

「敦煌與現代生活之奇思妙想」
海報設計比賽

比賽章程

主辦機構：

香港文化博物館與香港敦煌之友

目的：

- 提高學生對敦煌藝術、歷史與文化的興趣和認識。
- 透過海報設計比賽，讓學生發揮創意，將對敦煌文化的了解和思考融入海報創作之中。

主題：

「敦煌與現代生活之奇思妙想」

敦煌作為古代絲綢之路和中西文化交融的名城重鎮，現存內容豐富的文化遺產，為中國歷史、藝術、宗教、創意等不同領域的研究留下珍貴的資料。敦煌文化承載著豐富的內涵和精神，除了作為學術研究的寶藏，亦可從中增進有關歷史、藝術、昔日社會、創意及生活面貌等各方面的認識，並進一步思考敦煌文化與現代生活之間的聯繫，獲得啟發和引發奇想。

配套活動：

專題講座系列(一)：香港敦煌之友論敦煌

與香港敦煌之友合辦

講題(一)

敦煌與絲路：一幅未完整的美麗拼圖

講者：張倩儀小姐 (前商務印書館總編輯、歷史博物館諮詢委員會委員)

日期：2015年1月4日 (星期日)

時間：下午3時30分至5時

“Wonderful Imagination of Modern Life Inspired by Dunhuang”
Poster Design Competition

Competition Guidelines

Co-organisers:

Hong Kong Heritage Museum & Friends of Dunhuang Hong Kong

Aims:

- To enhance students' interest in and knowledge of the art, history, and culture of Dunhuang.
- To encourage students to demonstrate their creativity and integrate their understanding and thoughts about Dunhuang culture into their works through participation in this poster design competition.

Theme:

“Wonderful Imagination of Modern Life Inspired by Dunhuang”

Once a prosperous town on the Silk Road, where the East met West, Dunhuang has a vast wealth of cultural relics that preserve valuable materials relating to Chinese history, art, religion and creativity. Dunhuang culture is full of rich stories and spiritual connotations. It is not only a treasure for academic research, but also an invaluable source of knowledge of history, art, ancient society, creativity and life, inspiring us to explore the relationship between Dunhuang culture and modern life to spark our imagination.

Extension Programmes:

Thematic Talks Series I: Friends of Dunhuang Hong Kong Talking About Dunhuang

Co-organised with Friends of Dunhuang Hong Kong

Talk I

Dunhuang and the Silk Road: An Unfinished Beautiful Jigsaw Puzzle

Speaker : Ms Cheung Shin-ye (Former Chief Editor of the Commercial Press (HK) Ltd.
and Member of History Museum Advisory Panel)

Date : 4 January 2015 (Sunday)

Time : 3:30 pm – 5:00 pm

講題(二)

「山水」

講者：何培斌教授 (香港中文大學建築學院教授)

日期：2015 年 1 月 18 日 (星期日)

時間：下午 2 時 30 分至 4 時

講題(三)

從舊照片中看到的 — 那些年、那些人、那些事……

講者：李美賢女士 (敦煌研究院特別研究員、香港敦煌之友副主席)

日期：2015 年 1 月 18 日 (星期日)

時間：下午 4 時 15 分至 5 時 45 分

專題講座系列舉行地點：香港文化博物館一樓劇院

每節名額 300 人。報名請填寫教育及推廣活動報名表格，或致電 2180 8260，先到先得。

對象：

學生 – 於香港學校或院校就讀之學生，必須以個人名義參賽

組別：

- 1) 小學組：小一至小六學生
- 2) 初中組：中一至中三學生
- 3) 高中組：中四至中六學生
- 4) 大專組：全日制大專學生

比賽獎項：

- 1) 各組設冠軍、亞軍、季軍一名，獎項如下：

小學組

冠軍：港幣 2,000 元書券

亞軍：港幣 1,000 元書券

季軍：港幣 500 元書券

Talk II

“Landscape”

Speaker : Prof Ho Puay-peng (Professor of School of Architecture, the Chinese University of Hong Kong)

Date : 18 January 2015 (Sunday)

Time : 2:30 pm – 4:00 pm

Talk III

Bygone Years, People and Anecdotes Captured in Old Photographs

Speaker : Ms Lee Mei-yin (Special Researcher of Dunhuang Academy and Vice-Chairman of Friends of Dunhuang Hong Kong)

Date : 18 January 2015 (Sunday)

Time : 4:15 pm – 5:45 pm

Venue for this Thematic Talks Series: Theatre, 1/F, Hong Kong Heritage Museum
A maximum of 300 participants per session on a first-come-first-served basis. To register, please complete the application form for Education and Extension Programmes or call 2180 8260 .

Eligibility:

Participants must be currently enrolled in a school or other educational institution in Hong Kong and enter the competition on an individual basis.

Divisions:

- 1) Primary Division: P1 - P6 students
- 2) Junior Secondary Division: F1 - F3 students
- 3) Senior Secondary Division: F4 - F6 students
- 4) Tertiary Division: Full-time tertiary students

Awards:

- 1) Each division offers prizes for the champion, 1st runner-up and 2nd runner-up:

Primary Division

Champion: book coupons worth HK\$2,000

1st runner-up: book coupons worth HK\$1,000

2nd runner-up: book coupons worth HK\$500

初中組

冠軍：港幣 2,000 元書券
亞軍：港幣 1,000 元書券
季軍：港幣 500 元書券

高中組

冠軍：「敦煌文化之旅」考察團* (得獎者及指導老師)
亞軍：「敦煌文化之旅」考察團* (得獎者及指導老師)
季軍：「敦煌文化之旅」考察團* (得獎者及指導老師)

大專組

冠軍：「敦煌文化之旅」考察團* (得獎者可邀請 1 位親友同行，團費自付)
亞軍：「敦煌文化之旅」考察團* (得獎者可邀請 1 位親友同行，團費自付)
季軍：「敦煌文化之旅」考察團* (得獎者可邀請 1 位親友同行，團費自付)

- 2) 每位得獎者將另獲頒贈獎狀乙張。
- 3) 各組冠軍作品將於香港文化博物館內展出。

* 「敦煌文化之旅」考察團為六天旅程，預期於 2015 年 7 月至 8 月期間舉行。參加「敦煌文化之旅」考察團的得獎者需於完成旅程後 2 個月內，於就讀或被推薦之學校／院校向老師及同學分享匯報參加是次旅程的感想和體驗，並向文化博物館提交報告（撰寫的報告不少於 1,000 字，中文或英文均可）。

作品要求：

- 1) 參賽者須根據「敦煌與現代生活之奇思妙想」為主題或意念，創作海報作品。
- 2) 作品尺寸可選擇如下：
尺寸(1)：約 15" x 20" 及／或
尺寸(2)：約 20" x 30"
- 3) 每位參加者最多可提交 **2**張作品。

Junior Secondary Division

Champion : book coupons worth HK\$2,000
1st runner-up : book coupons worth HK\$1,000
2nd runner-up: book coupons worth HK\$500

Senior Secondary Division

Champion : "Dunhuang Culture Tour"* (for the winner and the teacher-in-charge)
1st runner-up : "Dunhuang Culture Tour"* (for the winner and the teacher-in-charge)
2nd runner-up: "Dunhuang Culture Tour"* (for the winner and the teacher-in-charge)

Tertiary Division

Champion : "Dunhuang Culture Tour"* (The winner may bring along a family member or relative/friend at his/her own expense.)
1st runner-up : "Dunhuang Culture Tour"* (The winner may bring along a family member or relative/friend at his/her own expense.)
2nd runner-up: "Dunhuang Culture Tour"* (The winner may bring along a family member or relative/friend at his/her own expense.)

- 2) Each winner will also receive a certificate.
- 3) The winning entry (champion) in each division will be displayed in the Hong Kong Heritage Museum.

* The "Dunhuang Culture Tour" will last for six days and is anticipated to be held in July or August 2015. Participants are expected to share their thoughts and experiences on the trip with the teachers and students of the school/institution they attend or were nominated by, and submit a report of at least 1,000 words in Chinese or English to the Hong Kong Heritage Museum within 2 months after the trip.

Requirements:

- 1) Participants should create posters with the theme "Wonderful Imagination of Modern Life Inspired by Dunhuang".
- 2) Entries may be submitted in two sizes:
Size(1): Approximately 15"x 20", and/or
Size(2): Approximately 20"x 30"
- 3) Each participant may submit up to **two** entries.

評審人員（排名不分先後）：

靳埭強博士（汕頭大學長江藝術及設計學院講座教授）
李焯芬教授（香港大學饒宗頤學術館館長）
又一山人（黃炳培先生）（八萬四千溝通事務所創作總監）
黃秀蘭女士（香港文化博物館總館長）

評審準則：

- 1) 原創性
- 2) 創作意念
- 3) 演繹技巧
- 4) 內容切合主題

參加辦法及詳情：

- 1) 參加者須於 2015 年 1 月 28 日或之前，將填妥的參賽表格、作品標籤及作品送交香港新界沙田文林路 1 號香港文化博物館教育組，並註明「『敦煌與現代生活之奇思妙想』海報設計比賽」。參加者可郵遞、安排速遞或親自送達參賽表格及作品。如安排速遞或親自送達者，可於辦公時間（星期一至五上午九時至下午五時）內送至上述地址。

最後收件時間為 2015 年 1 月 28 日。凡逾時遞交的參賽作品，主辦機構概不接受（如郵遞者將以郵戳日期為準）。如遇上惡劣天氣情況（八號颱風警告信號或黑色暴雨警告信號生效）時，收件時間將順延至下一個工作天，即 2015 年 1 月 29 日。

2) 提交作品注意事項：

- 1) 作品提交日期由 2014 年 12 月 15 日至 2015 年 1 月 28 日止。
- 2) 參加者必須將已填寫的參賽表格及作品標籤，與海報一同寄出或送遞（請將作品標籤貼於海報背面右下方）。
- 3) 參賽海報必須沒有裝裱或鑲框，並小心包裝。
- 4) 參賽者需自行支付郵寄及保險費用（如適用）。

- 3) 比賽結果將於 2015 年 3 月 4 日公布。

Judges (In Random Order):

Dr Kan Tai-keung (Chair Professor, Cheung Kong Art and Design School, Shantou University)
Prof Lee Chack-fan (Director of the Jao Tsung-I Petite Ecole, HKU)
anothermountainman (Mr Stanley Wong) (Creative Director of 84000 Communications Limited)
Ms Belinda Wong (Director of the Hong Kong Heritage Museum)

Criteria:

- 1) Originality
- 2) Creativity
- 3) Skills
- 4) Relevance to the theme

Applications:

- 1) Participants should send their **completed entry forms, entry labels and works** to the Education Team, Hong Kong Heritage Museum, 1 Man Lam Road, Sha Tin, New Territories, Hong Kong, on or before 28 January 2015, with the words "**Wonderful Imagination of Modern Life Inspired by Dunhuang Poster Design Competition**" on the cover. Entry forms and works may be sent by post or courier, or delivered by hand. Entries submitted by courier or delivered by hand should be delivered to the above address during office hours (9am - 5pm, Monday to Friday).

The submission deadline is 28 January 2015. Late submissions will not be accepted. For applications sent by post, the stamped date will be taken as the submission date. In the event of adverse weather conditions (e.g. if Tropical Cyclone

2) Points to Note for Submissions:

- 1) Submissions will be accepted from 15 December 2014 to 28 January 2015.
- 2) **The completed entry form and entry label(s)** should be sent or delivered together with the work(s). (Please attach the entry label to the lower right corner of the back of the work.)
- 3) Posters submitted should not be framed or mounted and should be carefully wrapped.
- 4) Participants are expected to cover the postage costs and insurance fees (if applicable).

- 3) The results will be announced on 4 March 2015.

時間表：

| | |
|----------|----------------------------------|
| 截止遞交作品日期 | 2015 年 1 月 28 日 |
| 比賽結果公佈日期 | 2015 年 3 月 4 日 (於香港文化博物館網頁公布) |
| 得獎作品展覽日期 | 2015 年 3 月 4 日至 3 月 16 日 |

參賽規則及注意事項（適用於所有參賽組別）：

- 1) 請小心填寫參賽表格內容。
- 2) 參加者須提交參賽作品名稱及創作意念（30 至 150 字，中英均可）。
- 3) 主辦機構將有權不接受不符合上述規格及要求之作品。
- 4) 參賽作品須狀況良好，每件作品均須附有個別的作品標籤。
- 5) 所有作品正面不得出現或反映參賽者身份的任何資訊。
- 6) 如作品在提交至主辦機構的過程中有任何損毀或遺失，主辦機構概不負責。
- 7) 所有已遞交的參賽作品將不會發還予參賽者；參賽者請自行複製或拍攝作品作存檔之用。
- 8) 主辦機構有權拒絕任何作品參賽或取消參賽者資格而毋須作出解釋。
- 9) 比賽結果以評審人員之決定為準。
- 10) 所有參賽者必須遵守主辦機構公布的所有參賽規則、注意事項及條款。
- 11) 主辦機構保留解釋及修訂本比賽規則及參賽表格所列載的所有細則及事項的權利，而毋須預先通知參賽者，並有權終止或取消比賽而不需另行解釋。
- 12) 與比賽有關的資訊更新，將會上載至「香港文化博物館」網頁公布。請參賽者留意有關資訊。
- 13) 如有任何爭議，主辦機構將保留最終之決定權。

Schedule:

| | |
|----------------------------|--|
| Submission deadline | 28 January 2015 |
| Announcement of results | 4 March 2015 (on the Hong Kong Heritage Museum website) |
| Display of winning entries | 4 March - 16 March 2015 |

Rules of Competition and Points to Note (applicable to all divisions):

- 1) The entry form should be completed carefully.
- 2) Participants should submit a title and a brief description of the concept from 30 to 150 words in English or Chinese for each poster.
- 3) The organiser reserves the right to reject entries that fail to meet the listed requirements.
- 4) Submissions should be in good condition. A separate entry label must be submitted with each entry.
- 5) The front of the poster must not contain any information that would disclose or reveal the identity of the participant.
- 6) The organiser will not be liable for any damage or loss during the delivery process from the participant to the organiser.
- 7) Submissions will not be returned. Participants may wish to make copies or take photos of their works for record-keeping purposes.
- 8) The organiser reserves the right to reject any submission or disqualify any participant without giving reasons.
- 9) The judges have the final decision on the results of the competition.
- 10) All participants must comply with the rules, notes, terms and conditions announced by the organiser.
- 11) The organiser reserves the right to interpret or amend the rules of the competition, or the provisions or details set out in the entry form without prior notification to the participants, and reserves the right to suspend or cancel the competition without giving reasons.
- 12) Updates regarding the competition will be posted on the Hong Kong Heritage Museum website. Participants should take the initiative to check for any updates.
- 13) In case of any disputes, the organiser has the right to make the final decisions.

有關知識產權（適用於所有參賽組別）：

- 1) 參賽作品及有關創作簡介必須是參賽者從未公開發表的原創作品，而且不會侵犯任何版權或知識產權。
- 2) 參賽作品一經遞交，即被視為同意把作品的所有版權無條件交予香港文化博物館。主辦機構可使用參賽者所提交的作品，包括出版、複製或展出所有參賽海報，及宣傳和推廣有關「『敦煌與現代生活之奇思妙想』海報設計比賽」以及教育的用途，而毋須徵求參賽者及所屬學校／院校的同意。
- 3) 只要不侵犯版權，參賽海報設計作品可以包含攝影、插圖、拼貼或字體設計等。
- 4) 主辦機構如懷疑參賽作品侵犯他人知識版權，有權取消其參賽或得獎資格。
- 5) 若獲獎海報涉及侵犯版權事宜，主辦機構有權褫奪所得獎項及取消於展覽中展出（適用於冠軍作品）。有關參賽作品的版權事宜和涉及的法律事務和責任，一概由參賽者負責。

其他注意事項**（**只適用於參賽組別 3（高中組）及組別 4（大專組））：

- 1) 主辦單位有權要求參賽組別 4（大專組）的參賽者提交身份證明文件，以確認參賽者是全日制大專學生。
- 2) 參賽者如獲得獎項及擬參加「敦煌文化之旅」考察團（下稱考察團），必須於獲獎後另行填寫與旅程相關的其他表格（如健康聲明等），並持有有效之旅遊證件，方可獲安排參加考察團。（有關表格將提供予得獎者。）
- 3) 未滿 18 歲的得獎者，則必須一併提供由家長或監護人簽署的外遊同意書。
- 4) 得獎者參加考察團的名額不得轉讓他人。
- 5) 參賽組別 3（高中組）的得獎者必須由指導老師陪同方可參加考察團。若有關指導老師因事未能隨行，可由校方另外委派負責老師隨行。
- 6) 參賽組別 4（大專組）的得獎者，如欲自費邀請 1 位親友同行，其同行親友必須為年滿 18 歲的本港居民，並需填寫與旅程相關的表格，才可獲安排同行參加。
- 7) 考察團的安排由香港敦煌之友策劃及統籌。
- 8) 參加考察團的得獎者及隨行人士必須接受主辦機構及領隊有關旅程的安排。如不遵守應有謹慎措施及安全規定，有關得獎者或隨行人士將可能被拒絕參加考察團，或在旅程期間不獲安排參加餘下行程。

With regard to Intellectual Property Rights (applicable to all divisions):

- 1) Submissions and corresponding descriptions must be unpublished and the original works of the participant, and must not infringe any copyright or other intellectual property rights.
- 2) Upon submission of the work(s), participants agree to unconditionally transfer the copyright of their work(s) to the Hong Kong Heritage Museum. The organiser is entitled to publish, copy or display all submissions, to use them for advertising and promotion of the “*Wonderful Imagination of Modern Life Inspired by Dunhuang Poster Design Competition*”, or for educational purposes, without the consent of the participants or their respective schools/institutions.
- 3) Participants are allowed to use photographs, drawings, stickers or fonts as part of their designs, provided that none of them violate any copyright.
- 4) The organiser is entitled to disqualify any participant or winner whom it finds to be in possible violation of the intellectual property rights of any other person.
- 5) The organiser reserves the right to revoke any prize awarded or to cancel the display of any award-winning entry that is involved in copyright infringement (applicable to winning entries). The participant shall be solely responsible for any legal matters or liability in relation to copyright matters of their submitted works.

Other Points to Note ** (** applicable only to Division 3 “Senior Secondary” and Division 4 “Tertiary”):

- 1) The organiser may request identification documents from Division 4 (Tertiary) participants as proof of full-time tertiary student status.
- 2) Award-winning participants who wish to participate in the “Dunhuang Culture Tour” (“the Tour”) are required to complete other forms related to the Tour (e.g. a health declaration) and must possess valid travelling documents in order to be eligible to join the Tour. (Participants will receive the relevant forms along with the award.)
- 3) Winners under the age of 18 must also submit a travel consent form signed by a parent or guardian.
- 4) Winners may not transfer their quota for the Tour to any other person.
- 5) Division 3 (Senior Secondary) winners must be accompanied by their advisors/the teacher-in-charge to be eligible for the Tour. Schools may designate a teacher to accompany the student if his/her advisor is not available.
- 6) Division 4 (Tertiary) winners may, at their own expense, bring along a relative/friend or a family member who is a Hong Kong resident at least 18 years old. The relative/friend or family member will be required to complete the relevant forms in order to be eligible to accompany the winner.

- 9) 如因特殊情況下主辦單位未能為得獎者安排考察團，主辦單位有權取消該考察團。得獎者及隨行人士不得異議。
- 10) 如參加考察團的得獎者及隨行人士未能與其他參加人士共用一雙人房間，則須承擔單人房附加費。
- 11) 有關考察團的詳細安排，將於比賽結果公布後通知各得獎者。

個人資料（私隱）收集聲明：

- 1) 參加者於參賽表格所提供的個人資料，只供主辦機構於是次活動用作處理報名參賽的用途。
- 2) 根據《個人資料（私隱）條例》第 18、22 條及附表 1 的第 6 原則，閣下有權要求查閱及更正表格內所提供的個人資料。

查詢：

香港文化博物館
地址：香港新界沙田文林路一號
電話：2180 8192 (翁小姐)
傳真：3582 5866
電郵：wpmyung@lcsd.gov.hk

- 7) The Tour is organised and hosted by the Friends of Dunhuang Hong Kong.
- 8) Winners and accompanying persons participating in the Tour must accept the arrangements as determined by the organiser and the guide. Failure by the winner or accompanying person(s) to exercise appropriate care or comply with the safety requirements may result in rejection of eligibility for the Tour or exclusion from the remainder of the Tour.
- 9) In case of special conditions resulting in the organiser's failing to arrange for the winners to participate in the Tour, the organiser shall be entitled to cancel the Tour. The winners and accompanying persons may not dispute the decision.
- 10) In the event that the winners and accompanying persons participating in the Tour are unable to share a twin room with other participants, they shall be responsible for the extra charges for a single room.
- 11) Winners will be notified of the details of the Tour after the results are announced.

Personal Information (Privacy) Collection Statement:

- 1) The personal data provided in the entry form will be used by the organisers only for processing the application of this competition.
- 2) You have the right to request access to and correction of personal data stated in this form in accordance with Sections 18, 22 and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance.

Enquiries:

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