

CALL FOR CANDIDATES



Shenzhen Design Award for Young Talents

An initiative of the City of Shenzhen
In association with the UNESCO Creative Cities Network

In co-operation with the Bureau du design of the Ville de Montréal
July 3, 2013



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1. DESCRIPTION

The Promoting Office of Shenzhen (a UNESCO City of Design) and the Shenzhen Creative Culture Center (SCCC) invite designers from the 34 member cities of the UNESCO Creative Cities Network to submit applications for an Award recognizing the success and talent of young designers aged 35 or less.

The competition aims, among other things, to encourage exchanges among young designers from various countries, co-operation among the various UNESCO Creative Cities, and the sharing of experiences and ideas in the development of creative and cultural industries.

Under the theme **Recovery: The Power of Design**, the Shenzhen Design Award for Young Talents (“the Award”) will reward the efforts of young designers who, through their creativity, have contributed to improving environmental quality as well as social and economic development—more specifically, making cities more liveable. The Award also seeks to promote design as an accelerator for recovery of local economies.

As a UNESCO City of Design, Montréal, through its Bureau du design, is pleased and proud to collaborate in the Award selection process. Montréal as well as each other participating Creative City may submit a maximum of five applications from local designers. Among all international applications received, the City of Shenzhen will award a maximum of 18 prizes, with prize money totalling \$165,000 US, in recognition of young talents.

The judging process will take place in two stages:

- In the First Stage, a local jury will select five projects by Montréal designers (one student and four professionals) for nomination.
- In the Second Stage, which is anonymous, an international jury will choose the winners from among the candidate designers nominated by each city.

This Call for Candidates is for the First Stage only. The Bureau du design of the Ville de Montréal will subsequently supervise the filing with the City of Shenzhen of applications by candidates nominated locally. For information purposes, details of the Second Stage process and requirements are available on the Award website, www.szday.org.

2. ELIGIBILITY

Individuals, firms or teams that comply with the following conditions are eligible to enter the Award competition.

Professional category:

- Be a member of a professional order or professional association in the planning and design fields (architecture, landscape architecture, urban planning, urban design, interior design, environmental design, industrial design, graphic design). Any graduate of a university program leading to design or production of planning projects in the above-mentioned fields **or** any person with at least five years’ experience and peer-recognized practice in the relevant field may also be eligible.

Where applicable, recognition must be attested by a person eligible per the first two conditions stated.

- Be aged 35 or younger as of December 31, 2013; in the case of a firm or team, all members must be 35 or younger as of that date.
- Practice mainly out of an office located in Montréal at the time of application.
- Submit a project entirely produced (or marketed, in the case of commercial products) between January 1, 2011, and October 31, 2013. Projects that are under development and prototype projects will not be accepted.

Student category:

- Be enrolled as a full-time student at a Montréal university-level institution in one of the abovementioned fields at the time of application.
- Be aged 35 or younger as of December 31, 2013; in the case of a firm or team, all members must be 35 or younger as of that date.
- Be a resident of Montréal at the time of application.
- Submit a project that has been produced or one that is at the conceptual stage. Sketches, models and prototypes will be accepted.

3. PRIZES

There are no prizes or compensation for Montréal-based designers nominated for the First Stage. Winners of the Second Stage will share the following prizes awarded by the City of Shenzhen:

Professional category:

Grand Award (maximum three winners):
\$30,000 US per winner

Merit Award (maximum ten winners):
\$5,000 US per winner

Student category:

New Star Award (maximum five winners):
\$5,000 US per winner

The Montréal nominating jury will select a maximum of five candidates (four professionals and one student). The international jury reserves the right to award the number of prizes of its choosing, up to a maximum of 18.

4. ENTRY AND TRAVEL FEES

There are no fees for submission of entries in either Stage 1 or Stage 2. To accept their prizes, all winners of the Grand Award category must be present for a ceremony to be held in Shenzhen in December 2013; the SCCC will provide three nights' accommodation. Airfare and three nights' accommodation will be provided to all Student category winners.

5. JURY

The **Montréal jury** tasked with nominating five candidates for the Shenzhen Design Award for Young Talents consists of the following members:

- Mickaël Carlier, Founder and President, Novae
- André Desrosiers, Industrial Designer, Professor, UQAM School of Design
- Chantale Ladrie, Interior Designer, Lemay
- Juliette Patterson, Architect and Landscape Architect, Catalyse urbaine
- Ron Rayside, Architect, Senior Partner, Rayside Labossière

The **international jury** that will select the Award winners will consist of seven members from different countries and having complementary design expertise. The names and biographies of the jury members will be posted shortly on the website www.szday.org.

6. APPLICATIONS

FIRST STAGE: MONTRÉAL CANDIDATES

Each application package must include:

- A descriptive document in 8.5" x 11" format, with vertical binding, printed in one copy with a maximum of seven pages, comprising the following information:
 - Page 1: cover page.
 - Page 2: identification of the individual, firm or team; full contact information including place of business or residence; dates of birth of all members; field(s) of expertise (or study).
 - Page 3: descriptive text of no more than 500 words explaining the nature of the project, how it addresses the 2013 Award them, and how it meets the evaluation criteria.
 - Pages 4 to 7: photos of the project or product.
- Proof of eligibility. Professional category: certificate from the professional order or professional association in a design or planning field; or university degree in such a field; or letter of support from an eligible individual. Student category: proof of full-time enrolment in a design or planning field at a Montréal university institution for the fall 2013 semester.
- A CD-ROM, DVD-ROM or USB storage drive containing a digital (PDF) version of the above-mentioned documents.

The application documents may be in English or in French.

No individual, firm or team may submit more than one application package (project).

Application packages must be submitted to the following address, under the sole responsibility of applicants, no later than September 13, 2013, at noon Montréal time.

Bureau du design – Ville de Montréal
Prix Shenzhen de la relève en design
303, rue Notre-Dame Est, 6^e étage
Montréal (Québec)
H2Y 3Y8

The Ville de Montréal shall not be held liable for any error of destination or exceeding of the deadline for delivery of documentation transmitted by an applicant or any third party, nor for any breakage, damage or deterioration of any document supplied by an applicant while such document is in the possession of the Ville de Montréal.

SECOND STAGE: CANDIDATES SELECTED FOR SHENZHEN

Applications must be submitted in English.

The requirements for the Second Stage are posted on the website www.szday.org. In addition to the First Stage documentation, candidates may optionally include a PowerPoint presentation, live-action or animated video clip, and/or product(s).

7. SELECTION CRITERIA

The International Jury will assess all candidates' projects according to the criteria listed below. These criteria are applicable in both the First Stage (nomination of Montréal candidates) and the Second Stage (selection of winners).

- Contribution to recovery of local economies.
- Increase in sales (if applicable), lowering of costs, improvements in quality, productivity and profitability.
- Improvements in sustainable development of cities, in socio-economic development, and in citizens' quality of life.
- Innovation, creativity, aesthetics, sustainability and user-friendliness.
- International recognition, societal success and commercial success.

8. QUESTIONS

Any questions or requests for clarifications must be addressed via e-mail to the professional advisor mandated by the Bureau du design of the Ville de Montréal:

Véronique Rioux, Industrial Designer
prixshenzhen@mtlunescodesign.com

Answers to the questions will be posted on the website www.mtlunescodesign.com.

9. TERMS AND CONDITIONS

For the initial stage of application submission, the information in this document shall prevail over that contained on the international website of the Shenzhen Design Award for Young Talents, www.szday.org.

By submitting an application package in the First Stage and Second Stage, however, participants agree to all of the terms and conditions contained in the document posted at http://www.szday.org/content/2013-05/15/content_8055984.htm.

10. INTELLECTUAL PROPERTY RIGHTS

The entrant hereby acknowledges that s/he is the sole owner of the designs and owns all rights including but not limited to copyright, design rights and all other proprietary and intellectual property rights in or pertaining to the project. Any infringement would result in immediate disqualification of the entrant and total withdrawal of his or her entry¹. In such event, SCCC shall be indemnified against all actions, claims, loss, damages, costs and expenses that it may incur or has incurred as a result of any infringement.

The entrant hereby represents and warrants that the Design is original and independently created and does not infringe, breach, prejudice or violate the property, interests or rights (including but not limited to contractual rights, user rights, copyright, design rights, patents and all other proprietary and intellectual property rights whether registered or otherwise) of any third party. The entrant agrees to fully indemnify SCCC against all actions, claims, loss, damages, costs and expenses that it may incur or has incurred as a result of any breach of such representation or warranty. Should it prove in retrospect that a registered or even awarded entrant has breached third-party rights, SCCC reserves the right to disqualify that entrant and revoke the relevant award(s). The above liability provisions apply accordingly to all items supplied by SCCC in connection with the entrant's participation in the Award^{2,2}.

11. TIMETABLE

FIRST STAGE: MONTRÉAL CANDIDATES

- Announcement of the Call for Candidates July 3, 2013
- Deadline for submission of applications September 13, 2013, noon Mtl time
- Montréal jury meeting September 24, 2013*

SECOND STAGE: CANDIDATES SELECTED FOR SHENZHEN

- Deadline for submission of applications October 20, 2013, 6 a.m. Mtl time
- Deadline for receipt of materials in Shenzhen October 31, 2013
- International jury meeting and selection of winners November 2013*
- Award ceremony in Shenzhen December 2013*

*Dates subject to change.

¹ There may be rare exceptions, at the discretion of the jury, in the case of student entrants who explicitly state their cases and can justify them.

² It bears repeating that entrants are the sole owners of all rights pertaining to the design being entered, which include but are not limited to contractual rights, user rights, copyright, design rights, patents and all other registered trade marks and intellectual property rights. Any use or modification of the design by SCCC shall be made solely for Award promotional purposes (including via exhibitions and promotional publications).