



| 2017

| **上格奖全球时尚科创大赛**

| **UP STYLE AWARD**

| - International Competition for Fashion, Science and Technology

| 申请指南

| **Application Guide**

SMALL CREATIVE BIG LIFE
小创意 大生活



WHEN FASHION MEETS SCIENCE

- 时尚引领品味，技术改变未来，两个看似不同的领域，却都对人们的生活方式产生着巨大的影响。今天，我们更加向前一步，将这两个领域结合起来，以创造一种新的语言、探索新的可能。
- 上格奖希望能够培育与推动时尚与科技行业的合作，创造“可感知的科学”与“有技术的设计”。我们认为，时尚不仅是流行的风格，也应不局限于时装、鞋具、配饰和家居，而是一种对生活方式的“讲究”与设计。通过本次大赛，我们希望能够推动设计与技术力量的结合，找到能够提升人们生活质量的作品。
- Throughout history, art and technology always walk hand in hand: artists are normally the first adopters of new technologies as they are looking for new tools and ways of expression; at the same time, the development of technologies often engenders reform of aesthetics. Being one of the most dynamic fields in art, fashion and technology - these two seemingly distinct disciplines are interlinked more than ever today.
- We believe it's time to look into the future, making fashion and technology the fundamental forces in the development and evolution of each other. We want to thus make the competition a platform of authentic conversations and true collaborations and a call for practitioners to explore new language and to create disruptive products.
- We see fashion as not only a popular style or practice in clothing, footwear, accessories, makeup, body, or furniture, but also design of lifestyle. The Competition thus welcome designers and scientist to submit works that improve the life of people using the power of fashion design and technology.

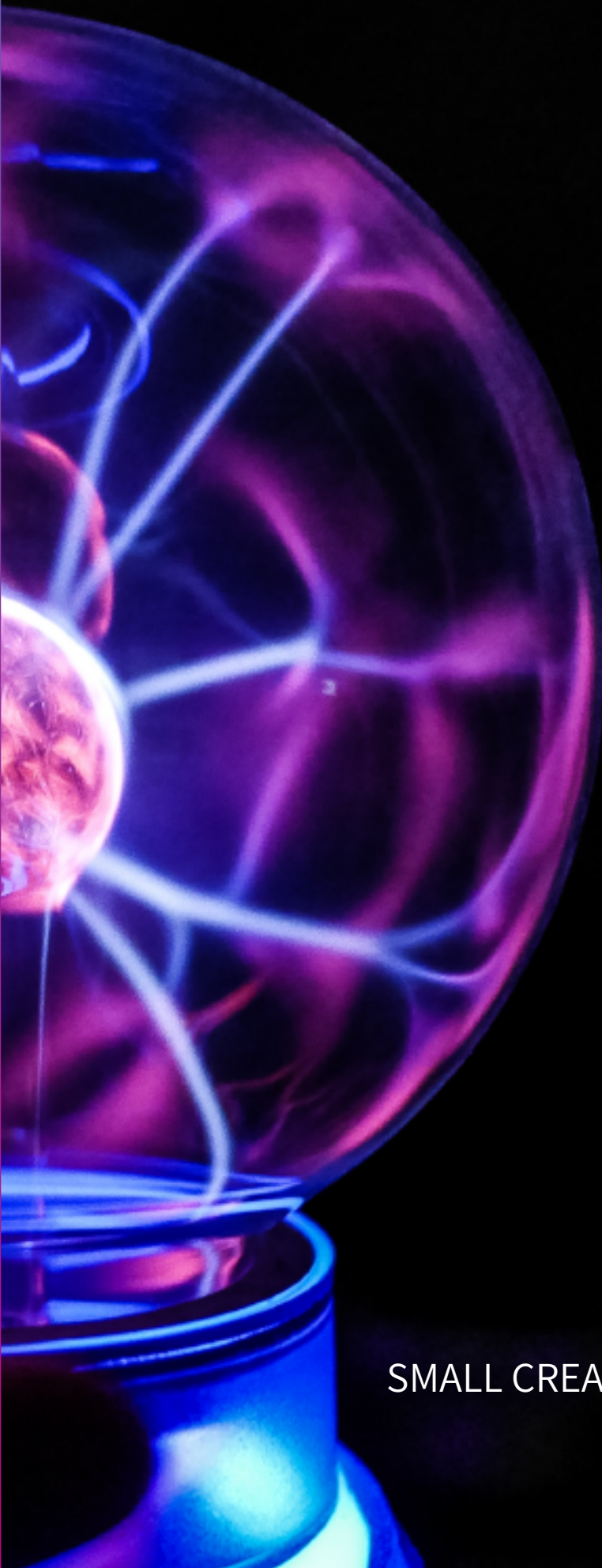
大赛日程



SCHEDULE AND IMPORTANT DATES

日期	事件
2017 年 04 月 10 日 - 09 月 10 日	大赛报名及提交作品
2017 年 09 月 11 日 - 10 月 10 日	初赛
2017 年 10 月 15 日	初赛结果公布
2017 年 10 月 16 日 - 11 月 24 日	入围作品收件
2017 年 11 月 25 日 - 12 月 01 日	复赛
2018 年 01 月 19 日	上格颁奖典 与《上格设计年鉴》发布

DATE	EVENT
April 10 - Sept 10, 2017	Registration and Submission
Sept 11 - Oct 10, 2017	Preliminary Evaluation
Oct 15, 2017	Announcement of the Short List
Oct 16 - Nov 24, 2017	Physical Submission
Nov 25 - Dec 01, 2017	Re-evaluation
Jan 19, 2018	Up Style Award Ceremony & Release of the Design Yearbook



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比赛类别



COMPETITION CATEGORIES

大赛面向全球征集时尚与科技结合的设计方案，所有提交的方案都必须选择一个参赛类别。参赛者可以是企业、组织、团队或个人。

Up Style Award accepts submissions made by institutions, collectives or individuals from any nation. The entries must be placed in either Product Design or Conceptual Design category.

★ 产品设计 | PRODUCT DESIGN

本类别接受成熟已上市产品的参赛报名。产品的上市时间不得早于 2015 年 01 月 01 日，不得晚于 2017 年 09 月 10 日。

Eligibility: Product Design accepts submission of finished products. The submitted product should have been already launched on the market; the launch date should not be earlier than January 1, 2015, nor later than 10 Sept. 2017.

★ 概念设计 | CONCEPTUAL DESIGN

本类别接受处于概念设计阶段的作品参赛。参赛作品在复赛阶段可以选择性地提交样品或原型。

Eligibility: Conceptual Design accepts submission of design concept that has not yet launched on the market.

比赛类别

COMPETITION CATEGORIES

本大赛报名免费，欢迎各界人士积极参与。

There is NO registration fee for participating the competition. All entries are welcome.

SUBMISSION GUIDELINE

★ 在线提交 | ONLINE SUBMISSION

- 设计介绍 (concept, specification, etc.)
- 视觉效果图 (sketch, mock-up, etc.)
- 视频展示 (可选)
- Design Description (concept, specification, etc.)
- Visual Presentation (sketch, mock-up, etc.)
- Video Demonstration (optional)

★ 实物提交 | PHYSICAL SUBMISSION

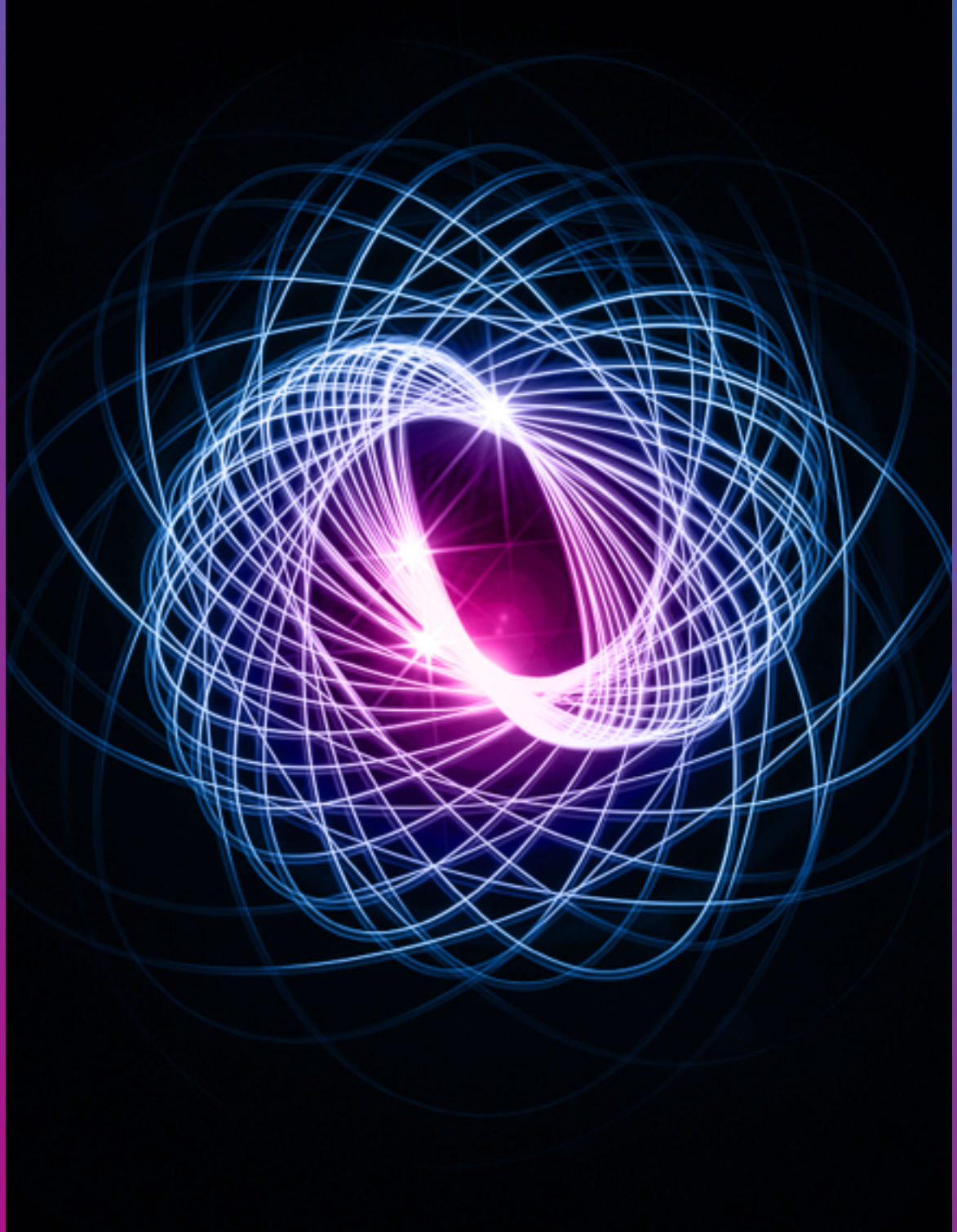
在复赛阶段，产品设计必须提交原产品；概念设计可以不提供实物，但提供功能样机或原型机将有助于您的评选。

For re-evaluation, if you are applying for Product Design, you must send us your product as original item. If you are applying for Conceptual Design, you could opt for a submission of fully functional models and prototypes. (physical submission for conceptual design is not compulsory, but will be considered as an asset)

★ 提交语言 | LANGUAGE

中文或英文

English or Chinese

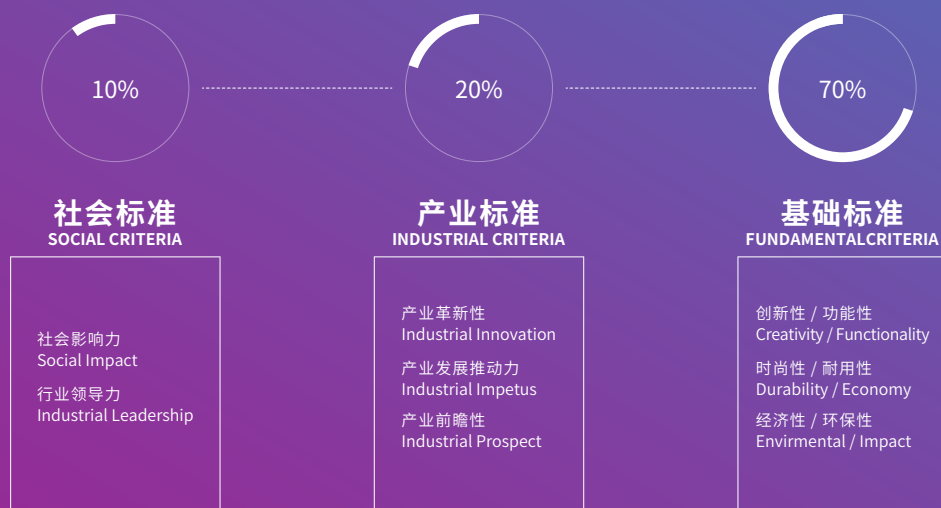


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评选标准



EVALUATION CRITERIA



- 上格奖特别关注于将时尚、科学与技术融合的设计作品。所有参赛的作品，必须体现时尚与科技创新这一理念。大赛也将重点考察作品分别在设计与技术领域的创新性以及两者结合的紧密程度。
- 除此之外，大赛推崇“时尚设计、前卫智造”的评价体系，从基础标准、产业标准、社会标准三个维度来综合评价参赛作品的美学创意、前瞻革新、功能设计、经济环保等要素。其中基础标准强调作品的实用功能，包括美学性，创新性，功能性，耐用性，经济性等。产业标准强调作品对产业的贡献，包括前瞻性，革新性，发展性等。社会标准关注作品的社会影响力和对社会的经济贡献等。
- The Competition has a special interest in design that works at the intersections of fashion, science and technology. All submission must, in one way or another, involve innovations addressing both fashion and scientific or technological issues. And the level and quality of such fusion will be particularly reviewed in the competition.
- The evaluation criteria has three folds, namely the fundamental criteria, the industrial criteria, and the social criteria. The fundamental criteria concern the essence of design, such as creativity, functionality; the industrial criteria emphasize entry' s contribution to the fashion industry; and the social criteria focus on the social and economic impact of the design.

奖项设置



TYPES OF AWARDS

奖项	名 额	描 述
上格之星奖	产品设计类 1 名 概念设计类 1 名	上格奖最高奖，用于奖励每届比赛中最优秀的作品
上格奖	产品设计类 3 名 概念设计类 3 名	上格奖用于奖励参赛作品中格外优秀的作品
上格优秀奖	不限	上格奖用于奖励参赛作品中格外优秀的作品
上格最佳设计团队奖	1 组	上格奖用于奖励参赛作品中格外优秀的作品

AWARDS	NUMBER OF AWARDS	DESCRIPTION
Up Style Star Award	1 for product design 1 for conceptual design	Upstyle Star Award is granted to the best design in each category and is the top prize in the Upstyle Award.
Up Style Award	3 for product design 3 for conceptual design	Upstyle Award is granted to design that stands out from comparable projects in each category.
Honorable Mention	Variable	Honorable Mention is to recognize good entries with their well.
Up Style Best Design Team Award	1 组	Each year, The Upstyle Award will recognize one distinguished team for their long-term commitment and continuous innovation in the field of fashion, science and technology.

获奖者权益



WINNER'S BENEFITS

- **证书与奖杯：** 于上格时尚科创大赛颁奖典礼上，获奖者将荣获由大赛评审委员会主席团签名和相关政府部门盖章的荣誉证书及奖杯。
- *** 奖金：** 上格之星奖每位获奖者可获得创业基金 100 万元整。上格奖获奖者可获得创业基金 20 万元整。
【创业基金将以投资额的方式发放，具体投资事宜由双方协商确定。若获奖者不接受投资，奖金可转变为现金奖（上格之星奖 10 万元，上格奖 5 万元）】
- **上格标志授予：** 自获奖之日起，获奖者可在市场推广活动中有限使用“上格奖”徽标 5-10 年。
- **上格设计年鉴：** 获奖作品均可被收入当年的上格设计年鉴，为广大企业和设计爱好者提供珍贵的参考资料。
- **上格展览及巡展：** 获奖作品将在上格时尚科创大赛组委会举办的上格时尚大展及组委会参加的其他国家和地区的展览中展出。获奖个人和团队照片及简介将在展览的显著位置得到统一展示。此外，上格最佳设计团队得主将获得单独的展览区域为其进行宣传。
- **上格公关与媒体推广：** 获奖作品及获奖者将根据获得的奖项等级，在相关媒体分别获得集合宣传或单独宣传及推广，全方位展现作品及创作内涵，提升获奖作品的知名度。
- **CERTIFICATE AND TROPHY:** Certificates and trophies will be awarded at the Up Style Gala in front of all the audience members and distinguished guests.
- ***PRIZE:** Winners of Up Style Star Award will receive a venture fund of 1,000,000 RMB (before tax). Winners of Up Style Award will be awarded a venture fund of 200,000 RMB (before tax).
The venture fund will be given in the form of investment, and the detailed arrangement of such investment should be negotiated and decided by both parties. If the winner rejects the investment, the fund could be replaced by a monetary prize (100,000 RMB for Up Style Star Award, 50,000 RMB for Up Style Award)
- **UP STYLE WINNER'S LABEL:** From the date of award, all winners are entitled to use the Up Style Award label in all marketing materials for 5-10 years.
- **UP STYLE DESIGN YEARBOOK:** Award-winning design will all be included in the Up Style Award Yearbook which will serve as an important reference for companies and designers.
- **UPSTYLE EXHIBITION AND TOURING EXHIBITION:** Award-winning design will be included in the exhibition and touring exhibition organized by Up Style Award in China or other nations.
- **UP STYLE PR AND MEDIA PROMOTION:** Award-winning design will receive media exposure and opportunity to present their works to the public.

上格颁奖盛会



UPSTYLE GALA

- 上格奖颁奖晚会将在全球范围内邀请政府和社会团体的领导，学术界、企业界及相关领域的代表，与各类媒体共同见证各类奖项的揭晓。颁奖晚会也将以文字报道、直播、录播、专辑等形式在相关媒体平台进行推广。
- The Upstyle Gala is a gathering of all stakeholders, including governmental officials, scholars, entrepreneurs, and media, to witness the final result of the competition and to honor the laureates. The night will also be reported and live-streamed online and in the press.

获奖者晚餐

WINNERS' DINNER

- 获奖者及亲友将与各界特邀嘉宾共进晚宴，享受顶尖美食的同时，能与企业家、投资者等各界嘉宾进行深入交流，共商未来。
- The Winners' Dinner serves as a great opportunity for the winners to share this special moment with their family and friends, and socialize with investors and other distinguished guests.



组织机构



ORGANIZATIONAL STRUCTURE

指导单位

中国纺织工业联合会 / 上海文化创意产业推进领导小组办公室

主办单位

上海时尚之都促进中心

承办单位

上格奖全球时尚科创大赛组委会
上格时尚文化创意(上海)有限公司

协办单位

东华大学
CUMULUS 国际艺术设计与
媒体院校联盟

SUPERVISOR

China National Textile And Apparel Council
Shanghai Culture and Creativity Advancement Office

ORGANIZER

Shanghai Promotion Center for City of Fashion

EXECUTIVE ORGANIZATION

Upstyle Award Organizing Committee
Upstyle Fashion, Culture and Creative (Shanghai) Co.,Ltd.

CO-ORGANIZERS (TBC)

Donghua University
The International Association of Universities and Colleges of Art, Design and Media (CUMULUS)

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联系方式

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