎港幣八千元正

亞軍：獎座、獎狀及現金獎港幣五千元正

季軍：獎座、獎狀及現金獎港幣三千元正

公開組獎品

冠軍：獎座、獎狀及現金獎港幣八千元正

亞軍：獎座、獎狀及現金獎港幣五千元正

季軍：獎座、獎狀及現金獎港幣三千元正

所有組別

創意大獎

大會特設有「創意大獎」以獎勵富有創意之眼鏡設計，所有入圍作品均有機會奪得該獎項。優勝者將獲獎座及獎狀。

市場潛力大獎

大會特設有「市場潛力大獎」以獎勵具市場潛力之眼鏡設計，所有入圍作品均有機會奪得該獎項。優勝者將獲獎座及獎狀。

潮流大獎

主辦機構將於香港眼鏡展2018由買家進行網上投票，從所有已入圍作品中選出最切合來年國際眼鏡潮流的作品為「潮流大獎」得主。優勝者將獲獎座及獎狀。

所有獲獎作品將會在"香港眼鏡展2018"網頁、香港中華眼鏡製造廠商會年刊及其網頁中作報導，並於香港眼鏡展2018電子每日展訊"e-Fair Daily"中及香港貿易發展局刊物"Hong Kong Optical 2019" (以附頁形式) 獲免費宣傳，更有機會刊登在與眼鏡設計比賽有關之宣傳媒體如海報、報章廣告及報名表上。

得獎作品亦可能於多個國際眼鏡業盛事亮相。

版權及生產權益

- 一、參賽者提交參賽設計時必須保證該設計為全新及原創設計之作品，及其是該設計的所有版權的唯一擁有人。
- 二、參賽設計及產品在主辦機構保管期間將獲小心處理。惟遇意外損壞或遺失，主辦機構概不負責。
- 三、參賽設計及產品如涉及版權或專利註冊等法律問題，主辦機構概不負責。
- 四、參賽設計及產品版權皆由參賽者擁有，參賽者需自行保障其產品之版權。有關版權轉讓問題，在比賽結果正式公佈後方可隨意自行安排。

展覽及宣傳

主辦機構保留對獲獎設計及其他入選設計予以宣傳、展覽及印刷等方面之權利。

主辦機構保留接受或拒絕申請參賽之權利。