HKTDC HONG KONG INTERNATIONAL WINE FAIR 2008
WINE LABEL DESIGN COMPETITION
RULES & REGULATIONS

ORGANISER

The competition is organised by the Hong Kong Trade Development Council.

OBJECTIVES

1. To arouse public's awareness and interest in appreciating wine.
2. To nurture design talents in Hong Kong.
3. To explore and promote future commercial collaboration between Hong Kong design talents and the trade.

THEME OF DESIGN

ASIAN GLAMOUR - The design of the series of labels should incorporate elements reflecting the best of Asian culture and her beauty.

DEADLINES FOR SUBMISSION OF ENTRIES

All entries must reach the Organiser's office (Hong Kong Trade Development Council, Unit 13, Expo Galleria, Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong) **on or before 30 June 2008.**

CONDITIONS OF ENTRY

1. Participants must be **Hong Kong permanent residents.**
2. Each entry must be accompanied by a completed and signed application form.
3. The design sketch of each label must NOT be larger than 11cm (W) x 15cm (H).
4. Please submit a label series consisting THREE(3) labels for three(3) different types of Red (or White) Wine of one Producer. The design sketches of the label series must be mounted on an A3 size cardboard, together with a written description of the design concepts.
5. In addition to submitting the design sketches of a label series, each participant is required to submit ONE additional label of one of the label design mounted on an empty bottle of your choice that would best match the label and the effect you wish to make with your label design.
6. Below basic wine information (in English) are required to be included in the designed wine labels and to be created or proposed by participants:
   - **Brandname of Wine** (with Asian element), **Country of Origin** (e.g. Produce of "Country name"), **Vintage** (i.e. Year the wine was made), **Grape Variety** (e.g. Pinot Noir, Syrah/Shiraz, Merlot, Cabernet Sauvignon, Chardonnay, Sauvignon Blanc, Semillon, Riesling), Alcohol Content (i.e. 13.5% vol) and Volume (i.e. 750ml)
7. The name of the participant must not appear on any design sketches submitted.
8. **No entry should include or show any registered trademark or logo.**
9. All entries must be new and original designs.
10. Entries that have won awards in any local or overseas design competitions will not be considered.

JUDGING

Entries will be judged in one round. The judging panel will choose the first three winners.

JUDGING CRITERIA

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

- Overall originality & creativity (40%)
- Application of visual elements (30%)
- Presentation of Asian culture (30%)

The decision of the judging panel will be final.

ANNOUNCEMENT OF RESULT

1. Official result announcement and award presentation will be held at the Hong Kong International Wine Fair 2008 in August 2008.
2. Participants will be notified to collect their entries in due course. The Organiser is not liable to any damage or loss if the participant fails to collect the item on time.

COMPETITION RULES & REGULATIONS

PRIZES

CHAMPION:

- A trophy and a cash prize of HK$5,000.
- Showcase display of their winning designs at the Hong Kong International Wine Fair 2008.
- Winning designs to be publicised in the Fair Catalogue of the Hong Kong International Wine Fair 2008.
- Winning designs to be publicised in the TDC Exhibition Website for the Hong Kong International Wine Fair 2008.

FIRST RUNNER-UP:

- A certificate and a cash prize of HK$3,000.
- Showcase display of their winning designs at the Hong Kong International Wine Fair 2008.
- Winning designs to be publicised in the Fair Catalogue of the Hong Kong International Wine Fair 2008.
- Winning designs to be publicised in the TDC Exhibition Website for the Hong Kong International Wine Fair 2008.

SECOND RUNNER-UP:

- A certificate and a cash prize of HK$2,000.
- Showcase display of their winning designs at the Hong Kong International Wine Fair 2008.
- Winning designs to be publicised in the Fair Catalogue of the Hong Kong International Wine Fair 2008.
- Winning designs to be publicised in the TDC Exhibition Website for the Hong Kong International Wine Fair 2008.

COPYRIGHT & PRODUCTION RIGHT

1. Every participant should, on entering his or her design in the Competition, give an undertaking that the design is original and the copyright for the design has not been assigned.
2. 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.
3. The Organiser will not be held responsible for infringement of copyright or patent law connected with designs entered in the competition.
4. The copyright of all designs will remain the property of the participants who should take proper measures to protect their own copyright of their designs. Following announcement of results, participants are free to negotiate such rights if they so wish.

TERMS & CONDITION

1. The Organiser will retain all rights for printing, publishing and exhibiting the winning entries and other selected entries at their discretion.
2. If there is any conflict between the Chinese version of the Rules and Regulations and its English version, the English version prevails.
3. For inquiries, please contact Ms Idy Wong (Tel: 2240 4241) or Ms Kaye Leung (Tel: 2240 4546) or Ms Kitty Poon (Tel: 2240 4279) of the Hong Kong Trade Development Council.

The Organiser has absolute discretion in the admission of applicants.

香港貿發局香港國際美酒展2008
餐酒標籤設計比賽 - 參賽章程

主辦機構

本設計比賽是由香港貿易發展局主辦。

宗旨

一. 鼓勵及提升公眾對於餐酒的認識及興趣。
二. 鼓勵及培養香港設計人材發揮創造力。
三. 探討及促進香港設計師與餐酒業的合作空間。

設計主題

以「亞洲薈萃」為主題，將亞洲文化及其特色融入於一系列三張餐酒標籤中。

最後交件日期

設計圖樣連空酒瓶須於**二零零八年六月三十日**或以前送到主辦機構辦事處。（地址：香港貿發局 香港灣仔博覽道一號香港會議展覽中心博覽商場13號）。

參賽辦法及條款

一. 所有參賽者必須為**香港永久性居民**。
二. 每組設計圖樣必須附有一份已填妥及簽署之報名表格。
三. 每張餐酒標籤設計圖不得大於11厘米闊、15厘米高。
四. 請各參賽者遞交一系列共三款的標籤設計圖，代表三款同系列的紅酒 (或同系列的白酒)，並由同一製造商生產。該系列的標籤必須裱於A3尺寸之硬卡紙上，附以文字敘述其設計概念。
五. 除了遞交一系列共三款的標籤設計圖，參賽者必須額外遞交其中一款在同一系列中選出的標籤設計圖，並將之裱於自選的空酒瓶上。
六. 所有餐酒標籤設計必須包括以下基本餐酒資料 (以英文標明)，並由參賽者設計或建議：
   ＊ **餐酒品牌** (含亞洲元素)、**產地來源**、**年份**、**葡萄品種** (例如Pinot Noir, Syrah/Shiraz, Merlot, Cabernet Sauvignon, Chardonnay, Sauvignon Blanc, Semillon, Riesling)、**酒精含量 (13.5% vol) 及容量 (750ml)**。
七. 所有設計圖稿及製成品上均不得註明參賽者名稱。
八. **所有參賽設計均不可展示任何註冊商標或樣號。**
九. 所有參賽設計必須為原創設計。
十. 所有曾在香港或海外公開設計比賽中獲獎的作品，均不得參加是次比賽。

評選方式

評選團將以一次性選出冠亞季軍各一名。

評選準則

評選團將按以下標準作出評選：

- 原創意念 (40%)
- 視覺效果 (30%)
- 配合主題 (30%)

比賽結果以評選團最後決定為準。

評選結果

一. 比賽結果將於二零零八年八月香港國際美酒展2008舉行期間正式公佈。
二. 所有入圍者將獲專函通知有關領回參賽作品之安排，如因逾期未領回而造成任何損失，主辦機構概不負責。

參賽章程

獎品

冠軍 (一名)

- 現金獎港幣五千元。
- 獎座一個。
- 在香港國際美酒展2008場刊 "Fair Catalogue" 及網頁中獲免費宣傳。
- 獲獎作品將在香港國際美酒展2008中展出。

亞軍 (一名)

- 現金獎港幣三千元。
- 獎狀一張。
- 在香港國際美酒展2008場刊 "Fair Catalogue" 及網頁中獲免費宣傳。
- 獲獎作品將在香港國際美酒展2008中展出。

季軍 (一名)

- 現金獎港幣二千元。
- 獎狀一張。
- 在香港國際美酒展2008每日場刊 "Fair Catalogue" 及網頁中獲免費宣傳。
- 獲獎作品將在香港國際美酒展2008中展出。

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之設計作品，作品的版權迄未轉讓。

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。

比賽條款

一. 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。

二. 倘若本參賽章程的中、英文版本有任何衝突或不符，應以英文版本為準。

三. 如欲查詢詳情，請致電香港貿易發展局與黃小姐 (2240 4241) 或梁小姐 (2240 4546) 或潘小姐 (2240 4279) 聯絡。

主辦機構保留接受或拒絕申請參賽之權利。