

# **“Multiverse — Hong Kong International Poster Triennial 2024” Call for Entry**

## **Application Guideline**

Jointly presented by Leisure and Cultural Services Department and the Hong Kong Designers Association  
Organised by the Hong Kong Heritage Museum

**“Multiverse — Hong Kong International Poster Triennial 2024” competition is free for entry**  
**Designers and creatives from across the world are welcome to participate**

**Online submission deadline: 20 October 2023 (Friday) 11:59 PM (Hong Kong Time)**

### **■ Background**

Hong Kong Heritage Museum (hereinafter referred to as “HKHM”) is a museum complex featuring different aspects of history, art, design and culture. As design is one of the major areas of programmes, HKHM is dedicated to promoting design through collecting, researching and programming. Since 2001, the “Hong Kong International Poster Triennial” (hereinafter referred to as “HKIPT”) has been a major event of HKHM to document the inspiration and development of international poster design, to celebrate achievements at regular intervals and to present excellent works of design.

The theme of the eighth edition of HKIPT is “Multiverse (無域)”. In the era of rapidly developing digital design, technology and multimedia, how can posters extend their function of conveying information and messages through excellent design and printing techniques while also exploring new diverse and cross-disciplinary areas? Graphic designers from all over the world, with different cultural backgrounds, can navigate the infinite realm of creative imagery in both static or animated forms by utilising different ways of presentation and contemporary design elements.

“Multiverse — Hong Kong International Poster Triennial 2024” (HKIPT2024) comprises three consecutive events:

#### **I. Competition**

An international open competition will be organised under four categories of “Thematic: Multiverse (無域)”, “Promotion of Cultural Programmes”, “Commercial and Advertising” and “Animated Posters”. To facilitate the selection process, eight prominent international designers and team have been invited to form two specialist judging panels: the printed poster judging panel and the animated poster judging panel. Gold, Silver and Bronze Awards will be selected for each category and a Judges Award will be selected by each judge.

#### **II. Exhibition**

- Awarded and Selected Entries:

The awarded and selected entries will be presented in the HKIPT2024 exhibition, tentatively scheduled to be held at the HKHM in late 2024. They will also be featured in the exhibition publication and become part of the permanent collections of the HKHM.

- Judges posters:  
An array of posters designed by the eight international judges will also be featured in the exhibition to showcase their creativity, techniques and achievements in poster design. This will provide a valuable experience for the audience to appreciate the work of prominent designers from around the world.

### III. Talks

To facilitate cultural and academic exchange and promote education on poster design, a series of talks will be organised. Judges and renowned designers will be invited as speakers to share their views and insights about poster design with creatives from the design sector and the public.

## ■ Competition Information

<b>Aims</b>	<ol style="list-style-type: none"> <li>1. To establish Hong Kong as a world city in the arena of collecting and promoting poster design;</li> <li>2. To assemble a distinct collection of international posters; and</li> <li>3. To foster graphic design education and culture exchange with other countries and regions.</li> </ol>
<b>Eligibility</b>	<ol style="list-style-type: none"> <li>1. The competition is open to designers and creatives from all countries and regions.</li> <li>2. Staff members of the subject curatorial team of the HKHM, project committee members of the co-organisers and members of the judging panels are not eligible to participate.</li> <li>3. HKHM has the sole discretion to determine the eligibility of participants.</li> </ol>
<b>Category</b>	<p>There are four categories of entries:</p> <p>A. Thematic: Multiverse (無域)</p> <ul style="list-style-type: none"> <li>● Design with the theme “Multiverse (無域)”</li> <li>● Printed poster created on or after 1 October 2020 (whether published or unpublished)</li> </ul> <p>B. Promotion of Cultural Programmes</p> <ul style="list-style-type: none"> <li>● Promoting culture, art, theatre, music, education and sport ventures</li> <li>● Printed poster <b>published</b> on or after 1 October 2020</li> </ul> <p>C. Commercial and Advertising</p> <ul style="list-style-type: none"> <li>● Promoting commodities and businesses</li> <li>● Printed poster <b>published</b> on or after 1 October 2020</li> </ul> <p>D. Animated Poster</p> <ul style="list-style-type: none"> <li>● Using digital motion design elements to interpret contexts in multiple perspectives</li> <li>● Animated poster in digital format created on or after 1 October 2020 (whether published or unpublished)</li> </ul>
<b>Entry Size &amp; Format</b>	<ol style="list-style-type: none"> <li>1. For Categories (A), (B) and (C), the minimum size of a printed poster that is eligible for entry is 420 x 594 mm, and the maximum size is 1200 x 1800 mm.</li> </ol>

	<p>2. For Category (D), entries must be submitted in digital format with animated features. The duration should be between 10 to 20 seconds, and the file format should be either GIF or MP4. The suggested ratio is 9:16, and the resolution is 1080 (width) x 1920 (height) pixel.</p>
<b>Entry Fee</b>	<p>1. <b>There is no entry fee required.</b></p> <p>2. Any costs arising from the production, postage, shipping, insurance and other incidental expenses of shipping and customs are the responsibility of the entrants. Entrants are required to obtain all necessary permissions for their entries at their own expense.</p>
<b>Rules and Regulations</b>	<p>1. Each entrant or team may submit up to <b>four entries among all categories</b>. Each entry can either be a single poster or a series of up to <b>four posters</b>.</p> <p>2. Each entrant or team may submit more than one entry for each category.</p> <p>3. Each entry can only be submitted to one category.</p> <p>4. If the posters are part of a series, they will be treated as a single entry. The entries will only be treated as a series if the entrant indicates clearly in the “Type of Work” section of the Entry Form.</p> <p>5. Draft or hand-drawn posters will not be accepted.</p> <p>6. For Categories (A), (B) and (C), entries must be paper-printed posters. Posters made by materials that can be easily decomposed or other fragile materials will not be accepted. Shortlisted entries must be printed in physical form for the 2<sup>nd</sup> round of onsite adjudication. For Category (D), entries must be digital image or video files with animated features. Files will be played via online adjudication platform during the judging process.</p> <p>7. Entries for Categories (B) and (C) must be posters published on or after 1 October 2020. Entrants should provide the name of the programme or company, release date, and platform for verification purposes. Entries for Categories (A) and (D), which may be published or unpublished posters, must be created on or after 1 October 2020. HKHM reserves the right to determine the suitable category for an entry and its eligibility for this competition.</p> <p>8. All entries must not contain content that is obscene, provocative, defamatory, sexually explicit, objectionable, offensive, or violates the laws of the Hong Kong Special Administrative Region.</p> <p>9. Entries should be submitted in good condition.</p> <p>10. Due to limited gallery space, HKHM may display only part of a series. HKHM has sole discretion to determine which part of the series will be displayed.</p> <p>11. Entrants are required to submit, for each entry, the title and the design concepts of the work in English and/or Chinese (within 50-200 words for each language) and other related information.</p> <p>12. No information which may identify the entrant should be contained in any part of the entry.</p> <p>13. Entrants should ensure the accuracy of the submitted entry information on the Entry Form as it will be used for assessment, exhibition, research, education, promotion and publication.</p>

	<p>14. Entries selected at the sole discretion of the judging panel will become part of the permanent collections of HKHM</p> <p>15. All unselected entries will be disposed of after the competition.</p> <p>16. Entries will not be returned.</p> <p>17. Each entrant is solely responsible for any liabilities, losses, damages, costs, payments, charges or expenses arising from the entry and/or participation in this competition and must indemnify and keep the Government of the Hong Kong Special Administrative Region (hereinafter referred to as the “Government”), its authorised users, assigns and successors-in-title fully and effectively indemnified against any claims or proceedings threatened, brought or established against the Government arising from the entry and/or the entrant’s participation in this competition.</p> <p>18. All deadlines and timetables are subject to change. Any changes will be posted on the HKHM website (<a href="http://hk.heritage.museum">http://hk.heritage.museum</a>) and the HKIPT website (<a href="http://www.postertriennial.hk">http://www.postertriennial.hk</a>).</p>
<p><b>Submission Period and Delivery Details</b></p>	<p><b>(I) All entrants must submit and complete the following items <u>on or before 20 October 2023 (Friday) 11:59pm (Hong Kong time)</u>:</b></p> <ol style="list-style-type: none"> <li>1. The Entry Form and the digital poster file(s) of the entries shall be submitted via the HKIPT website (<a href="http://www.postertriennial.hk">http://www.postertriennial.hk</a>) in compliance with the following requirements: <ol style="list-style-type: none"> <li>1.1 For digital images of printed posters in Categories (A), (B) and (C), JPG files are required with a long side within 2,000 pixels in RGB mode. Each file size must not exceed 5 MB.</li> <li>1.2 For digital files of animated posters in Category (D), GIF or MP4 formats are accepted with a video length of 10 to 20 seconds. The suggested ratio is 9:16 and the resolution is 1080 (width) x 1920 (height) pixels. Each file size must not exceed 20 MB.</li> </ol> </li> <li>2. If there is a special display order, printing, production method or viewing experience, an additional explanation video within 15 seconds in MP4 format (file size not exceeding 20 MB) can be uploaded as supplementary material for judging. <b>The video must not contain any personal information including the information of the entrant.</b></li> <li>3. For any enquiries on the online submission of entry, please contact the “Hong Kong International Poster Triennial” curatorial team by e-mail: <a href="mailto:triennial@lcsd.gov.hk">triennial@lcsd.gov.hk</a></li> <li>4. Entries with incomplete information or submitted beyond the deadline will not be accepted.</li> </ol> <p><b>(II) Advance through the 1<sup>st</sup> round of adjudication—Shortlisted entries (to be announced in mid-January 2024):</b></p> <ol style="list-style-type: none"> <li>1. Entrants of printed poster Categories (A), (B) and (C) who receive notification by e-mail for shortlisted entries should make their own arrangements to submit the physical printed posters by post, courier or in person to the Hong Kong Heritage Museum (1 Man Lam Road, Shatin, Hong Kong) before the designated date in February 2024 for onsite adjudication.</li> <li>2. The eligible size of poster for all entries ranges from 420 x 594 mm to 1200 x 1800 mm. Entries</li> </ol>

	<p>should not be framed or mounted but must be carefully packed for posting.</p> <ol style="list-style-type: none"> <li>3. If there is any discrepancy between the submitted printed poster and the digital image of the poster submitted online, entrants will be deemed to have abandoned their participation right.</li> <li>4. For animated posters in Category (D), entries will be judged through online adjudication. Entrants are <b>not</b> required to submit physical posters or additional digital files.</li> </ol> <p><b>(III) Advance through the 2<sup>st</sup> round of adjudication—Selected entries (to be announced in late March 2024):</b></p> <ol style="list-style-type: none"> <li>1. Entrants in all categories who receive notification by e-mail for selected entries should make their own arrangements to submit the following items by e-mail or deliver the file in a CD/DVD/USB drive by post, courier or in person for announcement, promotion and exhibition publication, etc.: <ol style="list-style-type: none"> <li>1.1 Image files of selected entries in TIFF format. Color mode must be CMYK (including spot color) with a minimum size of approximately 260 x 300 mm and no less than 350dpi.</li> <li>1.2 A portrait of the entrant in either TIFF or JPG format. Color mode must be CMYK with a size of approximately 60 x 60 mm and no less than 300 dpi.</li> </ol> </li> </ol>
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## ■ Judges, Awards & Exhibition

Two specialist judging panels, one for printed poster and the other for animated poster, will be formed and will consist of eight prominent international designers (and team). Members of the two judging panels are as follows:

Printed Poster Judging Panel: Categories (A), (B) and (C)

- Eric Chan (陳超宏) / Hong Kong, China
- Huang Hai (黃海) / China
- Felix Pfäffli (菲利克斯·法弗利) / Switzerland
- Shinnoske Sugisaki (杉崎真之助) / Japan
- Eva Wendel (伊娃·溫德爾) / Germany

Animated Poster Judging Panel: Category (D)

- Henry Chu (朱力行) / Hong Kong, China
- Thomas Widdershoven (托馬斯·威德肖溫) / The Netherlands
- Tin Nguyen (阮天) & Edward Cutting (愛德華·卡特) / Australia/The United States

(Members of the judging panels are subject to change without prior notice.)

<b>Assessment Criteria</b>	The assessment criteria will be based on originality, creativity and technical competence. The panel's decisions are final and are not subject to appeal.
<b>Selection Procedure</b>	<ol style="list-style-type: none"> <li>1. <b>1<sup>st</sup> round of adjudication:</b> Entries in all categories will be judged and shortlisted by the judges through online adjudication.</li> <li>2. <b>2<sup>nd</sup> round of adjudication:</b> <ol style="list-style-type: none"> <li>2.1 For Categories (A), (B) and (C) , the printed poster judging panel will conduct an on-site adjudication to select the selected and awarded entries;</li> <li>2.2 For Category (D), entries will be judged through online adjudication by the animated poster judging panel.</li> </ol> </li> <li>3. HKHM reserves the final right to determine the judging method without the consent of the entrants.</li> </ol>
<b>Results Announcement</b>	Selected entrants will be notified by e-mail within one month after the assessment of each phase and the list will be uploaded on both the HKHM website ( <a href="http://hk.heritage.museum">http://hk.heritage.museum</a> ) and HKIPT website ( <a href="http://www.postertriennial.hk">http://www.postertriennial.hk</a> ). Unsuccessful entrants will not be notified.
<b>Awards</b>	<ol style="list-style-type: none"> <li>1. Gold, Silver and Bronze Awards will be selected for each category.</li> <li>2. Judges Award: Named after the respective judges. Eight international judges will each select one outstanding entry from all entries.</li> <li>3. Trophies will be presented to all award winners. Certificates will also be presented to entrants whose works are selected.</li> </ol>
<b>Exhibition Opening and Awards Ceremony</b>	The awards will be presented at the opening ceremony of the HKIPT2024 Exhibition (details to be confirmed later), and all entrants are welcome to attend.
<b>Exhibition and Museum Collection</b>	<ol style="list-style-type: none"> <li>1. The awarded and selected entries will be displayed at the HKIPT2024 exhibition. They may also be featured in other display opportunities in Hong Kong or other regions. Selected entrants will be contacted by HKHM for such arrangement.</li> <li>2. Once entrants' information is confirmed, the awarded and selected entries will become part of the permanent collection of the HKHM.</li> </ol>
<b>Exhibitions Publication</b>	<ol style="list-style-type: none"> <li>1. The awarded and selected entries will be featured in the HKIPT2024 exhibition publication.</li> <li>2. The awarded and selected entrants will receive a complimentary copy or digital download version of the HKIPT2024 publication.</li> </ol>

## ■ Important Dates

1. **Online submission deadline: 20 October 2023 (Friday) 11:59pm (Hong Kong Time)**
2. **Announcement of the shortlisted entries: Mid-January 2024**
3. **Submission of shortlisted printed poster: Feb 2024 (Date to be confirmed)**
4. **Final results announcement: Late March 2024**
5. **Exhibition opening and the award ceremony: late 2024 (Tentative)**

## ■ Enquiries

“Hong Kong International Poster Triennial” curatorial team

Hong Kong Heritage Museum

Leisure and Cultural Services Department

Address: 1 Man Lam Road, Sha Tin, Hong Kong

Email: [triennial@lcsd.gov.hk](mailto:triennial@lcsd.gov.hk)

HKHM website: <http://hk.heritage.museum>

HKIPT website: <http://www.postertriennial.hk>

## **Intellectual Property Rights \***

1. Upon submission of the Entry Form, each entrant warrants that he/ she is the sole owner/ they are the co-owners of all the Intellectual Property Rights (hereinafter referred to as “IPR”) of all the entries submitted by the entrant (except in respect of any materials in such entries of which the IPR belong to a third party (hereinafter referred to as “third party IPR materials”) and agrees to grant and/or procure the grant (if third party IPR materials are involved in any parts of the entries submitted) of a royalty-free, non-exclusive, irrevocable, worldwide, transferable, sub-licensable and perpetual licence in favour of the Government (represented by HKHM), its authorised users, assigns and successors-in-title to use or exercise by any means or in any manner any IPR subsisting in the entries, the completed Entry Form and all other items submitted by the entrant in whatever format or media (collectively “Submitted Items”) for processing, assessment, documentation, collection, records, exhibition, printing the exhibition catalogue, education, research, publication, publicity or for any of the purposes provided under or contemplated by this Application Guideline. Such rights to use or exercise IPR shall include the rights to communicate to the public, copy, issue, print copies to the public, make available copies to the public (such as via the Internet), broadcast, adapt, translate, modify or combine with other things and materials for the use and benefits of the Government, its authorised users, assigns and successors in title. All IPR of whatever nature in such adaptations, translations or modifications to the Submitted Items shall be the sole and exclusive property of the Government and shall be and remain vested in the Government immediately upon creation.
2. Entrants for category (D) shall, at its own cost and expense and before the fixation and/or recording of any performance(s) in any Submitted Items, obtain all the consent and clearance from the performer(s) as may be

necessary for such fixation and/or recording of the performance(s) and for any use and exploitation of such fixation or recording, or copies thereof by the Government, its authorised users, assigns and successors-in-title. For the purpose of this Clause, the terms “performance”, “performer” and “fixation” shall have the same meanings as those assigned to them in section 200 of the *Copyright Ordinance* (Cap. 528).

3. Entrants submitting entries that include third party IPR materials, for example fragments or samplings of images, must prior to the use and incorporation of such third party IPR materials in their entries obtain at their own costs and expenses the grant of all necessary licences, clearances or consents from such third party IPR owners for themselves and the Government, its authorised users, assigns and successors-in-title to use such third party IPR materials in the manner and for any of the purposes provided under or contemplated by this Application Guideline. Upon HKHM’s request, entrants shall provide evidence (e.g. a licence) to prove that they have obtained the grant of the said necessary licences, clearances or consents prior to the use and incorporation of third party IPR materials in their entries.
4. Entries plagiarising other people’s works would not be accepted. In the case that an entry is suspected to have infringed any IPR or any other rights of any person, HKHM reserves the sole right to remove the entry from exhibition, disqualify any entrant and/or retract any awards even after notification has been made. Each entrant shall indemnify and keep the Government, its authorised users, assigns and successors-in-title fully and effectively indemnified against all claims, actions, proceedings, liabilities, losses, damages, demands, charges, costs and expenses of whatsoever nature arising from or in relation to any infringement or alleged infringement of any IPR or any other rights of any person arising from or in connection with the submission of the Submitted Items by the entrant, use, operation, custody or possession of the Submitted Items or any part thereof by the Government, its authorised users, assigns and successors-in-title or any breach of any of the clauses under this Application Guideline.
5. Entrants are reminded to seek independent legal advice at their own costs and expenses if necessary to protect their IPR in their entries.
6. Entrants shall at their own costs and expenses do and execute any further things and documents (or procure that the same be done or executed) as may be required by the Government from time to time to give full effect to the provisions in the Application Guideline and provide all such documents and materials to the Government within 14 days of the date of the Government’s written request or such longer period as may be agreed by the Government in writing.
7. Each entrant warrants that the submission of the Submitted Items and the use, operation, custody or possession of the Submitted Items or any part thereof by the Government, its authorised users, assigns and successors-in-title does not and will not infringe any IPR or any other rights of any person.
8. Each entrant hereby irrevocably waives and undertakes to procure at its own cost and expense all relevant authors and directors of all the Submitted Items or any part thereof to irrevocably waive all moral rights (whether past, present or future) in the said items. Such waiver shall operate in favour of the Government, its authorised users, assigns and successors-in-title and shall take effect upon submission of the said items to the Government.
9. All IPR in the exhibition publication (including printed and digital version) of HKIPT2024 competition, exhibition and related programmes (except the entries or information about the entries provided by the awardees or finalists)

produced or created by the Government shall be the sole and exclusive property of the Government and shall be and remain vested in the Government immediately upon creation.

10. The above-mentioned provisions under “Intellectual Property Rights” shall continue in full force and effect without limitation of time.

\*For the purpose of this Application Guideline, “Intellectual Property Rights” or “IPR” shall mean patents, trade marks, service marks, trade names, design rights, copyright, domain names, database rights, rights in know-how, new inventions, designs or processes and other intellectual property rights whether now known or created in future (of whatever nature and wherever arising) and in each case whether registered or unregistered and including applications for the grant of any such rights.

### **Personal Data**

1. The personal data provided by the entrants are for the purpose of carrying out the HKIPT2024. Please ensure the information given is true and correct. By submitting the entry, the entrants agree that the personal data provided will be kept by HKHM and will be used by HKHM for HKIPT2024.
2. Entrants have the right to request access to and the correction of personal data as stated in the Entry Form in accordance with Sections 18 and 22 and Principle 6 of Schedule 1 to the *Personal Data (Privacy) Ordinance* of Hong Kong. Requests could be addressed to Hong Kong Heritage Museum, 1 Man Lam Road, Sha Tin, Hong Kong.

### **Remarks**

1. By entering the competition, entrants understand and agree to abide by the terms and conditions as contained in this Application Guideline as may be amended and supplemented by HKHM at its sole discretion from time to time. Any variation of the terms and conditions will be posted on HKHM and HKIPT websites.
2. Entrants shall comply with all legislation, rules, regulations, and statutory requirements existing in the Hong Kong Special Administrative Region from time to time.
3. HKHM can terminate any of the events of “Multiverse — Hong Kong International Poster Triennial 2024” (including the competition) at its sole discretion.
4. HKHM’s interpretation of the terms and conditions in the Application Guideline is final.
5. HKHM has the sole discretion to disqualify any entry submitted which, in the sole view of HKHM, fails to comply with the terms and conditions in the Application Guideline.
6. This Application Guideline shall be governed by the laws of the Hong Kong Special Administrative Region.
7. In case of discrepancies between the English and Chinese versions of this Application Guideline, the English version shall apply and prevail.

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