



Announcement on Global Design Collection of “Picturesque Zhejiang Travel Package” for the 19th Asian Games Hangzhou 2022

杭州2022年第19届亚运会“诗画浙江随行包”全球设计评选征集公告

Requirements/征集要求

On September 23, the 19th Asian Games Hangzhou 2022 will be held in Zhejiang, China. Zhejiang Provincial Department of Culture and Tourism and the 19th Asian Games Hangzhou 2022 Organising Committee are now accepting contributions for Global Design Collection of “Picturesque Zhejiang Travel Package” for the 19th Asian Games Hangzhou 2022 from today. We sincerely invite the artists and creators to explore the beauty of Zhejiang with the cross-cultural perspective, as well as the passion and love for sports. Let us share our innovation and enthusiasm with the world and ignite the wonderful Asian games with inspirations.

2023年9月23日，第十九届亚运会将在中国浙江开启。浙江省文化和旅游厅、2022年第19届亚运会组委会办公室于即日起面向全球征集杭州2022年第19届亚运会“诗画浙江随行包”设计方案。我们诚挚地邀请每一位创作者用跨越文化的视野发现浙江之美、赞美体育的激情，与世界分享创意与热情，用灵感点亮亚运的精彩。

Organisations/组织单位

HOSTED BY:

Zhejiang Provincial Department of Culture and Tourism
The 19th Asian Games Hangzhou 2022 Organising Committee Office

主办单位:

浙江省文化和旅游厅
杭州2022年第19届亚运会组委会办公室

ORGANISED BY:

Zhejiang Radio and Television Group

承办单位:

浙江广播电视集团

SUPPORTED BY:

Picturesque Zhejiang Culture and Tourism Promotion Center in Europe
Picturesque Zhejiang Culture and Tourism Promotion Center in Japan
Picturesque Zhejiang Culture and Tourism Promotion Center in Korea
Picturesque Zhejiang Culture and Tourism Promotion Center in Southeast Asia

支持单位:

诗画浙江欧洲海外推广中心
诗画浙江日本海外推广中心
诗画浙江韩国海外推广中心
诗画浙江东南亚海外推广中心

Qualifications of Applicants/应征人资格

All individuals or organisations who are willing to participate in this solicitation and voluntarily abide by the requirements of the announcement can participate individually or jointly to submit the design proposals. The applicant should clearly indicate the name of the author in the submitted documents. Co-applicants shall indicate the names of all co-authors in the submission.

凡有意愿参与本次征集活动并自愿遵守本征集公告要求的个人或组织，均可单独或联合参加本次征集活动并提交应征设计方案，应征人应当在提交的应征文件中明确表明作者的姓名和/或名称；其中联合参加本次征集活动的应征人应当在提交的应征文件中明确全部作者的姓名和/或名称。

Requirements for Design Proposals 应征设计方案要求

THEME OF DESIGN:

The design proposals should highlight the charm of “Picturesque Zhejiang” and the Olympic spirit, and conform to the positioning, goals and concept of the 19th Hangzhou Asian Games and Asian Paralympic Games.

设计主题:

应征设计方案应突出诗画浙江魅力，彰显奥林匹克精神，契合杭州亚运会、亚残运会定位、目标和办赛理念。

DESIGN FUNCTION:

loading brochures, hand gifts and other items.

设计功能:

装载宣传册、伴手礼等物品。

REQUIREMENTS OF DESIGN:

Bag size: No more than 400*200*315mm (length*width*height); no restrictions on the shape/pattern/colour

Bag material: Environment-friendly, lightweight and commemorative materials (environment-friendly paper is recommended)

Appearance: With “Picturesque Zhejiang” as the core, elements of the Asian Games should be fully integrated to highlight the theme of “Inspiration for Asia”.

设计要求:

包体尺寸: 不超过此尺寸400*200*315MM (长宽高), 包形/图案/配色均不限

包体材质: 环保、轻便、具有纪念意义 (建议采用环保纸)

外观设计: 以“诗画浙江”为核心, 充分融合亚运元素, 体现“创意为亚洲绽放”的主题。

RELATED LINKS:

Official website of the 19th Asian Games Hangzhou 2022:

<https://www.hangzhou2022.cn/>

(Please click “Competition Zones” and select “Picturesque Zhejiang” to check more details)

相关链接:

杭州2022年第19届亚运会官网:

<https://www.hangzhou2022.cn/>

(详见城市之窗诗画浙江专栏)

How to Apply/应征方式

REGISTRATION:

Log in to the designated page (http://www.ezhejiang.gov.cn/2022-10/09/c_818064.htm) and download the application form for Global Design Collection of “Picturesque Zhejiang Travel Package” for the 19th Asian Games Hangzhou 2022.

报名方式:

登录指定页面 (http://www.ezhejiang.gov.cn/2022-10/09/c_818064.htm), 并下载杭州2022年第19届亚运会“诗画浙江随行包”全球设计评选征集活动报名表

SUBMISSION DEADLINE:

24:00 on October 30, 2022 (subject to the time of online submission)

提交时间:

截止至2022年10月30日24:00前 (以网络提交时间为准)

WAY OF SUBMISSION:

Email to the official email address (The title of the email should be “Designs of Picturesque Zhejiang Travel Package” for the 19th Asian Games Hangzhou 2022+ Country + Name”).

E-mail address for applicants in China [【meilizhejiang@qq.com】](mailto:meilizhejiang@qq.com)

E-mail address for applicants from overseas [【design@europe-asia.org】](mailto:design@europe-asia.org)

提交方式:

邮件方式发至官方邮箱

(邮件标题请以“亚运会“诗画浙江随行包”设计方案+国家+姓名”命名)

中国赛区征集邮箱 [【meilizhejiang@qq.com】](mailto:meilizhejiang@qq.com)

海外赛区征集邮箱 [【design@europe-asia.org】](mailto:design@europe-asia.org)

CONTENTS TO BE SUBMITTED:

Applicants should include the following documents in the submission:

- ① No more than 8 images of the work, reflecting the work from all perspectives;
- ② Work in JPG format, no less than A4 in size and no less than 300dpi in resolution; no more than 20M per image;
- ③ A design description in Word format of 200 words or less, explaining the design concept and ideas of the work;
- ④ Application form for Global Design Collection of “Picturesque Zhejiang Travel Package” for the 19th Asian Games Hangzhou 2022;
- ⑤ Unified packaging the image files and text files, edit the specified named template and send it to the designated email address.

提交内容:

应征人提交的应征文件中均需包含以下文件

- ① 提交作品图片不超过8张，需要全面体现作品的各个角度；
- ② 提交作品格式统一为JPG格式，尺寸不小于A4，分辨率不低于300DPI，单张图片大小不超过20M；
- ③ 提交WORD格式的作品设计说明，阐述作品的设计理念与思路，字数在200字以内；
- ④ 提交杭州2022年第19届亚运会“诗画浙江随行包”全球设计评选征集活动报名表；
- ⑤ 统一打包图片文件和文字文件，编辑指定命名模板发送至指定邮箱。

NOTIFICATION OF SHORTLISTING:

Shortlisted applicants will be notified by email and then submit further information of their works as requested in the email.

入围通知:

如初评入围，将以邮件的方式通知到入围者，届时按照邮件要求进一步提交作品资料即可

Selection and Awards/评选及奖励

Design experts from around the world will be invited to review and select the works. This evaluation process is divided into three stages: preliminary selection, secondary selection, and final selection. All award-winning works will be publicized.

本次征集活动组委会邀请全球设计领域专家开展评选，共分为首轮初评、次轮评选以及终评三个阶段，最终对所有获奖作品进行公示。

PRELIMINARY SELECTION: NOVEMBER 1 TO 5, 2022	初评时间: 2022.11.01–11.05
SECONDARY SELECTION: NOVEMBER 6 TO 10, 2022	次轮评选: 2022.11.06–11.10
FINAL SELECTION: NOVEMBER 11 TO 15, 2022	终评时间: 2022.11.11–11.15

Ten works will be awarded in two categories, including 3 best works and 7 excellent works; 5,000 copies of each of the best works will be produced, which will be 15,000 copies in total.

本次评选将产生两类奖项共10件作品，其中最佳作品3件，优秀作品7件，每件最佳作品生产5000份，共计15000份。

Awards/奖励

BEST WORKS:

Award certificate / a prize of USD 2,000 or two tickets for the opening ceremony of the Asian Games (excluding airfare and accommodation) / Asian Games souvenirs

最佳作品:

获奖证书/奖金2000美元

或亚运会开幕式门票2张 (不含机票和住宿) / 亚运纪念品

OUTSTANDING WORKS:

Award certificate / a prize of USD 300 / Asian Games souvenirs

优秀作品:

获奖证书/奖金300美元/亚运会纪念品

Miscellaneous /其它事项

1. The works submitted must be original and not previously published in any form and must not be copied or counterfeited or infringe upon the existing legitimate rights and interests of others; otherwise, the organisers shall have the right to cancel the application/award qualification of the applicant; the legal consequences arising therefrom, and the losses caused to the organisers shall be borne by the applicant.
2. All specific times mentioned in this announcement are Beijing time.

- 1、应征作品必须为原创设计且此前未以任何形式发表，不得抄袭、假冒或侵害他人已有合法权益，否则征集单位有权取消其应征/获奖资格，由此引发的法律后果及给征集单位造成的损失，均由应征人承担。
- 2、本公告所提及的所有具体时间均为北京时间。

Zhejiang Provincial Department of Culture and Tourism
The 19th Asian Games Hangzhou 2022 Organising Committee Office

October 9, 2022

浙江省文化和旅游厅
杭州2022年第19届亚运会组委会办公室

2022年10月9日