

Biennale  
Internationale  
**Design**  
Saint-Étienne

# Saint-Etienne Design Award

Special Award

90

INHERITANCE  
INNOVATION  
SHARING



## CHOW TAI FOOK International College Students Window Art Design Award

Deadline for  
submission of works

**March 4  
2019**



### Organization

**Main Organizer:**

Cité du design Saint Etienne

**Supported by:**

Saint-Etienne City Council, French Cultural Center

**Organizer:**

Sino-French Contemporary Art Center,  
Guangzhou YIXIAN Fashion Technology Co., Ltd.,  
Guangdong Bashan Culture Development Investing Co., Ltd.,  
Saint Etienne Design Award Organizing Committee

**Sponsor:**

Chow Tai Fook Jewellery

### Contact information

Saint Etienne Design Awards Organizing Committee Office

**Address:**

No. 9, Nanbian Street, Haizhu District,  
Guangzhou, Guangdong, China

**Tel:**

+86 020 87622260

**Official website:**

[www.biennale-design.cn](http://www.biennale-design.cn)



## CHOW TAI FOOK 90 International College Students Window Art Design Award

### Background

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During the 2019 Biennale Internationale Design Saint-Etienne , China will showcase the Chinese design power to the world as the guest of honor country. The year of 2019 happens to be the 90th anniversary of Chow Tai Fook Jewellery. Chow Tai Fook launches CHOW TAI FOOK 90th International College Students Window Art Design Award to provide a platform with opportunities for young artists around the world. Award-winning designs will have the chance to be exhibited at the Saint-Etienne Window Design Exhibition - Chow Tai Fook Special Exhibition, providing valuable opportunities for students from around the globe to set foot on their future careers on an international level.

Participants will choose a creative theme among the following variants: Spring, Summer, Autumn, Winter, China's Spring Festival, Valentine's Day, Qi Xi(Chinese Valentine's Day), Mother's Day, Mid-Autumn Festival, China's National Day, Christmas, New Year. At the same time, student will combine the given years from 1929-2019 selected randomly by the Award Committee for each school with the chosen theme.

The Award Committee will then select 90 outstanding students' designs in China, France, Britain, Switzerland, Italy, Japan, South Korea, Belgium and other major art schools around the world. All 90 works will be presented in the Biennale Design Saint-Etienne exhibition B in Chambon. The top 10 college students' designs will have the chance to be exhibited in the form of art installations and the remaining 80 design works will have the chance to be jointly exhibited in the form of video or picture.



# About the Award

## A. Eligibility

Students from art design colleges around the globe.

## B. Time schedule



## C. Awards

### Students:

**Top 10 Grand Prize:** Trophy /Award Certificate/Jewelry from Chow Tai Fook/Winning design will be used in more the 2600+ stores in China

**80 Finalist Prize:** Award Certificate/Jewelry from Chow Tai Fook

**Participation Prize:** Award Certificate

### Professor:

**3 Professor Prize:** Award Certificate/Jewelry from Chow Tai Fook

## D. Specifications

Dimensions of showcases: 2m (width) \* 1.2m (depth) \* 2.4m (height)

## E. Requirement

1. Design concept (if necessary, can provide program deduction, implementation effect, exhibition for popular product, scene description & display & switching) can be integrated in one PDF file.
2. The submitted design presentation and review documents should include the plan, perspective, diagram, at least 5 renderings, detailed descriptions, as well as concepts and design descriptions, material descriptions, and can also include hand-drawn, illustrations, models, videos, etc. Electronic picture requirements: A4 format (or above), 300dpi, RGB mode, storage format is JPG.
3. Other auxiliary extensions can be submitted: for example, combined with the release of event ideas, animations created by new media means, videos, models and other interactive modes and artistic effects.



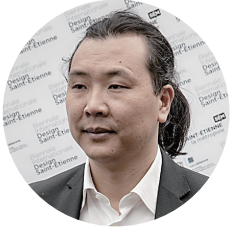
## F. Jury

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### Chan Sai-Cheong

Executive Director of Chow Tai Fook Group, Chow Tai Fook 17916 Series Main Creative Person, Member of the Liaoning Provincial Committee of the Chinese People's Political Consultative Conference



### FAN Zhe

Director of Sino-French Contemporary Art Center  
Curator of the 2019 Biennale Design Saint-Etienne (Exhibition of China)



### Didier Faustino

French artist, architect  
Editor-in-chief of French architecture and design magazine CREE (2015 to 2016)  
Display design for Hermès high-end jewellery collection (2016)



### Yves Charnay

Painter, Molding artist, Stage set painter, President of European Color Association



### Marie RAUZY

Great-granddaughter of the famous French painter Cézanne, the only artistic heir of the Cézanne family



### Anne-Marie Sargueil

President of the French Institute of Design  
For more than thirty years, she has been President of the French Institute of Design (IFD), which works for the promotion of design at the service of enterprises, through its label JANUS.



### Josyane Franc

Director of International relations Cité du design and the Saint-Etienne Higher School of Art and Design  
Josyane Franc is also a founding member of the Saint-Etienne International Design Biennial



## **G. How to submit the work**

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Participants are requested to send the HD artwork and work description to the official collection email ([biennale-design@biennale-design.cn](mailto:biennale-design@biennale-design.cn)).

The subject of the email should be marked as: 17916 Award + author name + college name (eg: 17916 Award + Julie Marceau + Central Saint Martins)

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## **Organization**

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