

中国好创意暨全国数字艺术设计大赛组织委员会

中创赛【2024】字第 408 号



Brief for Time-honored Brands • China-Chic Creative Contest

The 19th China Creative Challenges Contest Special

1. Introduction of Time-honored Brand • China-Chic Track

The **China Creative Challenges Contest (3C Contest)**, also known as the "**China Creative Challenges**," is a public welfare competition that is free to participate in. It has been included in the "National University Student Discipline Competition Analysis Report" published by the China Association of Higher Education under the Ministry of Education. It is the first national competition focused on digital art, to elevate the competition to a philosophical level, and the first in China to offer free proof of submission for all entries. The contest aims to implement the national vision for the digital economy, promote the transformation of original intellectual property in higher education institutions, and identify and promote elite talent and outstanding works in China's creative industry. As a large-scale, interdisciplinary, and multi-specialty national competition, the 3C Contest has consistently led the development of academic disciplines, promote the construction of specialization, and has become a benchmark in the creative field for universities across the country.

The **Time-Honored Brand • China-Chic Innovation Design Track** focuses on transforming competition outcomes and closely integrating industry, academia, research, and application. It aims to explore the ways and approaches to promote industrial upgrading of traditional manufacturing industries within regional economic development, represented by "time-honored brands." Through the research, design, development, and operation of time-honored brands, the competition seeks to address the needs of the personalized consumption era, where industry development is guided by changes in consumer demand.

By blending contemporary public aesthetics with outstanding traditional culture, the track aims to lead the new trend of China-Chic, making more time-honored products well-known and loved by consumers, thereby enhancing cultural confidence among the public. The Time-Honored Brand • China-Chic Style Track aspires to support the inheritance and innovation of time-honored brands and promote the development and dissemination of Chinese traditional culture.

This year's Time-Honored Brand Track brings together the power of youth nationwide, featuring five brands: **Maxam, Threegun, Huangpu Cultural Tourism, Deqing Mogan Mountain,** and **Yu Garden & Shanghai City God Temple's pear syrup**. The competition aims to inject new vitality into these time-honored brands.

2. The Purpose of the Time-honored Brands Track

"Time-honored brands" are products or crafts with a long history of generational inheritance, characterized by a distinctive traditional Chinese cultural background and profound cultural heritage. However, with the advent of the personalized consumption era, many time-honored brands have gradually faded from the view of younger generations due to brand aging.

The **Time-Honored Brand Track** of the **China Creative Challenges Contest** aims to encourage innovation in time-honored brands. By integrating with the China-Chic, the competition seeks to establish a connection between young consumers and outstanding traditional culture. It aims to promote young students' understanding and inheritance of time-honored brands, showcase the latest achievements in rejuvenating these brands, and disseminate the latest concepts in brand culture, product innovation, and the integration of industry, academia, and research.

3. The Theme of the Time-honored Brands Track

"Revitalize Time-Honored Brands, Co-Create a New Era"

The term **"Revitalize"** reflects the ongoing efforts of the **East China University of Science and Technology's Time-Honored Brand Innovation Research Group and Studio**, which have long been dedicated to supporting the heritage of time-honored brands. Their aim is to polish the "golden signboard" of these brands, unlocking greater value for them.

"Co-Create" emphasizes that participants are not just competing but are also partners in the revitalization process. In the new era, they are working together to forge a new dimension in the rise of Chinese brand culture.

4. Organizing Units

Sponsor:

China creative challenges contest Committee

Organizers:

East China University of Science and Technology

Co-organizers:

School of Art, Design and Media, East China University of Science and Technology

Shanghai District Committee for the **China creative challenges contest**

Deqing Mogan Mountain International Tourism Resort Management Committee

Shanghai Maxam Daily Chemical Co., Ltd.

Shanghai Huangpu Cultural Tourism Group Co., Ltd.

Shanghai Threegun (Group) Co., Ltd.

Shanghai City God Temple Food (Group) Co., Ltd.

Deqing County People's Government Economic Cooperation Exchange Center

5. Target Participants

Individual participants and teams, studios, laboratories, and joint creation studios from domestic and international institutions are welcome to participate.

6. Competition Proposition

All submissions for the **Time-Honored Brand** competition must undergo prior copyright certification (certification is free, and copyright belongs to the proposer) before being submitted.

Proposition Sheet 1: Maxam

Receiver of the Proposal:

Shanghai Maxam Daily Chemical Co., Ltd.

Proposition Brand:

Maxam (Toothpaste)

Official information site:

maxam-sh.com

Brand Background Information:

Shanghai Maxam Daily Chemical Co., Ltd. (hereinafter referred to as "Maxam") is located at 1829 Jinshajiang Road, Putuo District, Shanghai. The predecessor of Maxam toothpaste, China Chemical Industry Society, was founded in 1912. In 1922, they successfully produced the first domestic toothpaste, "Sanxing" Toothpaste. After liberation, China Chemical Industry Society was renamed State-owned Shanghai Toothpaste Factory, establishing the foundation for China's toothpaste industry and becoming the leading company in China's toothpaste sector. From Zhonghua Chemical Society to Shanghai Maxam Cosmetics Co., Ltd., the company has undergone a century of development and transformation, becoming a renowned domestic enterprise specializing in the production of oral care products.

Currently, the company owns well-known brands such as "Baiyu," "Spearmint," "Zhonghua," "Maxam," "Shanghai," "Paopaowa," "Sensifree," and "G-Shine." For many years, the company has consistently relied on technology and innovation, dedicating itself to the exploration and research of oral health. It has made significant contributions to the development of China's oral care industry and is one of the leading domestic toothpaste companies in terms of exporting its own brands. In 2023, the "Shanghai", "Baiyu", "Zhonghua", and "Maxam" brands received certification from the Shanghai Time-Honored Brand Association, and by 2024, "Baiyu" and "Maxam" brands were listed as the third batch of Chinese Time-honored Brands. In 2024, Maxam launched a new household cleaning product line, catering to consumers' demand for one-stop, ultimate cleaning solutions. Among these brands, the Maxam toothpaste brand was established in 1962. With nearly 60 years of history, it has been refined and accumulated over time, becoming a toothpaste brand that has accompanied generations. Maxam toothpaste has consistently maintained a leading position in domestic technology and has accumulated a vast reserve of toothpaste

technologies. It has introduced four major international certifications, striving to provide consumers with safer, more eco-friendly, and healthier products.

Brand Positioning:

Classic, professional, whitening and cleansing. Targeting the mid-range and high-end toothpaste market.

Targeted Group:

Former target group: Consumers aged 25 to 55.

New target group: Generation Z.

Main Theme:

The brand renewal of Maxam Toothpaste.

Proposal Requirements(please read in detail)

Direction 1: Upgrade for Brand Visual System

Without changing the brand's logo, the visual identity system should be updated in line with the brand's positioning. The goal is to clarify the visual direction and renew the brand's image. This includes, but is not limited to, a comprehensive review and innovation of the brand's visual identity system (VI) and strategic planning for product packaging design. The design should convey a sense of fashion and simplicity, while emphasizing the brand's professionalism and cultural heritage as a long-established brand. The ultimate goal is to help spread the brand's message.

Direction 2: Shanghai Souvenir Gift Box Design

Design a distinctive Shanghai-themed souvenir gift box for Maxam Toothpaste in 2025. The design should reflect the brand's tone and integrate elements of Shanghai's city culture. The gift box should include Maxam Toothpaste and Shanghai Anti-Acid Toothpaste, along with complementary GWP (Gift With Purchase) items.

Form of Display:

Submissions should include both a Chinese and English version of the design introduction.

Graphic Works: Submitted as .jpg files, A3 format, 300 dpi resolution.

Video Submissions: Submitted as .mp4 files, with a resolution of at least 1080p.

Proposition Sheet 2: Threegun

Receiver of the Proposal:

Shanghai Threegun (Group) Co., Ltd.

Proposition Brand:

Threegun

Official information site:

shanghaidragon.com.cn

Brand Background Information:

Shanghai Threegun Group, officially known as **Shanghai Threegun (Group) Co., Ltd.** or **Shanghai Threegun Group Co., Ltd.**, was founded in 1937. The brand evolved from the original Shanghai

Knitting No. 9 Factory, which produced Threegun brand underwear. Through mergers, consolidations, and strategic expansion, the brand formed a group in 1994. In 1998, the company integrated its high-quality assets into the listed company Shanghai Dragon (Group) Co., Ltd. The Group encompasses several well-known national brands, including **Threegun, Conch, Goose, and Chrysanthemum**, which are recognized as traditional Chinese brands. The company has earned prestigious awards such as the **National Textile Industry Quality Award** and the **Huangpu District Mayor's Quality Award**. The **Threegun Technology Center** is the first batch among six municipal-level technology centers in Shanghai, developing over 2,000 new products annually. The company's knitted products have repeatedly won accolades such as the **National New Product Award**, the **National Textile System Award**, and the **Shanghai Science and Technology Progress Award**. Since its establishment in 1937, Threegun has been dedicated to the field of intimate apparel. For 24 consecutive years, Threegun knitted underwear has maintained the highest market share among similar products in China. It has been recognized as the most competitive brand in the Chinese knitting industry and has gained national and Southeast Asian acclaim as a traditional brand, earning the title of a "Chinese Time-Honored Brand." From its inception, Threegun has adhered to its founding principle of "Patriotism First" and the brand mission of "Integrating Technology and Fashion, Weaving a Colorful Life." The company upholds the philosophy of "Developing Threegun, Never Satisfied" and the spirit of "Striving for Excellence, Aiming to Be the Best." Its goal is to lead the public in creating a "healthy and fashionable" lifestyle. With comprehensive advantages in fabric, craftsmanship, design, production, sales, and service, Threegun has established a robust offline network of more than 5,000 retail outlets across China, making it the most extensive marketing channel in the Chinese underwear market.

In recent years, Threegun has continuously engaged in cross-industry collaborations with renowned brands and IPs from various sectors, bringing innovation and fashion to new generations of consumers while preserving the essence of a classic brand.

Brand Positioning:

A combination of fashion and practicality to meet consumers' pursuit of a high-quality, tasteful life.

Targeted Group:

The core target consumer group is families with children attending K-9 (nine-year compulsory education).

Main Theme:

The design should focus on the brand's philosophy of comfort, health, and sustainability, with products primarily in the "intimate apparel" category. The design should have commercial value and be modern, youthful, and playful, while also reflecting Chinese traditional cultural characteristics. It must have differentiation, recognizability, and functionality.

Proposal Requirements (please read in detail):

Direction 1: Holiday Gift Boxes and Derivative Products

Explore Threegun brand history, cultural symbols, and product characteristics to design creative holiday gift boxes (e.g., Chinese New Year, Mid-Autumn Festival, Double Ninth Festival) aimed at young audiences. The design should be based on market analysis, competitor research, and consumer preferences. The package should include not only clothing products but also creative cultural merchandise. The final plan should include both online and offline promotional strategies.

Direction 2: New Chinese-style Souvenir Gifts and Derivative Products

Design a series of new Chinese-style products, including but not limited to intimate apparel, packaging, shopping bags, and display props. The products should combine practicality with visual appeal, reflecting the brand's style and helping spread the brand's message.

Direction 3: Threegun high-end Product Line Design (Creative Product Name is Allowed)

Targeted at middle-class consumers aged 35 to 55 with a good education and strong purchasing power. These consumers are not particularly interested in standing out but value youthfulness, fashion, natural health, work-life balance, and family. The product line, possibly similar to Threegun's "Artisan Series," should include high-end intimate apparel and related products, along with packaging, shopping bags, and display props. The design must emphasize practicality and aesthetics, helping to promote the brand.

Form of Display:

- 1、 Submissions should include both a Chinese and English version of the design introduction.
- 2、 Submissions should include design drawings and a text description of the design concept (layout in picture format). Images should be submitted as JPG files, with a resolution of 300 dpi, either portrait or landscape, and a maximum size of 18 MB per image. There is no limit on the number of images.

Proposition Sheet 3: Huangpu Cultural Tourism

Receiver of the Proposal:

Shanghai Nanjing Road Cultural Operations Co., Ltd.

Proposition Brand:

Huangpu District Specialty Cultural Creative Gifts

Brand Background Information:

Huangpu District is the heart and soul of Shanghai, which is rich in historical and cultural heritage. It embodies over 700 years of city-building history and over 170 years of modern development. From the architectural showcase of The Bund to the classical gardens of Yu Garden, Huangpu is full of cultural landmarks. It is the birthplace of Red Culture, the source of Shanghai-style culture, and a hub of Jiangnan Culture, making it a cultural exchange center not only in China but also globally.

Main Theme:

Design products that combine the cultural characteristics of Huangpu District's Red Culture,

Jiangnan Culture, and Shanghai-style culture, showcasing both practical value and local cultural features. The products should balance functionality and aesthetics while contributing to cultural dissemination.

Proposal Requirements (Please read in detail):

Direction 1: Business Gifts

High-end and practical, suitable as business gifts, while reflecting Huangpu District's deep historical and cultural heritage.

Direction 2: Cultural and Creative Small Items

Everyday cultural products that combine art and practicality, easily integrated into modern life.

Form of Display:

- 1、 Submissions should include both a Chinese and English version of the design introduction.
- 2、 The submission must include design drawings, a concept statement, and a description of the product's practicality. (The text description should be formatted as an image and submitted together with the design images. The images must be in JPG format, with a resolution of no less than 300 dpi. Both landscape and portrait orientations are acceptable. The color mode should be RGB, with each image not exceeding 18 MB in size. There is no limit on the number of images.)

Submission elements:

Entries should prioritize product proposals with strong feasibility and mass production potential. The style is unrestricted and may include, but is not limited to, cartoon, hand-drawn, fashion, trendy and cool, China-Chic Style, retro, and other styles.

Proposition Sheet 4: Deqing Mogan Mountain

Receiver of the Proposal:

Mogan Mountain International Tourism Resort
Shanghai Qingtong Visual Technology Co., Ltd.

Main Theme:

Deqing Dream: Virtual Traveler

Official information site:

Official WeChat Accounts:

"Mogan Mountain International Tourism Resort"

"Picturesque Deqing"

Brand Background Information:

Mogan Mountain, located in Deqing County, Zhejiang Province, has long been renowned as a **“famous summer resort in China.”** With its stunning natural scenery and rich historical and cultural heritage, it has earned the reputation of **“the first mountain in Jiangnan.”** According to legend, during the Spring and Autumn period, the master swordsmith Gan Jiang and his wife Mo Ye lived in seclusion here, forging swords, hence the name **“Mogan Mountain.”** Boasting abundant natural resources and deep cultural roots, Mogan Mountain has been an ideal vacation spot for scholars and

social elites since the late Qing Dynasty.

Over time, while preserving its historical appearance, Mogan Mountain has continually innovated to develop a tourism brand characterized by **ecotourism, cultural experiences, and modern leisure**. Local governments and businesses have actively developed boutique travel routes, offering diverse products themed around natural landscapes and cultural heritage to meet the needs of different visitors. In particular, the **homestay industry**, leveraging the beautiful natural environment and rich cultural resources, has become a significant force in **rural revitalization**. Thanks to these advantages, Mogan Mountain has been named one of the **45 places to go worldwide** by *The New York Times* and is recognized as one of **China's most distinctive tourist destinations** by CNN.

The development of the **Mogan Mountain homestay industry** has benefited from government support and market-driven initiatives. It has evolved from the early **farmhouse stays** to today's **boutique homestays**, undergoing three stages: external investment, local investment, and government guidance. These homestay clusters have not only enhanced the quality of tourism in Mogan Mountain but also promoted diversified tourism industry development, creating a layered symbiotic landscape. Among them, the **Naked Retreats' "Naked" series** of lodgings has set a new benchmark in the industry with **green building and sustainable development principles**, significantly improving tourism quality. Meanwhile, **Sanqiu Homestay**, with its focus on **eco-friendliness and refined design**, has become another representative boutique option. These homestays cater to visitors' pursuit of a better life through their unique features.

However, Mogan Mountain's appeal goes beyond this; the surrounding area also offers many charming, small scenic spots for visitors to explore. The **Dadouwu Reservoir**, with its crystal-clear waters and surrounding green hills, is a paradise for hikers and photographers. **Yucun Village** attracts numerous art enthusiasts with its **Republican-era library** and vibrant cultural activities. Here, the **old-style photo studios, cloth shoe shops, and cafés** exude a strong nostalgic and warm atmosphere. **Xiantan Village**, with its **Biwulongtan ancient trail and rainbow path**, provides a rural experience that allows visitors to escape the hustle and bustle and return to nature.

In the context of **China's cultural revival**, Mogan Mountain is not only a witness to history but also an active participant in the new era. By deeply exploring traditional culture and continuously enhancing modern services, Mogan Mountain is gradually becoming a much-desired vacation destination for both domestic and international tourists.

Main Theme and Proposal Requirements(Please read in detail):

This theme aims to stimulate the creativity of participants, encouraging them to

deeply explore and utilize advanced optical motion capture technology and the Unreal Engine to create a series of digital characters unique to Mogan Mountain. These could include mythical figures such as **Gan Jiang, Mo Ye, and Fangfengshi**, as well as historical figures like **Fan Li, Lu You, Su Shi, and Xu Xiake**. Through their perspectives, the audience can journey through the landscapes of Mogan Mountain, experiencing its profound cultural heritage and natural beauty.

We expect participants to vividly portray these digital characters, not only showcasing the natural scenery of Mogan Mountain but also conveying its rich historical stories and cultural spirit. By integrating high technology with traditional culture, we aim to bring the beauty of Mogan Mountain's landscapes and the charm of its cultural essence to life in the digital world.

Form of Display:

- 1、Submit the design description in both Chinese and English.
- 2、Final Animation: Submit an animation short film in MP4 format, with a resolution of 1920*1080 or higher, and a duration of 1-5 minutes.
- 3、Planning Documents: This can include the script, or other materials such as character settings, storyboards, atmosphere drafts, or pre-visualization.
- 4、Source Files: Provide motion capture data, performance videos of motion capture actors (wearing motion capture suits), as well as model and scene source files.

Evaluation Criteria:

The competition entries must be designed with Mogan Mountain as the core theme, focusing on creating digital humans and virtual scenes. Optical motion capture technology is required, with the following specific details:

1. **Digital Character Design:**
Creativity and originality in character design, coherence, and rationality of the design concept (25%).
2. **Animation Performance:**
The expressiveness of the motion capture actors, smoothness of movement, and proficiency in the application of motion capture technology (30%).
3. **Scene Design:**
Richness and artistic expression of the scene design (25%).
4. **Film Style and Technical Execution:**
Includes music, sound effects, shooting techniques, editing, visual effects, art design, and production quality (20%).

Proposition Sheet 5: Yu Garden & Shanghai City God Temple's

pear syrup

Receiver of the Proposal:

Shanghai Old City God Temple Food (Group) Co., Ltd

Main Theme:

Yu Garden & Old City God Temple

Targeted Groups:

All age groups.

Brand Background Information:

The **Old City God Temple** is a time-honored brand originating from Shanghai and has long been a cultural hub of the city. It encompasses multiple brands, including the **Old City God Temple** and **Yu Garden**, upholding the brand values of “**fortune, authenticity, and health.**” The brand inherits traditional craftsmanship and selects ingredients rigorously. With the resurgence of **Guochao** (national trends), the products have become more youthful, leading a new trend in Eastern culinary culture.

The **Five-Spice Beans** and **Pear Cough Syrup** from the **Old City God Temple** are representative specialty products of Shanghai. Among them, the production technique of **Pear Cough Syrup** is recognized as a national intangible cultural heritage, and the medicinal pear syrup is acknowledged as a product that integrates food and medicine, both enjoying a high reputation in society. Furthermore, these products are rooted in artisanal heritage, featuring exquisite textures, natural ingredients, and traditional flavors that evoke the familiar tastes of old Shanghai.

The **Old City God Temple** continuously pursues high quality, forging ahead while cherishing its legacy, and sincerely writes its own history.

Main Theme 1: Pear Syrup Derivative Products**Proposal Requirements(Please read in detail):**

1、First, it is necessary to understand consumers' awareness of the Old City God Temple brand, including aspects such as brand recognition, reputation, and loyalty. Then, in conjunction with the brand's tone, historical significance, and market positioning, consider how to create a product concept for pear syrup derivatives that is both youthful and fashionable.

2、Regarding the existing characteristics of the Old City God Temple' s pear syrup products, research and analyze the current and future main consumer groups' preferences and attitudes toward the flavors, packaging, and experiences of syrup products. Provide some suggestions for the flavor and packaging direction of pear syrup derivative products.

3、Based on the research and analysis above, select one product as a pear syrup derivative and provide a creative design example. The product name and form can be innovative, but the product flavors, packaging methods, and packaging design should have a certain relevance to the existing products. The product should maintain a sense of series and potential for derivation while also incorporating distinct characteristics for differentiation.

Main Theme 2: Shanghai Souvenir (Pear Syrup, Five-spice Beans, Pastries)**Design Requirements:**

1、Understand the current consumer awareness of tourism souvenirs and the forms of souvenirs that consumers are likely to purchase while traveling.

2、Through research and analysis of souvenirs from other tourist cities, understand the consumption preferences and attitudes of current and future mainstream consumer groups regarding the flavors, packaging methods, and designs of tourism market souvenirs.

3. Based on the brand history, positioning, and product characteristics of **the Old City God Temple**, creatively develop souvenir gift boxes for **the Old City God Temple**, including product flavors and packaging directions. Additionally, create corresponding online and offline promotion plans, including but not limited to products such as five-spice beans, pear syrup, and pastries.

Form of Display:

1. Submit the design introduction of the work in both Chinese and English versions.
2. Present the packaging of pear syrup derivatives and the Shanghai souvenir gift box with 3D renderings that highlight and express the brand culture, along with creative design descriptions.
3. Provide a complete visual manual of the product, submitted in PPT format.
4. Submit posters, banners, and detail pages in JPG format.
5. Each proposal for the pear syrup derivatives and Shanghai souvenirs must include no less than three designs.

Elements of work:

Entries should prioritize strong feasibility and mass production capability of the product content. Styles are not limited and may include but are not limited to cartoon style, hand-drawn style, fashion style, trendy style, China-Chic style, and retro style.

***Note:** All entries for the above five topics must be original. In cases of plagiarism, the participants will be held responsible, and the competition organizing committee reserves the right to disqualify them. When submitting works, a cover file in .jpg format must also be submitted. This cover file must not disclose any personal or school-related information about the participant. The size of the cover file must be \leq 2MB.

7. Submission Requirements

(1) Special Instructions:

All image entries must be submitted in electronic image format. Hand-drawn and computer-generated images are acceptable. Images must be in JPG format, with computer-generated images requiring an RGB color mode and a resolution of 300 dpi. The content of the images should include the complete design of the work, ensuring the clarity of the image and the legibility of the text.

Authors must retain bitmap source files or vector files in CMYK format at 300 dpi for media dissemination and design printing production (final submissions must include formats such as AI, PSD, etc.). Entries may be considered for practical application by relevant companies; the selection and evaluation of time-honored brands will be an important criterion for the assessment.

(2) Submission of Contest Entries and Announcement of Awards

Contest Official Website: www.cdec.org.cn

8. Prize Structure:

First Prize: 2,000 yuan; Second Prize: 1,500 yuan; Third Prize: 600 yuan. The total prize for the competition is 200,000 yuan.

For each category, there will be 5 First Prizes, 12 Second Prizes, and 20 Third Prizes. The number of Finalist Awards will be calculated as 1% of the total number of entries in each category. The **Organizer** (East China University of Science and Technology) reserves the right to adjust the number of awards in each category based on the number of submissions, but the total number of awards and the total prize amount will remain unchanged.

*Winners will receive national competition certificates issued by the organizing committee of the China Creative Challenges Contest.

9. Competition Timeline

Registration and Deadline:

Registration and submission will be open from the date of the competition announcement until 5:00 PM on May 15, 2025.

Final Defense:

Finalists from the preliminary round will participate in the final defense (location to be determined; travel, accommodation, and other expenses during the defense are to be borne by the participants). Contestants who do not participate in the final defense will be considered to have forfeited their eligibility for awards.

Defense Date:

Around July 10, 2025, with the exact date to be announced.

The final defense will follow a mentorship system, where professional mentors will provide group training and guidance. Finalists may make a second revision to their entries during the final stage. The specific mentor list and training methods will be announced later.

10. Contest Participation Guidelines

(1) The entries must not contain any content that violates the laws and regulations of the People's Republic of China, or any discriminatory content related to gender or religion, nor should they infringe on others' privacy. Participants will be responsible for any legal consequences arising from such issues.

(2) All entries must be original works. For group submissions, the consent of all main creators is required, and all authors must sign the confirmation before submission. Entries must not infringe on any third-party copyright, trademark, or other rights, nor violate relevant laws, regulations, or public morals. Participants will bear full legal responsibility for any plagiarism, copyright infringement, or damage to third-party rights, with no connection to the organizers or committee. The committee reserves the right to disqualify such entries (the Ministry of Education applies a zero-tolerance policy towards academic misconduct; if a submission is found to be fraudulent, the respective institution will face severe criticism, and disciplines, majors, and research will be affected. Please do not bring negative impact to your alma mater).

(3) Entries must be created during the competition period and not previously published. The

competition does not accept works that have won awards in other contests.

(4) If the committee receives a real-name report and finds evidence of plagiarism, infringement, or other misconduct, the entry will be disqualified. For awarded works, the issued award certificates will be revoked, and an announcement will be made via media. For entries causing a serious impact on the competition, the organizing committee will pursue legal liability according to the law.

(5) The organizing committee reserves the rights to use the submitted entries for academic exchanges, exhibitions, promotion, utilization, and commercialization.

(6) The authors of the First, Second, and Third Prize-winning works retain authorship rights, while the competition proposers retain the copyright.

(7) The organizing committee holds the final interpretation rights of the competition.

Contact Information:

China Creative Challenges Contest Committee:

Mr. Zhou, Tel: 010-89576608, 18513190168

Time-Honored Brands · China-Chic Innovation Design Track Organizing Committee:

Mr. Zhou, Tel: 021-64253437, 13916540057

Committee Email: hlyssm@126.com

(Please call the above phone numbers during business hours: 8:30-12:00, 13:30-17:00 on weekdays.)

China creative challenges contest Committee

October 22, 2024

