

第一屆東華三院文穎怡中華文創設計獎
TWGHs Ginny Man Chinese Cultural & Creativity Prize 2021
(“Ginny Man Prize”)

章程簡介
Rules and Regulations

主辦機構：

東華三院

Organiser:

Tung Wah Group of Hospitals (TWGHs)

第一屆比賽主題：

灣仔洪聖廟

Theme of First Competition:

Hung Shing Temple, Wanchai

參加比賽資格：

個人名義：持有香港身分證及年滿 18 歲(以截止報名日期計算)之個人，不限國籍

團體名義：以 4 人一組為上限，每名組員均須符合上述個人名義的要求

Eligibility:

Individuals: Holders of Hong Kong Identity Card aged 18 or above (as of entry deadline), irrespective of nationality

Groups: Maximum of four persons in a group; each group member must meet the requirements for individual participants

比賽簡介：

創活 MM² 鄰近灣仔洪聖廟旁的皇后大道東 127 號商舖，並設有推廣本港新舊文化或工藝相關的工作坊或講座，內容以中國傳統文化或香港獨有的特色為切入，將參加者的眼球聚焦於兩地文化之上。

Introduction of the Competition:

MM² is located at 127 Queen's Road Central, adjacent to Hung Shing Temple in Wanchai. Workshops and talks about Hong Kong's old and new culture, as well as handicraft are held, highlighting traditional Chinese culture or unique characteristics of Hong Kong. Participants' attention is drawn to the cultures of Hong Kong and the Mainland.

創活 MM² 每年舉辦一屆文創比賽，以增強文創基地的地位為目標，吸引並鼓勵青少年及學生製作創意文化產物。本院將考慮為比賽冠軍、亞軍、季軍、優異獎的作品投放額外資源量產，本院亦可能考慮為比賽冠軍、亞軍、季軍、優異獎的量產成品於本店內上架售賣(至於量產投放的資源額度、上架售賣的利潤分配及其他詳細條件，將需雙方另行協議)。

Every year, MM² organises a cultural and creativity competition with the aim of enhancing the café status as a culturally-oriented creative hub and encouraging young people and students to create cultural products. Tung Wah may invest additional resources to mass produce the works of the Champion, First Runner-Up, Second Runner-Up and Merit Award Winners of the Competition, and put the products up for sale in MM² (The amount of resources invested, the allocation of profits if the products are put up for sale and other terms and conditions would be agreed upon by both sides.).

評審團：

設六人，包括獎項命名人文穎怡女士，其餘成員包括一名應屆東華三院董事局成員、東華三院行政總監及三名設計界別或學術界或宗教界代表。

首屆評審名單：

1. 東華三院辛丑年主席譚鎮國先生(評審團主席)
2. 東華三院庚子年主席暨獎項捐款人文穎怡小姐
3. 蘇祐安行政總監
4. 非物質文化遺產資助計劃委員會主席葉長清道長, MH
5. 藝術家黃鼎豐先生(文穎怡獎杯設計者)
6. 道風山基督教叢林藝術統籌林斷山明先生(東華三院 150 周年紀念廣彩瓷設計者)

Panel of Judges:

The panel of judges will consist of six members, including Ms Ginny Man, the Prize's namesake, an incumbent TWGHs Director, the Chief Executive of TWGHs and three representatives from the design, academic or religious sectors.

TWGHs Ginny Man Chinese Cultural & Creativity Prize 2021 Panel of Judges:

1. Mr TAM Chun Kwok, Kazaf, the Chairman of TWGHs Board of Directors 2021/2022 (Panel Chairman)
2. Ms Ginny MAN, the Chairman of TWGHs Board of Directors 2020/2021 cum the Prize's namesake
3. Mr Albert SU Yau-on, the Chief Executive of TWGHs
4. Mr IP Cheung-ching, MH, the Chairman of Sub-committee on Intangible Cultural Heritage Funding Scheme
5. Mr WONG Ting Fung (designer of Ginny MAN Trophy)
6. Mr Lam Duen Shan Ming, Artistic Coordinator of Tao Fong Shan Christian Centre (designer of TWGHs Porcelainware (150th Anniversary Special Edition))

比賽形式：

第一階段(報名及初選送件)：

報名時間：即日(2021年4月26日)起至2021年6月30日(星期三)止

報名方式：郵寄(以郵戳為憑)或親身遞交作品(灣仔皇后大道東 127 號地下創活 MM²)，逾期不受理

送件要求：報名表格、承諾書、作品設計圖和設計理念，及作品光碟

Form of Competition:

Stage 1 (Application and Submission of Entry):

Application Period: until 30 June 2021 (Wednesday)

Means of Application: By post (determined by the postmark date) or in person (MM², G/F, 127 Queen's Road East, Wanchai); Late submissions will not be accepted.

Requirements for submission: Application form, Undertaking of Contestant, Design Drawing and Concept, DVD copy of the design

第二階段(決賽送件)：

初選上限 10 組之入圍名單

送件方式：郵寄(以郵戳為憑)或親身遞交作品(灣仔皇后大道東 127 號地下創活 MM²)，逾期不受理

送件要求：打樣模型

Stage 2 (Entry Submission by Finalists):

Up to 10 Finalists

Means of Entry Submission: By post (determined by the postmark date) or in person (MM², G/F, 127 Queen's Road East, Wanchai); Late submissions will not be accepted.

Requirements for Submission: Mock-up model

第三階段(決賽面試)：

決賽入圍者(最多 10 隊，包括個人及團體)需到指定地點進行 15 分鐘口頭報告及

接受評審團提問。決賽後舉行頒獎禮及分享會

Finalist Interview:

The finalists (maximum of 10 teams, including individuals and groups) are required to attend an interview in a designated location, during which they will make a 15-minute oral presentation and answer questions from the Panel of Judges. An award presentation ceremony and sharing session will be held after the finals.

評分標準：

切題性（30%）：呈現當屆比賽主題之元素

創新性（30%）：具有原創、造型及完整性

美學性（20%）：包裝與作品之美感搭配

市場性（10%）：考量市場銷售潛力及市場接受度

商品性（10%）：可實現商品化之開發成本及量產可行性、減少包裝及物流成本

Judging Criteria:

Relevance to the Theme (30%): Elements to display the theme of the Competition

Creativity (30%): Originality, form and integrity of the design

Aesthetics (20%): Aesthetic combination of packaging and the work

Marketability (10%): Marketing potential and reception

Commodifiability (10%): Costs of commodification, feasibility of mass production, reduction of packaging and logistics costs

每年比賽預算明細：

冠軍獎金：港幣\$50,000

亞軍獎金：港幣\$30,000

季軍獎金：港幣\$20,000

優異獎金：港幣\$10,000(設三名)

入圍獎(如有)：獎狀(設四名)

10組入圍打樣模型費用：每隊補助\$3,000

Detailed Budget of Annual Competition:

Prize Money for Champion: HK\$ 50,000

Prize Money for First Runner-Up: HK\$ 30,000

Prize Money for Second Runner-Up: HK\$ 20,000

Prize Money for Merit Award Winner: HK\$ 10,000 (3 winners)

Finalists (if applicable): Certificate (4 winners)

Mock-up model production subsidy for the 10 finalists: HK\$ 3,000 for each team

參賽規則：

Rules of the Competition:

1. 參賽者所提交的資料必須為真實及準確，而所提交的計畫書和演示材料必須為原創，不會侵犯任何第三者的任何權利（包括智慧財產權），並不會包括任何屬違法、欺詐、暴力、具侮辱性質、淫褻、粗鄙、令人厭惡、具冒犯性質、歧視種族的內容，或在其他方面令人反感或不合情理的內容，或對任何人士或機構構成恐嚇或毀謗。如有違反上述情況，東華三院有權取消該參賽者的參賽或得獎資格。參賽作品如有抵觸法例，一切法律責任及由此產生的損失將由參賽者承擔，東華三院一概不負責。

All information submitted by the contestant must be true and accurate, whereas the proposal and demonstration materials submitted by the contestant must be original and do not violate any rights (including intellectual property rights) of any third party. The competition entry must not contain any content that is illegal, deceitful, violent, insulting, obscene, vulgar, abominable, offensive or racially discriminating, or repulsive or unreasonable in other aspects, or constitutes threat or libel against any individual or organisation. In case of violation, the Tung Wah Group of Hospitals (TWGHs) reserves the right to disqualify the contestant and revoke any prize awarded to them. In the case that a competition entry violates the law, the contestant will be solely responsible for all legal liabilities and losses incurred. TWGHs will not bear responsibility of any sort.

2. 倘若作品版權有爭議或該作品版權已被買斷者請勿參賽。違者除自負法律責任、就東華三院所受損害負賠償責任外，東華三院取消其參賽與得獎資格，並追回其所領之獎金、獎狀或獎品，獎項不予遞補。

If the copyright of a competition entry is disputable, or if the copyright of the competition entry has been sold, the work should not be entered into the Competition. In case of violation, the contestant will be solely responsible for all legal liabilities and compensation for any damages sustained by TWGHs. In addition, TWGHs will disqualify the contestant and recover any prize money, certificate or prize awarded to them. The said prize will not be re-awarded.

3. 如東華三院有理由相信任何參賽者使用或教唆他人使用任何方法(包括但不限於不正當或欺詐行為)干擾是次比賽的運作，並對是次比賽的任何部分造成干擾、帶來技術問題或故障，或危及、破壞或影響是次比賽的舉辦、準確、公平或順利進行，本院有權終止該參賽者的參賽資格，並保留就本院的損失或損害向該參賽者追究的權利。

If there is any reason for TWGHs to believe that a contestant has interfered or incited others to interfere with the operation of the Competition in any way (including but not limited to inappropriate or deceitful behaviours), and interfered with any parts of the Competition, caused technical problems or malfunction, or endangered, damaged or influenced the organisation, accuracy, impartiality or smooth operation of the Competition, TWGHs reserves the right to disqualify the contestant and hold them responsible for the losses and damages sustained by TWGHs.

4. 作品版權屬參加者擁有，惟冠軍、亞軍、季軍、優異獎的得獎作品，自公布得獎日起，東華三院將考慮為比賽冠軍、亞軍、季軍、優異獎的作品投放額外資源量產，東華三院亦可能考慮為比賽冠軍、亞軍、季軍、優異獎的量產成品於本店內上架售賣(至於量產投放的資源額度、上架售賣的利潤分配及其他詳細條件，將需雙方另行協議)。

The copyright of the competition entries belongs to the contestants. Nevertheless, for

the winning entries by the Champion, First Runner-Up, Second Runner-Up and Merit Award Winners, from the day of the winner announcement, TWGHs may invest additional resources to mass produce the works of the Champion, First Runner-Up, Second Runner-Up and Merit Award Winners, and put the products up for sale in MM² (The amount of resources invested, the allocation of profits if the products are put up for sale and other terms and conditions would be agreed upon by both sides.).

5. 凡參賽者均視為認同並接受本活動簡章之各項規定，本活動簡章若有未盡事宜，東華三院有權依需求隨時修改、變更、中止本活動、本活動辦法或本活動獎金或獎品之權利，無需另行通知；如有未盡事宜，東華三院得隨時解釋、修正之。
By entering the Competition, a contestant is seen to have indicated their acceptance of the Rules of the Competition. In the case that these Rules are inadequate, TWGHs reserves the right to amend, change or terminate the Competition, the Rules of the Competition, or the prize money or prizes, without prior notice; should these Rules be inadequate, TWGHs is obliged to explain and revise them timely.
6. 每件參賽作品均需詳實填寫報名表，並簽署作品著作權無償授權使用同意書，未符合比賽辦法者，將予以取消參賽資格。
For every competition entry, an application form must be filled out in detail, and an Undertaking of Contestant authorising unpaid use of the work must be signed. Contestants who fail to comply with the Rules of the Competition will be disqualified.
7. 參賽作品無論得獎與否，東華三院不負保管責任，惟冠軍、亞軍、季軍、優異獎的得獎作品之打樣模型將永久無償供本院使用作非售賣用途，東華三院將不限定使用該打樣模型之利用地域、時間、媒體型式、次數、作活動結案及宣傳之用途（包括但不限於放入紀錄片、網站公告等）、內容與方法使用之權利，均不另予通知及給予報酬。
Irrespective of whether a competition entry has won a prize, TWGHs will not be held responsible for its safe keeping, whereas TWGHs will be entitled to indefinite free use of the mock-up models of the winning entries by the Champion, First Runner-Up, Second Runner-Up and Merit Award Winners in non-commercial ways. TWGHs will be entitled to unlimited use of the mock-up models, in terms of geographical location, time, media, number of instances, summary of the activity, promotion purpose (including but not limited to using the mock-up models in documentaries and web notices), content and means of usage. No notice or remuneration will be offered to the contestants.
8. 東華三院之員工及其家屬均不可參加比賽。
The staff of TWGHs and his/her family members are not eligible for the Competition.
9. 現時或過去 24 個月內曾與東華三院有商業或義務合作關係之個人或團體或公司均不可參加比賽。
The person or organization or corporate which is engaging or being engaged in past 24 months with commercial or volunteer cooperation with TWGHs are not eligible for the Competition.
10. 本條款及細則受香港法律管轄。如有任何爭議，東華三院保留最終決定權。
These Terms and Conditions are governed by the Law of Hong Kong. In case of disputes, TWGHs has the right to make the final decision.

第一屆東華三院文穎怡中華文創設計獎
TWGHs Ginny Man Chinese Cultural & Creativity Prize 2021
(“Ginny Man Prize”)
報名表格
Application Form

請別選參賽方式 **Please select type of entry :**

個人報名 Individual Entry 團體報名 Group Entry

參賽者姓名 (個人報名或團體代 表人) Name of Contestant (Individual or Group Representative)		身分證號碼 (英文字頭及 3 個數字) HKID Card Number (Alphabet and first 3 digits)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> XXX(X)
聯絡電話 Telephone Number:		電郵 Email Address:	
地 址 Address:			
其他團體 參賽者姓名 (2) Name of Group Contestant (2)		身分證號碼 (英文字頭及 3 個數字) HKID Card Number (Alphabet and first 3 digits)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> XXX(X)
其他團體 參賽者姓名 (3) Name of Group Contestant (3)		身分證號碼 (英文字頭及 3 個數字) HKID Card Number (Alphabet and first 3 digits)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> XXX(X)
其他團體 參賽者姓名 (4) Name of Group Contestant (4)		身分證號碼 (英文字頭及 3 個數字) HKID Card Number (Alphabet and first 3 digits)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> XXX(X)

作品名稱 Name of Entry	
作品概念說明 (文字) (可自行添加紙張) Illustration of Creative Concept (Textual) (Add additional sheets of paper if necessary.)	

第一屆東華三院文穎怡中華文創設計獎
TWGHs Ginny Man Chinese Cultural & Creativity Prize 2021
(“Ginny Man Prize”)
參賽承諾書
Undertaking of Contestant

參賽者 姓名 Name of Contestant	個人： Individual:
	團體代表人： Group Representative:
<p>本人/團體報名參加第一屆東華三院文穎怡中華文創設計獎，同意競賽要點之各項內容規定：</p> <p>I/We would like to enter the Competition for the TWGHs Ginny Man Chinese Cultural & Creativity Prize 2021. I/We agree to the following Rules and Regulations of the Competition:</p>	
<ol style="list-style-type: none"> 1. 參賽作品須為原創與版權所有，且未曾參加其他比賽。違者取消參賽與得獎資格，並追回其獎金、獎狀或獎品，獎項不予遞補。 The competition entry must be original, the copyright of which must be owned by the contestant(s), and the work has not been entered into any other competition before. In case of violation, the contestant will be disqualified, whereas the prize money, certificate or prize awarded will be recovered. The said prize will not be not be re-awarded. 2. 首獎至肆獎得獎作品，自公布得獎日起提供主辦單位永久無償使用，主辦單位依法有不限定該著作財產權之利用地域、時間、媒體型式、次數、重製次數、作活動結案及宣傳之用途（包括但不限於放入紀錄片、網站公告等）、內容與方法使用之權利，均不另予通知及致酬。 The Organiser will be entitled to free use of the winning entries by the Champion, First Runner-Up, Second Runner-Up and Merit Award Winners from the date of winner announcement. According to the law, the Organiser will be entitled to unlimited use of the works, in terms of geographical location, time, media, number of instances, number of copies, summary of the activity, promotion purpose (including but not limited to using the mock-up models in documentaries and web notices), content and means of usage. No notice or remuneration will be offered to the contestants. 3. 凡參賽者均視為認同並接受本活動簡章之各項規定，本活動簡章若有未盡事宜，主辦單位有權依需求隨時修改、變更、中止本活動、本活動辦法或本活動獎金或獎品之權利，無需另行通知。 By entering the Competition, the contestant(s) is/are seen to have indicated their acceptance of the Rules of the Competition. In the case that these Rules are inadequate, the Organiser reserves the right to amend, change or terminate the Competition, the Rules of the Competition, or the prize money or prizes, without prior notice. 4. 參賽者所提交的資料必須為真實及準確，而所提交的計畫書和演示材料必須為原創，不會侵犯任何第三者的任何權利（包括智慧財產權），並不會包括任何屬違法、欺詐、暴力、具侮辱性質、淫褻、粗鄙、令人厭惡、具冒犯性質、歧視種族的內容，或在其他方面令人反感或不合情理的內容，或對任何人士或機構構成恐嚇或毀謗。如有違反上述情況，東華三院有權取消該參賽者的參賽或得獎資格。參賽作品如有抵觸法例，一切法律責任及由此產生的損失將由參賽者承擔，東華三院一概不負責。 All information submitted by the contestant(s) must be true and accurate, whereas the proposal and demonstration materials submitted by the contestant(s) must be original and do not violate any 	

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5. 倘若作品版權有爭議或該作品版權已被買斷者請勿參賽。違者除自負法律責任、就東華三院所受損害負賠償責任外，東華三院取消其參賽與得獎資格，並追回其所領之獎金、獎狀或獎品，獎項不予遞補。

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6. 如東華三院有理由相信任何參賽者使用或教唆他人使用任何方法(包括但不限於不正當或欺詐行為)干擾是次比賽的運作，並對是次比賽的任何部分造成干擾、帶來技術問題或故障，或危及、破壞或影響是次比賽的舉辦、準確、公平或順利進行，本院有權終止該參賽者的參賽資格，並保留就本院的損失或損害向該參賽者追究的權利。

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7. 作品版權屬參加者擁有，惟冠軍、亞軍、季軍、優異獎的得獎作品，自公布得獎日起，東華三院將考慮為比賽冠軍、亞軍、季軍、優異獎的作品投放額外資源量產，東華三院亦可能考慮為比賽冠軍、亞軍、季軍、優異獎的量產成品於本店內上架售賣(至於量產投放的資源額度、上架售賣的利潤分配及其他詳細條件，將需雙方另行協議)。

The copyright of the competition entries belongs to the contestant(s). Nevertheless, for the winning entries by the Champion, First Runner-Up, Second Runner-Up and Merit Award Winners, from the day of the winner announcement, TWGHs may invest additional resources to mass produce the works of the Champion, First Runner-Up, Second Runner-Up and Merit Award Winners, and put the products up for sale in MM² (The amount of resources invested, the allocation of profits if the products are put up for sale and other terms and conditions would be agreed upon by both sides.).

8. 凡參賽者均視為認同並接受本活動簡章之各項規定，本活動簡章若有未盡事宜，東華三院有權依需求隨時修改、變更、中止本活動、本活動辦法或本活動獎金或獎品之權利，無需另行通知；如有未盡事宜，東華三院得隨時解釋、修正之。

By entering the Competition, the contestant(s) is/are seen to have indicated their acceptance of the Rules of the Competition. In the case that these Rules are inadequate, TWGHs reserves the right to amend, change or terminate the Competition, the Rules of the Competition, or the prize money or prizes, without prior notice; should these Rules be inadequate, TWGHs is obliged to explain and revise them timely.

9. 每件參賽作品均需詳實填寫報名表，並簽署作品著作權無償授權使用同意書，未符合比賽辦法者，將予以取消參賽資格。

For every competition entry, an application form must be filled out in detail, and an Undertaking of

Contestant authorising unpaid use of the work must be signed. Contestants who fail to comply with the Rules of the Competition will be disqualified.

10. 參賽作品無論得獎與否，東華三院不負保管責任，惟冠軍、亞軍、季軍、優異獎的得獎作品之打樣模型將永久無償供本院使用作非售賣用途，東華三院將不限定使用該打樣模型之利用地域、時間、媒體型式、次數、作活動結案及宣傳之用途（包括但不限於放入紀錄片、網站公告等）、內容與方法使用之權利，均不另予通知及給予報酬。

Irrespective of whether a competition entry has won a prize, TWGHs will not be held responsible for its safe keeping, whereas TWGHs will be entitled to indefinite free use of the mock-up models of the winning entries by the Champion, First Runner-Up, Second Runner-Up and Merit Award Winners in non-commercial ways. TWGHs will be entitled to unlimited use of the mock-up model, in terms of geographical location, time, media, number of instances, summary of the activity, promotion purpose (including but not limited to using the mock-up models in documentaries and web notices), content and means of usage. No notice or remuneration will be offered to the contestant(s).

11. 東華三院之員工及其家屬均不可參加比賽。

The staff of TWGHs and his/her family members are not eligible for the Competition.

12. 現時或過去 24 個月內曾與東華三院有商業或義務合作關係之個人或團體或公司均不可參加比賽。

The person or organization or corporate which is engaging or being engaged in past 24 months with commercial or volunteer cooperation with TWGHs are not eligible for the Competition.

13. 本條款及細則受香港法律管轄。如有任何爭議，東華三院保留最終決定權。

These Terms and Conditions are governed by the Law of Hong Kong. In case of disputes, TWGHs has the right to make the final decision.

- 已填妥報名表 ___份 ___ application form(s) completed
 已簽署承諾書 ___份 ___ Undertaking(s) of Contestant signed
 作品設計圖 ___份 ___ design drawing(s) submitted
 作品光碟 ___份 ___ DVD copy of the design submitted

請剔選繳件項目，並填寫數量。

Please check the items submitted and fill in the quantity.

簽署 Signed : _____

日期 Date : _____

(若以團體參賽，每位成員均須簽署)

(For group entries, **each member** must sign the Undertaking.)