



# **Hainan Li & Miao Creative Cultural Design Selection & Artwork Tour Exhibition 2021**

## **Manual for Artwork Selection**

Hosted by:  
Department of Tourism, Culture, Radio, Television and Sports of Hainan Province

September 2021

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## **I. Introduction of the Event**

### **1. Background**

The purpose of the event is to earnestly implement the spirit of the Fifth Plenary Session of the 19th CPC Central Committee, inherit and carry forward Chinese excellent traditional culture, and strengthen the systematic protection of intangible cultural heritage. At the same time, according to the *Three-year Action Plan for the Protection and Development of Traditional Spinning, Dyeing, Weaving, and Embroidery Skills of Li People (2021-2023)*, issued by the People's Government of Hainan Province in 2021, the event aims to inherit and promote Hainan's excellent traditional culture, strengthen the systematic protection, creative transformation and innovative development of Li traditional spinning, dyeing, weaving and embroidering techniques, discover local talents in Li cultural design, apply Hainan Li & Miao cultural elements for design and creation, deepen the integration of ethnic culture and modern fashion, and provide a better platform for original design works with excellent quality, develop the traditional Li brocade and its derivative products to become living, fashionable and international, and become a cultural card of Hainan Free Trade Port.

The event takes the selection of Hainan Li & Miao cultural creative designs as the main part while focusing on the research and development of design works, allowing excellent design works to be exhibited and

promoted in campuses, business districts, scenic resorts, grassroots cultural stations, etc. The event will promote the development of the Hainan Li culture industry, provide high-quality materials and ideas for the application of Li and Miao culture to all sectors of the community, and promote Hainan local cultural products. Through large-scale events such as *Brocade & Embroidery World Culture Week* as the carrier, to carry forward and commercialize the local people's culture by "basing on the native and expanding to the world", while contributing to the implementation of commercial projects and the expansion of Hainan's international cultural influence.

## **2. Purpose of the Event**

(1) To create Li & Miao cultural brands through collecting works and product R&D; to support product R&D, production process innovation, and packaging design of Li brocade and Miao embroidery, and support enterprises, inheritors and designers to apply for design patents on Li and Miao patterns; to encourage the combination of Li and Miao symbols and patterns with modern consumer goods such as games, bags, clothing, accessories, cosmetics, and furniture to achieve brand cooperation, production and sales.

(2) To bring in both domestic and international designers from well-known brands to strengthen Hainan's local cultural brands.

(3) To carry out tour exhibitions and flash mobs through the landing of the works from R&D and design, to create an incubator platform for the cultural innovations of Hainan intangible cultural heritage.

(4) To provide creative materials for tourist attractions, boutique home-stays and related enterprises with Li cultural elements.

### **3.Organization**

(1) Hosted by:

Department of Tourism, Culture, Radio, Television and Sports of Hainan Province

(2) Executed by:

Hainan Provincial Preservation Center of Intangible Cultural Heritage

Hainan Splendid Zhibei Industrial Co. Ltd

(3) Supporting entities (listed in random order):

Chinese Arts and Crafts Society

China Tourism Commodity and Equipment Association

### **4. Time of the Event**

September 2021 to December 2021

## **5. Content of the Event**

*Hainan Li & Miao Cultural Design Selection & Artwork Tour Exhibition 2021* (hereinafter referred *Selection & Artwork Tour Exhibition*), with the creative application of Li brocade and Miao embroidery as the core, takes the selection of applied design works as the main part, and carries out a tour exhibition and sales of excellent works selected and produced, to introduce Li brocade and Miao embroidery cultural and creative design works to popular areas such as campuses, business districts, scenic resorts, and grassroots cultural stations by means of live performance of traditional techniques, new media promotions, etc., to create a multi-site and multi-form cultural exchange platform for Hainan Li brocade and Miao embroidery and an incubator platform for Hainan intangible cultural heritage, so as to promote the development of Hainan Li and Miao cultural industry, enhance their international influence and make them a cultural name card for HFTP and contribute to the construction of HFTP.

## **II. Description of the Selection**

### **1. Who Can Apply**

*Hainan Li & Miao Cultural Design Selection* is open to collect

design works from participants all over the world, including independent designers of original brands from all nations, designers working in clothing enterprises, designers from design studios and institutions, teachers and students of clothing and design departments of both domestic and overseas colleges and universities, inheritors of intangible cultural heritage, masters of arts and crafts, as well as fans of Li brocade and Miao embroidery, etc.

## **2. Categories of the Selection**

With the theme of “creative fashion design of Li brocade and Miao embroidery culture”, the selection consists of two major categories: the category of clothing and the category of ornaments.

### **(1) Category of Clothing**

Creative designs of clothing themed on the cultural elements and patterns of Hainan’s special Li brocade and Miao embroidery, and finally presented in the forms of clothing products, including (but not limited to): dresses, casual wear, swimwear, beachwear, etc.

### **(2) Category of Ornaments**

Extended designs based on the patterns of Hainan’s special culture of Li brocade and Miao embroidery, advocating “a taste of fashion and design”, and finally presented in the forms of ornaments, including (but not limited to): necklaces, bracelets, earrings, hats, scarves, packaging

(bags), etc.

### **3. Requirements of the Artworks**

(1) The design works must be original, with Hainan Li and Miao symbols or patterns as the design themes and shall be submitted according to the category options provided by the event organizing committee, i.e. whether they belong to the category of clothing or the category of ornaments.

(2) Contestants can select both categories to submit the designs and upon determining the categories, the number of the submitted works shall not be less than 3 (pieces/sets).

(3) There are no restrictions on the design techniques, production techniques or the types of materials (except for harmful materials).

### **4. Submitting the Application**

Contestants are required to provide the following documents:

(1) The actual works (mailed or delivered to the address designated by the organizing committee before the specified deadline.)

(2) Application form ( one paper version and one electronic version, and the paper version shall be signed by the contestants themselves and mailed or delivered to the designated address together with the actual



works; the electronic version shall be sent to the designated email box before the specified deadline).

(3) Description of the works (electronic version in WORD format, with no more than 200 words, including the name of product, production techniques, historical origin, cultural significance, design concept, whether the works submitted have participate in other activities and won any awards before, etc. The description will be used as the source document for relevant publicity and promotion and shall be sent to the designated email box before the specified deadline.)

(4) Pictures of the actual works (electronic version of no less than 3 pictures, including pictures of the whole works and their partial details, to be used as the source files of the relevant publicity and promotion, in the picture format of JPG, and the resolution of the picture shall be no less than 300 dpi. The pictures shall be marked with their corresponding names and sent to the designated email box before the specified deadline).

(5) Scanned copies of patent certificates shall be submitted if the works are with patents (electronic version shall be sent to the designated email box before the specified deadline).

All the electronic materials mentioned above should be sent to the email box designated by the organizing committee

(lijinsheji@vip.163.com) in folder(s) (The folder name shall indicate the

category + the name of work ), and indicate “contestant’s name + name of the work+ phone number” in the subject of the email.

All actual works and application forms should be mailed or delivered to the address: “24/F, Fortune Plaza, No. 103, Binhai Avenue, Longhua District, Haikou City, Hainan Province”. The finished products shall be attached with notes indicating the author’s name + the name of the work + the amount of works + the telephone number + contact address.

Contact: Ms. Han, Mr. Gao;

Tel.: 0898-66796799; +86 13876323287; +86 15595934395;

**Please note:**

■ All documents and material provided by the contestants (including personal information) should be true and valid. The organizing committee reserves the right to disqualify the contestants who submit forged documents or information.

■ The design works submitted for the selection should be original, without interfering with others intellectual property. Any breach of such matter will be publicized by the media to the society and design works involved will be disqualified from the selection.

■ Contestants could apply both as individuals or teams.

■ The works should be designed around the theme of the selection,

not only highlighting the national characteristics, but also possessing unique creative designs and certain practical applicability.

- The name list of the contestants will be publicized by the official website of the event, the WeChat official account, etc., as well as publicized and promoted through national and provincial media.

- The selected design works will be displayed and sold in the Culture Week Of Brocade & Embroidery World and Li & Miao Cultural Creative Design Selection and Works Tour Exhibition, also the pictures and other materials of the works would be publicized.

- The event organizing committee will give the shortlisted contestants a certain amount of subsidy for their production costs.

- The event organizing committee shall have all rights to exhibit, promote, perform, publicize (for non-profitable purposes) and demonstrate (for non-profitable purposes) all the shortlisted works, as well as use relevant pictures and videos in all forms, without being charged for any royalty payment, and the use period is long-term.

- The event organizing committee shall have the priority to transform the works and sign separate agreement.

- The ultimate right for interpretation of this selection belongs to the organizing committee of *Hainan Li & Miao Creative Cultural Design Selection & Artwork Tour Exhibition 2021*.

## 5. Timetable of the Selection

<b>Time</b>	<b>Content</b>
<b>Sep. 1<sup>st</sup> -- Oct. 18<sup>th</sup></b>	Contestants submit electronic application forms
<b>24:00, Oct. 18<sup>th</sup></b>	Deadline for the submission of electronic application forms
<b>24:00, Nov. 20<sup>th</sup></b>	Deadline for sending electronic-version descriptions of design works, pictures of design works and scanned copy of patent certificates (if any)
<b>Nov. 20<sup>th</sup></b>	Deadline for submitting actual design works and application forms ( paper version ) by mail / on-site delivery
<b>Nov. 26<sup>th</sup> - Nov. 30<sup>th</sup></b>	Exhibition of the Selected Hainan Li & Miao Pattern Creative Design Artworks 2021
<b>Dec. 1<sup>st</sup> -- Dec. 30<sup>th</sup></b>	Tour Exhibition of the Selected Artworks of Hainan Li & Miao Pattern Creative Design 2021

### III. Appendix

*Appendix: Hainan Li & Miao Cultural Creative Design Selection 2021*

*Application Form*

Organizing Committee of Hainan Li & Miao Creative Cultural Design

Selection & Artwork Tour Exhibition 2021



**HAINAN LI & MIAO'S**  
CREATIVE CULTURAL DESIGN ARTWORKS  
TOUR EXHIBITION  
海南黎苗文化 2021  
创意设计作品巡回展



(Sunshine Hainan network)



(Hainan Li & Miao Creative Cultural Design  
Selection & Artwork Tour Exhibition)

Sunshine Hainan network: [lwt.hainan.gov.cn](http://lwt.hainan.gov.cn)