

大鹏地赞艺术设计  
实验室计划  
Dapeng Design Lab

2024

# “鹏友杯”艺术设计大赛 创意店招设计竞赛

“Pengyou Cup” Creative Store Signage Design Competition

## 章程文件

Rules Document

主办单位 Sponsor:

深圳市大鹏新区管理委员会  
Management Committee of Dapeng New District, Shenzhen

承办单位 Organizers:

深圳市大鹏新区旅游发展和文化体育局  
Tourism Development and Cultural Sports Bureau of Dapeng New District, Shenzhen  
深圳市大鹏新区发展和财政局  
Development and Finance Bureau of Dapeng New District, Shenzhen

协办单位 Co-organizer:

岭越策划咨询（深圳）有限公司  
Lingyue Planning Consulting (Shenzhen) Co., LTD

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## 一、竞赛背景

大鹏新区位于深圳市东部，三面环海，是深圳的“生态特区”，是粤港澳大湾区的重要生态节点，也是深圳的生态基石，海岸线长 125 公里，森林覆盖率超 77%，PM2.5 浓度低至 14.1 微克每立方米，空气质量优良率 98.6%，饮用水源、河流水质达标率 100%，近岸海域水质常年保持国家一类标准，生态质量指数（EQI）保持一类，是深圳生态环境质量及生态功能最为优良的区域，有着“深圳桃花源”的美誉。凭借全得天独厚的自然景观资源、特色鲜明的城市风貌和底蕴深厚的历史文化，每年数以千万计的市民和游客前来观光旅游，显现出大鹏文旅产业的巨大发展潜力。

近年来，大鹏新区围绕奋力打造“绿水青山就是金山银山”实践创新标杆这一目标，将旅游业作为高质量发展的重要“引擎”，聚焦“规划、政策、项目、推广”四个维度，加快实施旅游业高质量发展“16810”工程，世界级滨海生态旅游度假区和全球海洋中心城市集中承载区的美好蓝图正逐渐成为现实。绿水青山构成了大鹏半岛的生态底色，也融入了这里的日常生活，“大鹏是一种生活方式，让山海不再遥远”正逐步深入人心。

随着消费升级趋势和“Z 世代”消费主力的快速崛起，爱分享、爱设计、注重体验感、消费能力强的年轻人已经成为推动社会关注、吸引流量和引领旅游消费新风尚的关键力量。此次活动的出发点正是深入挖掘年轻人的喜好与消费习惯，将大鹏变成一座巨大的“实验室”，吸引全球高校师生、设计爱好者等新锐力量聚焦大鹏，通过艺术创作点燃大鹏文旅市场的消费活力，在满足年轻人的多元化、个性化需求的同时，为大鹏文旅产业注入源源不断的创意灵感，推动大鹏文旅产业迈向新的高度。

## 二、竞赛目的

以年轻人的视角和创意为切入点，以创新的思维，融合大鹏独特的自然生态禀赋、历史文化资源，创造具有大鹏特色的文旅新形象、新产品、新业态，进一步拓展和丰富大鹏滨海旅游内涵。

充分发挥公众力量，集思广益共同提升店铺招牌形象，体现大鹏滨海文化特色、风貌特征，并将有不少于 4 个获奖作品在试点商铺落地实施，由点及面激发更多店铺提升品牌形象。

## I. Background

Dapeng New Area is located in the east of Shenzhen, surrounded by the sea on three sides, is Shenzhen's "Ecological Special zone", as an important ecological node of the Guangdong-Hong Kong-Macao Greater Bay Area, and is also the ecological cornerstone of Shenzhen. The coastline of Dapeng is 125 kilometers long, the forest coverage rate exceeds 77%, the PM2.5 concentration is as low as 14.1 micrograms per cubic meter, and the air quality rate is 98.6%. Drinking water sources and river water quality come up to the standard rate of 100%, coastal seawater quality all year round maintains the national first-class standard, and the ecological quality index (EQI) maintains the Class I, because of which, Dapeng is the most excellent area in Shenzhen in terms of ecological environment quality and ecological function, boasting the "Shenzhen Peach Garden (Arcadia)" reputation. With unique natural landscape resources, distinctive urban features and profound historical culture, tens of millions of citizens and tourists come to visit each year, showing the great development potential of the Dapeng cultural tourism industry.

In recent years, Dapeng New District has focused on the goal of building a benchmark of practice and innovation centering on the philosophy "clear water and green mountains are as good as mountains of gold and silver", taking tourism as an important "engine" of high-quality development, focusing on the four dimensions of "planning, policy, project and promotion", and accelerating the implementation of the "1+6+8+10" project of high-quality tourism development. The beautiful blueprint of a world-class coastal eco-tourism resort and the major recipient of a global oceanic hub city is gradually becoming a reality. Clear water and green mountains constitute the ecological background of Dapeng Peninsula, and also integrate into the daily life here. "Dapeng presents a way of life, so that the mountains and seas are no longer far away" is gradually gaining popularity.

Following the trend of consumption upgrading and the rapid rise of Gen Z consumers, young people who love to share and design, prioritize experience and have strong consumption abilities, have risen as a key force in promoting social attention, attracting traffic and leading the new trend of tourism consumption. This event aims to fully tap into the preferences and habits of young consumers, turning Dapeng into a giant laboratory. As it draws the attention of emerging players such as university students, faculty members, and design enthusiasts across the globe, the competition will bring new dynamics to the district's culture and tourism market. While meeting the demand for diverse, personalized expressions of young consumers, we will pour creative inspiration into Dapeng's culture and tourism sectors, helping the industries reach new heights.

## II. Objectives

Dapeng Design Lab aims to harness the creativity and perspectives of young minds, merging innovative thinking with Dapeng's unique landscapes and cultural heritage. We plan to create a new tourism image, along with new products and new business models that reflect Dapeng's unique characteristics, thereby enriching coastal tourism appeal.

The competition plans to give full play to the power of the public, pool the wisdom to jointly improve the image of the store signages, and reflect the cultural characteristics and style of Dapeng. There will be no less than 4 award-winning works implemented in the pilot stores, thus improving more store signages gradually.

### 三、组织单位

- 主办单位：**深圳市大鹏新区管理委员会
- 承办单位：**深圳市大鹏新区旅游发展和文化体育局、深圳市大鹏新区发展和财政局
- 协办单位：**岭越策划咨询（深圳）有限公司
- 支持院校：**哈尔滨工业大学（深圳）建筑学院、LCI 巴塞罗那设计学院、南方科技大学创新创业学院、挪威科技大学建筑与规划系、西安建筑科技大学、香港大学中国建筑与城市研究中心、香港中文大学
- 支持单位：**深圳市城市规划学会城市设计专委会、深圳市平面设计协会、深圳小立教育科技有限公司
- 大赛视觉设计顾问：SURE Design
- ( 名单持续更新中，排名不分先后 )

### 四、参赛对象

国内外高校师生、设计机构、个人（设计）工作室和设计爱好者、大鹏本地民宿 / 餐厅等商业服务业经营者等皆可报名。

高校学生若以个人组合参赛，每组学生总人数不超过 5 人，指导教师数量不超过 2 人。其他以个人组合形式的参赛者，每组总人数不得超过 5 人。

### III. Organization

- Sponsor:** Management Committee of Dapeng New District, Shenzhen
- Organizers:** Tourism Development and Cultural Sports Bureau of Dapeng New District, Shenzhen. Development and Finance Bureau of Dapeng New District, Shenzhen
- Co-organizer:** Lingyue Planning & Consulting (Shenzhen) Co., LTD
- Supporting Schools:** School of Architecture of Harbin Institute of Technology (Shenzhen), LCI Barcelona School of Design and Visual Arts, School of Innovation and Entrepreneurship of Southern University of Science and Technology, Department of Architecture and Technology of Norwegian University of Science and Technology, Xi'an University of Architecture and Technology, Center for Chinese Architecture and Urbanism of the University of Hong Kong , Chinese University of Hong Kong
- Supporting Institutions:** Urban Design Committee of Urban Planning Society of Shenzhen, Shenzhen Graphic Design Association, Shenzhen Xiaoli Education Technology Co., LTD
- Consultant of Visual Design:** SURE Design
- (List constantly updating, rankings not in any particular order)

### IV. Participants

University teachers and students worldwide, design agencies, design studios and enthusiasts, and local business operators in Dapeng (B&Bs and restaurant owners, etc.), are welcome to join the competition as individuals or as teams.

For university students registering as teams, the total number of students in a team should not exceed five, with up to two advisors. For other teams, the total number of participants should not exceed five.



## 五、竞赛内容和提交作品规范

### 5.1 初赛阶段

#### 5.1.1 初赛内容

为提升大鹏商业品牌活力与竞争力，竞赛将以大鹏的餐厅、酒吧、便利店、农家乐、小吃店、民宿等店铺作为命题，鼓励公众提出富有创意以及可实施性的店铺设计方案，优秀设计作品未来可与相关部门和店铺业主进行沟通协商，推动设计作品落地，为大鹏商业环境注入新的活力和趣味。

本次竞赛在主、承办方确定的店铺中开展设计，参赛者报名后由主、承办方指定一个店铺进行设计，并提供基础素材包。如需进一步了解店铺或街道详细情况，可自行组织现场踏勘，主、承办方不另行安排。

参赛者需考虑店铺场地的在地文化和特色定位，结合店铺品牌特色进行创意设计，同时应考虑店铺 LOGO、灯箱、橱窗等各元素的设计。设计方案应提交方案设计稿、效果图、主题色彩搭配以及参赛者认为可以表达设计思路的图纸。

#### 5.1.2 初赛作品提交要求

1. 需为作品附上名称以及不超过 300 字（以中文字符数为记，需提供英文对照翻译）的设计说明，阐述设计理念、寓意、背景以及色彩搭配、字体风格等元素的必要说明。
2. 初赛提交作品需将上述内容需排列为一张 A2 规格页面上（420mm x 594mm, 竖版），图片、文字内容需清晰可见，分辨率不低于 300dpi，文件大小不应超过 20MB，以 pdf 格式提交。
3. 参赛作品背景不得添加装饰图案、参赛人相片等元素标记，不得标注院校及专业名称、单位名称、参赛人员姓名或相关的文字、图片、标记等，违反规定者，作品将取消参赛资格。
4. 参赛作品需按照《城市户外广告和招牌设施技术标准 CJJ/T 149-2021》和《深圳市户外广告设施管理办法》相关规定进行创作。
5. 参赛作品需符合社会主义核心价值观，符合公序良俗，符合大众审美取向。不能有低级趣味、哗众取宠等问题，并不得违反中华人民共和国法律法规，不得包含政治、宗教或商业信息。
6. 参赛作品评选入围后，须提供可用于媒体传播及线下展印刷生产的源文件。

## V. Competition content and submission guidelines

### 5.1 Preliminary round

#### 5.1.1 Contents of the preliminary round

In order to enhance the vitality and competitiveness of Dapeng's commercial brand, the competition will take Dapeng's restaurants, bars, grocery stores, agritainments, snack bars, B&Bs and other stores as propositions to encourage the public to propose creative and feasible store design schemes. Authors of excellent design works can communicate and negotiate with relevant departments and store owners in the future to promote the implementation of design works, and inject new vitality and fun into the business environment of Dapeng.

The design of this competition will be carried out in the stores determined by the sponsor and organizers. After registration, the sponsor and organizer will designate a store for design and provide the basic material package. If you need to know more about the details of the store or street, you can go and carry out a site inspection, which the sponsor and organizer do not make specific arrangements.

Participants shall consider the local culture and characteristic positioning of the store venue, combine the store brand characteristics to design, and take the design of the store LOGO, light box, window and other elements into account. The design proposal submitted shall include the design draft, the effect drawing, the theme color matching and the drawing that, the participant thinks, could express the design idea.

#### 5.1.2 Requirements for submission of preliminary works

1. The title and a design description of no more than 300 words (counting in Chinese character and an English translation version is required) should be attached to the work, explaining the design concept, meaning, background, color matching, font style and other elements.
2. The works (including the description above) submitted in the preliminary stage should be arranged as an A2 page (420mm x 594mm, vertical version), the pictures and text content should be clearly visible, the resolution should not be less than 300dpi, the file size should not exceed 20MB, and the submission should be in pdf format.
3. Submissions must not include decorative patterns, markers such as participant photos, school or department names, organization names, participant names, or any related texts, images, or marks. Violation of this rule will result in disqualification.
4. Submissions should be created in accordance with the relevant provisions of the *Technical Standard CJJ/T 149-2021 for Urban Outdoor Advertising and Signboard Facilities and the Measures for the Management of Outdoor Advertising Facilities in Shenzhen*.
5. Submissions should conform to socialist core values, the principle of public order and good custom, and the aesthetic preferences of the general public. No submission should contain vulgar and sensational content or violate the laws and regulations of the People's Republic of China. Political, religious, or commercial information also should not be included in the submissions.
6. Finalists are required to provide source files suitable for media distribution and printing (for exhibition purposes).

5.1.3 初赛作品提交方式

- 1. 初赛作品投稿截止日期：2024 年 7 月 11 日 15:00 时（北京时间），逾时视为无效投稿。
- 2. 竞赛作品采用电子投稿，作者提交作品时，将完整的参赛文件压缩包（.ZIP）提交至邮箱 [dpdz-shop@lingyuezx.com](mailto:dpdz-shop@lingyuezx.com)，文件内容需包含初赛作品文件、《参赛报名表》、《知识产权承诺书》、参赛者身份资料。邮件主题名称须注明：店铺编号 + 个人作者名称 / 个人组合名称 / 机构名称，并在邮件正文处写明联系人、联系电话。
- 3. 若参赛者提交作品后超过 3 个工作日未收到回复邮件，请重新发送。作品截稿时间将以首次发送成功日期为准。

5.2 复赛阶段

5.2.1 复赛内容

进入复赛阶段的参赛者需要开展单个店铺深化设计，复赛阶段的具体内容和要求如下：

- 1. 参赛者应对初赛的店铺门头设计进行深化与完善，制定门店风格的视觉基调，形成包括方案设计稿、效果图（不少于 3 个角度）、店铺 LOGO、店铺主题色彩、灯箱设计、店铺物料设计等完整的店铺品牌系统，并考虑落地实施阶段的施工围挡设计（展示方案内容）。
- 2. 设计作品材质应兼具美观与耐用，需考虑低成本、低难度地实现。
- 3. 进入复赛阶段的参赛者需参加不少于 2 次的工作坊会议（可线上参会）。

5.1.3 Submission channel for the preliminary round

- 1. The submission deadline for the preliminary round is 3:00 PM (GMT+8), July 11, 2024. Late submissions will be considered invalid.
- 2. All entries shall be submitted electronically. When submitting their works, authors shall submit the complete package (.zip) of entry documents to [dpdz-shop@lingyuezx.com](mailto:dpdz-shop@lingyuezx.com), which shall include preliminary entries, *Registration Form*, *Intellectual Property Commitment Letter*, and the identity information of participants. The email subject shall be marked as follows: store code + name (individual, team or institution), and specify the contact person and contact phone number in the body of the email.
- 3. If you do not receive an email reply within three working days of submission, please resubmit your work. The initial successful submission date will be considered the official submission date.

5.2 Final round

5.2.1 Final round content

Participants who enter the final round need to carry out the in-depth design of a single store. The specific contents and requirements of the final stage are as follows:

- 1. Participants should deepen and improve the design of the store in the preliminary round, develop the visual tone of the store style, form a complete store brand system including the plan design draft, effect drawing (no less than 3 angles), store LOGO, store theme color, light box design, store material design, and consider the construction fencing design (display program content) in the implementation stage.
- 2. The material of the design work should be beautiful and durable, and it should be realized with low cost and low difficulty.
- 3. Participants entering the final round are required to attend no less than 2 workshop sessions (online participation is available).

5.2.2 复赛作品提交要求

- 1. 需为作品附上名称及不超过 300 字的设计说明（以中文的字符数计数，需提供英文对照翻译），阐述设计理念、寓意、背景等。复赛作品文件需提供设计 JPG 展示图片、设计说明 DOC 文档，并将参赛者认为的重要内容排列为一张 A1 规格页面（594mm\*841mm，竖版），图片、文字内容需清晰可见，分辨率不低于 300dpi，文件大小不应超过 20MB，以 pdf 格式提交。
- 2. 参赛作品进入复赛后需提供设计作品源文件（PSD、AI 等格式），以及不小于 300dpi 的 JPG 展示图片、源文档。
- 3. 参赛作品需按照《城市户外广告和招牌设施技术标准 CJJ/T 149-2021》和《深圳市户外广告设施管理办法》相关规定进行创作。
- 4. 参赛作品应符合社会主义核心价值观，符合公序良俗，符合大众审美取向。不能有低级趣味、哗众取宠等问题，并不得违反中华人民共和国法律法规，不得包含政治、宗教或商业信息。
- 5. 复赛阶段作品需一并提供可用于媒体传播及线下展印刷生产的源文件，创作使用软件不限。
- 6. 配合后续设计深化工作。

5.2.3 复赛作品提交方式

- 1. 复赛作品投稿截止日期：2024 年 8 月 19 日 15:00 时（北京时间），逾时视为无效投稿。
- 2. 竞赛作品采用电子投稿，作者提交作品时，须将完整的复赛作品文件（.ZIP）和作品可编辑文件的网盘下载链接提交至邮箱 [dpdz-shop@lingyuezx.com](mailto:dpdz-shop@lingyuezx.com)。邮件主题名称须注明：店铺编号 + 个人作者名称 / 个人组合名称 / 机构名称，并在邮件正文处写明联系人、联系电话。
- 3. 若参赛者提交作品后超过 3 个工作日未收到回复邮件，请重新发送。作品截稿时间将以首次发送成功日期为准。

5.2.2 Submission requirements for finalists

- 1. The title and a design description of not more than 300 words (counting in Chinese characters, and English translation is required) should be attached to the work, explaining the design concept, meaning, background, etc. The final entries shall provide JPG pictures and DOC documents of design description, and arrange the important content, considered by the participants, into an A1 specification page (594 mm\*841 mm, vertical version). The picture and text content shall be clearly visible, the resolution shall not be less than 300dpi, the file size shall not exceed 20MB, and the submission shall be in PDF format.
- 2. Finalists should provide the source files (PSD, AI, etc.) and JPG images at a resolution of at least 300 dpi, along with the original documents.
- 3. Submissions should be created in accordance with the relevant provisions of the *Technical Standard CJJ/T 149-2021 for Urban Outdoor Advertising and Signboard Facilities and the Measures for the Management of Outdoor Advertising Facilities in Shenzhen*.
- 4. Entries should conform to socialist core values, the principle of public order and good customs, and public aesthetic orientation. There must be no vulgar taste, sensationalism and other issues, must not violate the laws and regulations of the People's Republic of China, and must not contain political, religious or commercial information.
- 5. Source documents for media communication and offline exhibition of printing production should be provided for the works in the final stage. There is no limitation on the software used for creation.
- 6. The subsequent cooperation on further detailed design is necessary and needed from the finalists.

5.2.3 Submission channel for the final round

- 1. The deadline for final submissions is 3:00 PM (GMT+8), August 19th, 2024. Late submissions will be considered invalid.
- 2. All entries shall be submitted electronically. When submitting their works, authors shall submit the complete package (.zip) of entry documents to [dpdz-shop@lingyuezx.com](mailto:dpdz-shop@lingyuezx.com). The email subject shall be marked as follows: store code + name (individual, team or institution), and specify the contact person and contact phone number in the body of the email.
- 3. If you do not receive an email reply within three working days of submission, please resubmit your work. The initial successful submission date will be considered the official submission date.



六、竞赛日程安排

阶段	时间	事项
报名及初赛阶段	2024 年 6 月 5 日	接受报名
	2024 年 6 月 14 日	统一发放资料
	2024 年 7 月 11 日	初赛作品文件提交截止
复赛及结果公布阶段	2024 年 7 月 12 日 -18 日	初赛评审及结果公示
	2024 年 8 月 19 日	复赛作品文件提交截止
	2024 年 8 月 20 日 -23 日	复赛作品及结果公布
落地实施阶段	2024 年 9 月起	店铺提升施工
	2024 年 9 月 30 日前	改造店铺重新开张

注：竞赛于 2024 年 6 月 5 日起接受报名，将于 6 月 14 日统一发放资料。2024 年 6 月 14 日后报名的参赛者，将于 2 个工作日内发放资料。所有时间均以北京时间为准，主、承办方保留调整日程安排的权利。

七、参赛要求

1. 参赛者需选择以个人、个人组合或机构身份参加，一人不得加入多个组合，参赛者不得提交多份作品。
2. 参赛作品提交后，不可更改作品内容。
3. 参赛作品必须是作者原创、未经任何途径发表过与参加过竞赛的作品。不涉及任何知识产权争议和法律纠纷。符合国家法律、法规和社会公序良俗要求，无不良引申含义或容易引起歧义的部分，因作品本身造成的争议与法律纠纷由参赛者负责。
4. 参赛作品中所使用的字体须是免费可商用字体或新设计字体，避免出现字体侵权。

VI. Schedule

Stages	Date	Matters
Registration and Preliminary Round	June 5th, 2024	Registration accepted
	June 14th, 2024	Uniform release of files
	July 11th, 2024	Submission deadline for preliminary entries
Final Round and Result Announcement	July 12th-18th, 2024	Preliminary appraisal and result announcement
	August 19th, 2024	Submission deadline for final entries
	August 20th-23rd, 2024	Final review and result announcement
Implementation	From September 2024	Construction
	By September 30th, 2024	Reopen

Note: The competition is open for registration from June 5th, 2024 and will uniformly release the files on June 14th, 2024. Participants who register after June 14th, 2024 will receive the files within 2 working days. All dates provided are in Beijing Time (GMT+8). The sponsor and organizers reserve the right to change the schedule as appropriate.

VII.Entry Requirements

1. Participants shall choose to participate in only one form: individually, as a team, or as an institution. One person shall not join multiple teams or institutions, and participants shall not submit more than one work.
2. Once submitted, the participants may not change the content of the work.
3. The submitted work must be the author's original work, unpublished and unparticipated in any competition. It must not involve any intellectual property disputes or legal disputes. It must comply with national laws and regulations and the principle of public order and good customs, without any bad implications or ambiguous parts. The disputes and legal disputes caused by a work itself shall be the responsibility of the corresponding participant.
4. The fonts used in the submitted work must be free commercial fonts or newly designed fonts to avoid font copyright infringement.



5. 获奖作品主创人员须配合提供后续所需的作品源文件及作品相关数据，包含彩色标准图、制作比例图、字体等，以便后续制作和开发使用。
6. 为核实选手真实身份，确保公平公正，提交初赛作品的同时，提交参赛个人或组合全部成员的身份证复印件（图片）；高校师生需提供有效在校证明文件、教师工作证明文件；设计机构需提供加盖公章的营业执照复印件。
7. 参赛者提交作品即表示已仔细阅读上述要求，充分理解并表示同意。

## 八、评审标准

- 在地性：**充分体现大鹏以及店铺所在地的文化与特色。
- 创新性：**设计作品应具有独特的视角和创意，以创新的方式表现商家的品牌。
- 标识性：**具有店铺功能概括性和标识性，符合大众的审美，美观大方。
- 实施性：**设计作品应具备落地可行性，能便于后续落地改造。

## 九、奖项设置

通过综合专家、主、承办方以及店铺业主的意见，从参赛作品择优评选 8 个优胜方案，各获得 10000 元奖金（含税），并颁发获奖证书。

## 十、支付方式

- 竞赛的奖金部分均以人民币支付，为含税金额，参赛者自行依法办理涉税手续和缴纳税款。
- 以个人组合形式参赛的，奖金由个人组合所推举的代表人或权益人代为接收。

5. The main creators of the winning work shall cooperate in providing the subsequent required source files and work-related data, including color standard diagrams, production scale diagrams, fonts, etc., for subsequent production and development use.
6. To verify the participants’ real identity and ensure fairness and justice, every participant shall submit a copy of the ID card (picture) of all participant members when submitting the initial work; college and university teachers and students shall also provide valid on-campus certification documents and teacher identity certification documents; design institutions shall provide a copy of the business license with the seal affixed.
7. By submitting the work, the participants indicate that they have carefully read the above requirements, fully understand them, and agree.

## VIII. Review criteria

- Local relevance:** The designs should fully reflect the culture and characteristics of Dapeng and the store’s location.
- Innovation:** The designs should deliver unique perspectives and creative expressions of brands.
- Iconic design:** The designs should be iconic and summarize the store’s functions and they should be aesthetically pleasing.
- Implementation:** The design work should have feasibility, which can facilitate subsequent renovation.

## IX. Awards

Eight outstanding designs will be selected based on the opinions of experts, the sponsor/organizers, and store owners. Each winner will receive a cash prize of RMB 10,000 (pre-tax) and a certificate of award.

## X. Payment

- The prize money of the competition shall be paid in RMB and shall be tax inclusive. Participants shall go through the tax formalities and pay the tax according to law.
- For team participants, the cash prize will paid to the representative or designated recipient chosen by the team.

## 十一、相关法律事项

- 1、参赛者从主、承办方获得的与本次竞赛有关或因本次竞赛产生的所有文件，无论以何种形式或载于何种载体，无论在披露时是否以口头、图像或书面方式表明，皆具有保密性，参赛者对此承担无限期的保密义务。
- 2、未公布评审结果之前，参赛者未征得主、承办方的许可，不得以任何方式披露、公开或展示方案成果或将方案成果允许任何第三方以任何形式使用，否则将依法追究其相应法律责任，并取消其参与本次竞赛的资格。
- 3、投稿作品除符合本届比赛的主题外，应符合社会主义核心价值观，符合国家法律法规和社会公序良俗要求，无不良引申含义或容易引起歧义的部分，因作品本身造成的争议与法律纠纷由参赛者负责。
- 4、参赛者应保证投稿作品中所有内容均为参赛者原创，不得侵犯第三者知识产权。如发生侵权行为，将由涉及侵权的参赛者自行承担一切法律后果，主办方及承办方有权追究侵权人的相应法律责任，取消其参与本次竞赛的资格，要求退回或不予支付涉嫌侵权的参赛者的相关费用并采取合理方式消除因此产生的负面影响。
- 5、参赛者应保证投稿作品未在报刊、杂志、网站及其他媒体公开发表，未参加过其他比赛。如作品发生知识产权纠纷的，主办方将取消其参赛资格，一切法律后果由参赛者自行承担。
- 6、本次竞赛作品产生的所有设计成果、作品、创意、智力成果等，主办方及承办方有权在全球任何宣传场景及平台上宣传使用，包括但不限于使用本次竞赛收到的所有设计成果进行出版和展览，并通过传媒、专业杂志、专业书刊或其他形式介绍、展示及评价成果文件。本次竞赛的主、承办方拒绝专利索赔或补偿，无论参赛者是否获奖，参赛者均不得以专利权、商标权或工业设计权等知识产权为由向主办方及承办方提出任何索赔或补偿的要求。
- 7、主、承办方对在本次竞赛获奖的作品的设计成果、作品、创意、智力成果等在全球范围享有著作权及其他相关知识产权权益，获奖作品的参赛者对其提交参赛的作品享有设计成果的署名权。主、承办方有权根据项目实际情况对本次竞赛获奖作品的设计成果、作品等进行后续改进和应用，由此产生的具有创造性的知识产权作品及其权利归属由主办方和承办方共同享有，参赛者无权以作品完整性等要求对主办方或承办方以任何形式提出任何请求。其他单位使用知识产权归属主办方的设计成果，必须经主、承办方同意后方可使用。

## XI. Legal matters

1. All documents related to or generated from this competition that participants receive from the sponsor and organizers, regardless of the format or medium and whether disclosed orally, visually, or in writing, are confidential. Participants are obligated to keep such documents confidential indefinitely.
2. Before the announcement of the review results, participants must not disclose, publish, or display their submissions by any means, or permit any third party to use the said submissions in any form without permission from the sponsor and organizers, the failure of which will result in legal liability and disqualification from the competition.
3. All submissions must conform to the theme of the competition, the socialist core values, national laws and regulations, and the principle of public order and good customs. No submission should contain content with negative connotations or ambiguities that provoke unwanted misunderstanding. Participants shall be responsible for any controversies or legal disputes arising from their submissions.
4. Participants must ensure that their submissions are original and do not infringe on third-party intellectual property rights (IPS). Participants involved in related IPS infringement shall bear all legal consequences arising therefrom. The sponsor and organizers may pursue legal action against infringing participants, disqualify them, and require the return or withholding of any related fees. The sponsor and organizers may also take measures to mitigate any negative impact arising therefrom.
5. Participants shall ensure their submissions have not been previously published in any media, including but not limited to press, magazines, or websites, or entered in other competitions. Where a submission is involved in intellectual property disputes, the sponsor will disqualify the participant involved, who shall bear all legal consequences.
6. The sponsor and organizers may use all designs, works, ideas, and intellectual outputs from the competition in any promotional scenarios and for promotional purposes on any platform around the world. This includes publishing and exhibiting the submissions and introducing, showcasing, and evaluating the designs through media, professional magazines, professional publications, or other formats. The sponsor and organizers refuse any patent claims or compensation. Participants may not make any claims or compensation requests to the sponsor or organizers based on patent rights, trademark rights, industrial design rights, or other intellectual property rights, regardless of whether they have won any award during the competition.
7. The sponsor and organizers hold the copyright and related intellectual property rights for the design, work, ideas, intellectual output, and other elements of all winning submissions globally. Participants retain the right of paternity for their designs. The sponsor and organizers may modify and apply the designs and works of the winning submissions based on the actual circumstances of the project, and any new intellectual property and the associated rights arising from these modifications belong jointly to the sponsor and organizers. Participants cannot make any demands to the sponsor and organizers regarding the integrity of their work. Other organizations wishing to use the works belonging to the sponsor must obtain consent from the sponsor and organizers.

8、获奖作品的参赛者不得将设计成果复制或以再现方式提供给任何第三方使用。对设计成果的外在形象的宣传推广应事先征得主办方及承办方同意（同意的事项或内容、范围以书面确认的为准），所涉文字、图片、音像等内容，不得违反竞赛章程关于保密的约定。

9、本次竞赛未获奖作品不会被主办方用于宣传之外的用途，作品版权属于原作者。

十二、其他声明

- 1、本次竞赛活动不向参赛者收取任何费用。
- 2、获奖作品确定后，主、承办方不对未获奖作品就评审过程以及未能获奖原因做出任何解释。
- 3、参加本次竞赛的参赛者均视为承认并接受本次竞赛公告及章程文件的所有内容要求。
- 4、主办方对本次竞赛章程拥有最终解释权。中、英文文本表述不一致的，以中文文本为准。

8. Authors of winning submissions may not copy or reproduce their designs for any third party. Promotional activities for such designs must acquire prior consent from the sponsor and co-organizers (the agreed items/ content and scope shall be subject to written confirmation). Participants shall comply with the confidentiality agreements in the Competition Rules concerning all materials, including texts, images, and audio and video, involved in winning submissions.

9. Non-winning submissions will not be used by the sponsor for any purpose other than promotion. The copyright for these works remains with the original authors.

XII. Other statements

- 1. No fees will be charged to participants for entering this competition.
- 2. After the winners are announced, the sponsor and organizers will not provide any explanations regarding the review process or reasons for failure to win of other entries.
- 3. Participation in this competition implies acknowledgment and acceptance of all the terms and requirements outlined in the Competition Announcement and Competition Rules.
- 4. The sponsor reserves the right to the final interpretation of the Competition Rules. In the event of any inconsistency between the Chinese and English texts, the Chinese text shall prevail.

# 大鹏地赞艺术设计 实验室计划

Dapeng Design Lab

# 2024

## 主办单位 Sponsor:

深圳市大鹏新区管理委员会

Management Committee of Dapeng New District, Shenzhen

## 承办单位 Organizers:

深圳市大鹏新区旅游发展和文化体育局

Tourism Development and Cultural Sports Bureau of Dapeng New District, Shenzhen

深圳市大鹏新区发展和财政局

Development and Finance Bureau of Dapeng New District, Shenzhen

## 协办单位 Co-organizer:

岭越策划咨询（深圳）有限公司

Lingyue Planning Consulting (Shenzhen) Co., LTD