

Regulations of 2020 Renovators

I Commitment

The organizing committee hereby promises that the activity shall be carried out by the principle of openness, fairness and justness. The result of the appraisal shall be publicized in time, with certificates of award and prizes granted.

II Aim of the Activity

The activity is aimed at building a platform of art and design, information exchange and resources matching for colleges and universities around the world, so as to cultivate the consciousness of innovation, encourage the spirit of innovation, promote the idea of innovation, support the tries of innovation and spread the fruits of innovation. The activity will be presented in the form of contest in the hope of bringing up talents by the contest and empowering young students in innovative practices by creating a cluster of art and design for youths around the world.

III Theme of the Contest

Theme: Cyber Utopia

Theme interpretation: With the development of scientific technology, our thinking, life and feelings have all changed, and we're entering a stage of human co-existing with technology and a future of digitalization. We call on youths to create the future in their hearts, to build up a digitalized utopia, a humanistic world for co-existence.

Column division:

Column 1: Visioning the night

Imagination comes from the expectation of the unknown. The development of technology opens the new vision of exploring, understanding and creating. In the deep side of the universe, is there an existence of another planet or world in the dark night and the endless destination? The mystery night with endless possibilities holds the cyber utopia in our heart. In this column, we call for the artistic expression artworks which explore the possibilities of the mystery night.

(Fields involved: including but not limited to images, cartoons, paintings and graphic design)

Column 2: Integration of everything (OPPO-themed design module)

The scientific technology has penetrated through all facets of our life, production and social operation, enhancing our living quality and working efficiency while impacting our behavioral habits and ways of thinking. For this column, we call for works of design to find out the problems to be solved by designers, the procedures to be optimized and our responsibility for the environment amid the trend of the integration of everything.

(Fields involved: product design and so on)

The theme choices include but are not limited to: a) IOT watchband design; b) OPPO mobile phone packaging design; c) wallpaper/UI design

Column 3: Interactive experience

With the development of the scientific technology, the perception and experience of the human being have been transforming so that the scientific technology provides new means for artistic designs as well as new experience for viewers to sense novelty. For this column, we call for works of interactive experience, aiming to broaden the competence of senses and find out new ways of creation and new models of experience.

(Fields involved: new media art, lighting art, installation art, AI art and so on)

IV Organizations

Hosts:

Guangdong OPPO Mobile Telecommunications Corp., Ltd.

China-Italy Design Innovation Hub of Tsinghua University

Organizer:

Chengdu The Forest Scientific Technology Co., Ltd.

Supporters:

China Communication Center for Science and Technology

ATI of Tsinghua University

The Innovation & Entrepreneurship Education Alliance of China

Association des jeunes artistes Franco-chinois

Science Writing Magazine

Chengdu Creativity & Design Week

Sphinx International Art Education

College of Arts and Design, Beijing Forestry University

Department of Industrial Design, University of Science and Technology Beijing

School of Digital Media and Design Arts, Beijing University of Posts and Telecommunications

School of New Media, Beijing Institute of Graphic Communication

School of Visual Arts Design, Guangzhou Academy of Fine Arts

College of Art and Design, Beijing University of Technology

School of New Media Art and Design, Beihang University

Henan University Culture Industry Base Co., Ltd

China Central Academy of Fine Arts City Design School

Z Community

Members of the organizing committee:

Christl Baur, co-producer of Ars Electronica Festival

Olga Kisseleva, founder of the Art and Science Laboratory at Panthéon-Sorbonne

Ashley Hall, Professor of Design Innovation at the Royal College of Art

Luca Guerrini, Representative of DD Project at Politecnico di Milano

Fu Zhiyong from the Academy of Arts and Design, Tsinghua University

Yang Qingmei, from China-Italy Design Innovation Hub, Tsinghua University

Shi Danqing from the Academy of Arts and Design, Tsinghua University

Wang Xudong from the Art and Science Research Center, Tsinghua University

Yu Chun from China Communication Center for Science and Technology

Yu Cangbi from The Innovation & Entrepreneurship Education Alliance of China

Ma Xiaotian from The Innovation & Entrepreneurship Education Alliance of China

Wang Yandi, independent artist

Shen Bin, Curator and EXPA founder

Sun Yuming from McGeorge School of Law, Pacific University

Liu Sisi from Sino-French Young Artists' Association

Chen Ling, Secretary-general of China Science Writers Association

Zhang Jixiao, Dean of the College of Arts and Design, Beijing Forestry University

Ren Yuanbiao, Deputy Dean of the College of Arts and Design, Beijing Forestry University

Qin Jingyan, Dean of the Department of Industrial Design, University of Science and Technology

Beijing

Hou Wenjun, Dean of School of Digital Media and Design Arts, Beijing University of Posts and Telecommunications

Yan Chen, Deputy Dean of School of New Media, Beijing Institute of Graphic Communication

Feng Qiao, Deputy Dean of School of Visual Arts Design, Guangzhou Academy of Fine Arts

Hu Hong, Professor at the College of Art and Design, Beijing University of Technology

Wang Zhong Director of China Central Academy of Fine Arts City Design

Zhang Yin the School of New Media Art and Design, Beihang University

Zhu Jintong Head of OPPO LONDON Design Centre

Chen Xi Cheif Software Experience Officer of OPPO

Xie Qingfeng Secretary general of digital creativity council , Association of Fundamental Computing Education in Chinese Universities

V. Arrangements

1. Registration

All participants may register an account on the official website between May 6th, 2020 and Jun. 30th, 2020 and submit complete information for registration; participants may sign up for the contest as individuals or teams (with less than five members).

Qualification: the competition is open to full-time students of colleges and universities and former students who graduated 2 or less years ago are also eligible. Participants must abide by the rules of their school regarding students' participation in related activities. It is the responsibility of participants to know their legal rights to participate in the event.

2. Submission of works

Participants will be able to submit works after registration. One participant may take part in different columns, and there's no limit of the number of works submitted; however, one work shall not be submitted to different columns.

Requirements about the works to be submitted are as follows:

The work can be either pictures or videos, or both.

The picture shall be: in JPG form, with the size of A3 (horizontal), of 300 dpi and not larger than 10mb.

The video shall be: of a length from one minute to five minutes, in the format of avi, mov, mp4 or

rmvb, with a random image scale, not larger than 30mb; there can be subtitles but personal information shall not be shown in them.

Requirements about the text description of a work: participants may fill in descriptions of their works in Chinese or English based on their own conditions; each text shall have not more than 300 words or Chinese characters.

All the pictures and videos submitted shall not show personal information at all.

No pictures or videos that violate national laws and regulations can be submitted. No pictures or videos irrelevant to this activity can be submitted. Pictures or videos concerning copyright issues shall not be submitted. No works submitted can show commercial brands.

If the works submitted don't meet the requirements above, it will be deemed as voluntary waiver.

The deadline for the submission of the works will be Jun. 30th, 2020.

3. Preliminary assessment and feedback

The organizing committee of the activity will launch a preliminary assessment between Jul. 1st and Jul. 7th, 2020, which will select Top 100 works. The proportion of the works selected for different columns shall depend on the quantity and quality of the works for these columns.

Participants shall receive the notice of being selected into Top 100 on Jul. 8th, 2020, together with judges' comments or suggestions on their works.

The participants shortlisted into Top 100 shall respond to the comments or suggestions from judges between Jul. 8th and 14th, 2020, and submit the responses onto the website by a text; the improvement plans of their works shall also be a dimension for the final selection.

4. Final assessment

The organizing committee will conduct the final assessment from Jul. 15th to 22nd, 2020, which will select Top 10 Works for the activity, and among the Top 10 Works, one for each column will be granted Award of the Year.

The notice of award will be publicized between Jul. 23rd and 31st, 2020.

5. Online exhibition and promotion of works

Works winning the awards will be exhibited and promoted online.

VI Rules

1. Participants must promise that the personal information they give are true and valid. In case of any false information, the participant shall be disqualified.

2. Each participant may register only once as individual or team (with not more than 5 members), and one participant may enter for contests of different columns. There's no limit for the number of works

submitted, but one work shall not be repeatedly submitted to different columns.

3. Participants may name their works at will but shall ensure the originality and relevancy to the activity theme of their works.

4. Works that have been submitted to other contests in the last two years can be submitted to the activity, and the names of the contests taken and the information of award shall be noted.

5. All the works submitted shall not show the information of the author, the affiliation, the professor or the supervisor. Those works found to contain such information shall be deemed to have voluntarily quit.

6. Participants shall ensure that their ideas of design and creations have been clearly conveyed through the pictures, videos and texts they submit.

7. Participants must guarantee the originality of their works and take full responsibility as to the intellectual properties involved.

8. All the works for this activity shall not have contents that infringe on copyright, right of reputation, right of portrait and right of name.

9. Participants are forbidden from using a third-party design as their own work for the activity. In case of plagiarism or other infringements found, the participant shall be deprived of his/her eligibility and shall be subject to the consequence described in Article 10.

10. If any fraud, plagiarism or infringement is found, the host will disqualify the participant for joining in the activity and for being awarded, and the prize, trophy or certificate, if issued already, shall be recalled, with a bulletin about the case publicized on the official website.

11. The intellectual properties of the works for this activity shall be held by the creators, but the host shall be entitled to publicize and use the works for promotion and exhibition around the globe without paying participants extra fees.

12. All participants shall be deemed to have fully understood and agreed to obey all the rules of the activity the moment they sign in.

13. The host shall reserve the right of final interpretation for all the activities in the contest.

VII Assessment

Preliminary assessment: The panel of judges shall select the works for Top 100 from qualified works.

Final assessment: The panel of judges shall pick out Top 10 from the Top 100 works, and decide on 12 works for single awards; also, Award of the Year for each column shall also be selected from the Top 10 Works.

Criteria for the Review:

1. Innovativeness

The work shall show the integration between sci-tech and art and the thinking and imagination about future and future life. The idea shall be unique and novel, able to provide solutions to new problems and guide future lifestyle;

2. Artistry

The creative idea shall show the integration of sci-tech and art, and the work shall bear a beautiful form, so that it will be used to explore and discover the emotional exchanges among humans and touch people's hearts.

3. Feasibility

Design works shall be able to meet demands of different situations and feature a great prospect for application and promotion.

4. Expressiveness

By means of art and design, themes must be presented appropriately to show a good result of expression.

Composition of judges:

The activity invites authoritative experts around the globe to serve as judges for the preliminary and final assessments. The list of judges is attached hereto.

VIII Intellectual Property

1. Participants must be the designers or owners (those who hold relevant intellectual property rights) of the works for the activity, and there should be no dispute about intellectual property rights involved in the participating works. As for the works that are found to be involved in intellectual property disputes, the organizing committee is entitled to disqualify them for the activity.

2. If award-winning works are involved in intellectual property defects or disputes, the organizing committee is entitled to disqualify them and recall certificates, trophies and prizes. The creator shall be held accountable if any intellectual property defect or dispute causes the host and the organizer any loss in economy and reputation.

3. All the intellectual properties of the participating works shall be reserved by the creators.

IX Publicity and Confidentiality

The organizing committee is entitled to use the materials submitted by participants for promotions about the activity, including but not limited to: photography, exhibition, news report, compilation and publication and their application by OPPO on campus for all non-commercial derivatives. The organizing committee holds the preferential right of collecting the works and converting and developing the works for commercial purpose, and the fees for collection and co-development shall be determined otherwise through negotiation with the creators based on the specific situations of the works. In case of any special need of confidentiality, the participants shall submit a written application when signing in, or the works shall be deemed non-confidential and the organizing committee shall

not be responsible for any loss caused by their public exhibition.

X Awards and Relevant Sources

Top 10 Awards:

2020 Artistic Creativity Award: one to be selected from Column 1, with a prize of RMB 50,000 yuan, a prize package provided by OPPO and a certificate of award;

2020 Design Future Award: one to be selected from Column 2, with a prize of RMB 50,000 yuan, a prize package provided by OPPO and a certificate of award;

2020 Creative Experience Award: one to be selected from Column 3, with a prize of RMB 50,000 yuan, a prize package provided by OPPO and a certificate of award;

2020 Excellent Creativity Award: three altogether, with a prize of RMB 10,000 yuan each, a prize package provided by OPPO and a certificate of award;

2020 Brand Application Award: four altogether, with a prize of RMB 10,000 yuan each, a prize package provided by OPPO and a certificate of award;

Description: OPPO prize package includes a latest-style OPPO mobile phone and an OPPO watch.

OPPO Artistic Future Award:

2020 Best Performance Award: 12 altogether, with an OPPO Enco Free earphone and a certificate of award;

2020 Shortlist Award: 78 altogether, with a certificate of award;

The winners above are also entitled to the following resources:

Publicity:

For Top 10 works: to be shown on global pivotal art media and social media platforms

Winners of Artistic Creativity Award, Design Future Award and Creative Experience Award will be invited to New Media Art Station and cooperative magazines for interviews.

Experts:

Top 10 winners can interact with world famous instructors for further instructions and join in online workshops.

Endorsed by world authoritative artists, Top 100 winners will be granted the certificates issued by the organizing committee (China-Italy Design Innovation Hub)

Community:

Top 100 winners will be admitted into OPPO Global Youth Community to share the design resources

of OPPO and interact with young artists around the world.

Job opportunity:

Top 10 winners are entitled to serve the internship in OPPO headquarters and its global branches and shall be admitted preferentially in OPPO campus recruitment.