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中華人民共和國香港特別行政區  
Hong Kong Special Administrative Region  
of the People's Republic of China



## CALL FOR APPLICATION

### ***"HONG KONG DESIGN ON STAGE AT MAISON&OBJET 2024" COMPETITION***

**Submission of proposals opens (new extended date)  
from 22 December 2023 to 2 March 2024 at 23:59 (Hong Kong time)  
through the dedicated form [HERE](#)**

Dear Designers and Creatives minds,

We are thrilled to announce the launch of the inaugural "***Hong Kong Design on Stage at Maison&Objet 2024***", a bespoke competition format aimed at celebrating and elevating design and innovation and to promote the great creativity from Hong Kong towards the world. Its ambition is to showcase designers from Hong Kong in a designated "Hong Kong Pavilion" during Maison&Objet fair in September 2024 in Paris, France and later in Hong Kong.

The "***Hong Kong Design on Stage at Maison&Objet 2024***" will focus on "conscious design", to highlight your creative prowess, your vision for a design "30 years from now", while benefiting of a global exposure in the most important annual design event, allowing you to connect with international design brands, manufacturers, distributors, press and experts.

#### **INTRODUCTION**

"Hong Kong Design on Stage at Maison&Objet 2024" ("the Showcase") is a curated programme organised by Alliance Française de Hong Kong and Maison&Objet under the sponsorship of Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region. Founded 30 years ago, Maison&Objet is the leading global organisation for international

design, home decor and lifestyle as a whole, attracting over 180,000 visitors and 3,000 exhibitors from over 150 countries in their two fairs in Paris (France) every year.

Curated exclusively for a young generation of Hong Kong design professionals, the Showcase's mission is to highlight 8 visionary designers and design studios. Under the theme of "conscious design", the Showcase will select the most relevant, forward-thinking proposals, to be exhibited under a dedicated "Hong Kong Pavilion" at the prestigious Maison&Objet design fair in September 2024, and later back in Hong Kong.

The Showcase will integrate Design products, Interior Design, and Design solutions. The competition will only consider and select feasible and scalable designs, which can immediately be manufactured, distributed in large quantities, or built and used in architectural projects. "Experimental concepts" will not be considered. Applicants will be able to present new or existing creations within their portfolio, integrating the "conscious" constraints.

### **PURPOSE AND IMPACT**

The aim of the Showcase is to highlight Hong Kong's excellence and innovation in the field of design, putting a focus on the importance of conscious design. It will offer the 8 selected designers a global exposure, to forge valuable connections and to explore potential business avenues. The insights received from the exchanges with industry experts from around the world, understand of the global trends, market need and innovative approaches will foster the selected designers' creativity to apply in their later work. The second presentation of the Showcase back in Hong Kong will also ensure a great visibility locally and regionally. The Showcase's ultimate aim is to generate a dynamic exchange to promote an improved urban lifestyle in Hong Kong and globally, including sustainable production, and materials innovation.

### **THEME: "Improved Urban Lifestyle - Conscious Design"**

The theme promotes sustainable dialogues among designers, professionals and the wider audience, driving better awareness and adoption of environmentally friendly design practices. The competing designers are challenged to integrate principles of conscious design into their proposal, encompassing circularity, recycling, upcycling, long life materials and products, sustainable techniques, solutions and technology and environmentally responsible practices. By entering the competition, the participating designers will be encouraged to think critically about the environmental impact of their design choices.

### **DETAILED BENEFITS FOR PARTICIPANTS**

- **Visionary thinking:** explore the principles of "conscious design" - including circularity, sustainability, and responsible practices – and apply them to your work.
- **Network expansion:** forge valuable connections with international design professionals, opening doors to new partnerships and collaborations.

- **Learning experience:** gain insights into global design trends, market demands, and innovative practices from industry leaders.
- **Professional growth:** elevate personal and professional reputation, gaining authority within the global design ecosystem.
- **Shared insights:** contribute to the growth of the Hong Kong and Asian design community by sharing experiences and insights gained from the international stage.

In addition, each of the 8 selected winners of the Showcase competition will be offered:

- **A round-trip economy airfare** between Paris and Hong Kong to attend the Maison&Objet design fair in September 2024
- **A 4-night stay in a hotel** in Paris to attend the fair
- **The chance to present their Manifesto, profile and selected design creation** to global visitors in the dedicated “Hong Kong Pavilion” as part of Maison&Objet fair in September 2024
- **“Business matching”** meetings and encounters with global industry professionals
- **Media and press exposure**

## **CATEGORIES AND ELIGIBILITY CRITERIA**

### **1. Categories:**

#### **a. Product Design**

The Product Design category comprises furniture, decorative objects, lighting fixtures, tableware and stationeries.

#### **b. Interior Design:**

The Interior Design category comprises interior space, hospitality, building materials and construction components design.

### **2. Eligibility:**

The competition is open to designers or architects, as individuals or as a collective firm, with the applicant or all applicants in the collective firm being at or above 18 years old at the time of application, and with a minimum of 6 years of professional activity in the field of design, product design, design materials or solutions, architecture, or interior design, etc. Applicants must be based in the Hong Kong.

### **3. Theme: "Design for an Improved Urban Lifestyle - Conscious Design"**

The proposal shall demonstrate its complete adherence to the principles of conscious design, which could include but are not limited to circularity, recycling, upcycling, biodegradability, long life materials and products, sustainable techniques, solutions and technology and environmentally responsible practices.

## **APPLICATION PROCESS AND TIMELINE**

The proposal must be submitted between **15 December 2023 and 17 February 2024 at 00:00 (Hong Kong time)**. The application must be submitted in English, and the following documents and information must be included in the application:

1. **A Design Manifesto:** Vision of the “design landscape and role 30 years from now”.  
The Manifesto will comprise of a brief text (200 words at maximum), together with a short video (1 minute at maximum), to illustrate the applicant’s vision for the role of design in the coming 30 years.
2. **A one-page short biography** of the applicant with a photograph, as well as a short portfolio. The portfolio would include a minimum of 3 and a maximum of 5 pre-existing projects (not all of them need to include conscious design elements).
3. **A Design Project** showcasing the applicant’s innovative design process and content. “Design Project” is understood as an object or a product design, a space or an interior design. The Project presented has to demonstrate some effective conscious aspect(s), and to be accompanied by an introduction note about the applicant’s ambition, innovation and newness, as well as the details of the conscious aspects. The applicant shall specify if the Project is newly conceived for the purpose of the application, or if it is an existing one. If the Project is an existing one, it should not be older than 5 years.

### **The Design Project should include:**

- a. A short introduction (maximum 200 words) and an overall project summary (maximum of 2,000 words)
  - b. A concept note outlining the process of thoughts, background and justifications for the conscious aspect of the proposal.
  - c. A detailed design proposal, including visuals, design renderings, technical renderings or photographs.
  - d. A precise description of the technical process to realise the proposal, including justification of its feasibility. The description could include the different parties involved in the process (such as craftsmen, factories, etc.).
  - e. The selected category of the application:  
The applicant will need to choose one of the two categories detailed above.
4. The signed **Declaration of Application** (included in the Call for Application, below) as well as the completed form, available at this link: [Application Form](#)
  5. **Proofs of eligibility:**  
The applicant shall provide any documents proving their eligibility to the criteria, such as Company’s Certification of Incorporation, Business Registration, copies of Identification documents (ID card, passport) and any other documents deemed necessary. The submitted documents will be strictly for internal reference in vetting the applications.

## **DELIVERABLES**

The proposal shall be readily feasible. No conceptual renderings of experimental, non-realised or non-tested design products or solutions will be accepted. Should the applicants be selected to participate in the Showcase, they must be able to provide the following:

- **Product Design category:** the product (furniture, decorative object, lighting fixture, tableware or stationeries) must be physically ready, technically conformed to the application details, by June 2024, to ensure transportation and installation as part of the Showcase in September 2024
- **Interior Design category:** a dedicated selection of high-resolution photos as well as a video (1 minute at maximum) of the interior design must be prepared, by June 2024, to ensure check of format and possible projection as part of the Showcase in September 2024

## **SELECTION CRITERIA**

Selection criteria will range from the originality of the proposal, its innovative and conscious approach to design, as well as the applicant's vision for the future forward of design.

Applications will be ranked taking into account:

- **The “vision forward”** of the applicants as illustrated in their Design Manifestos;
- **The level of creativity of the proposal** (innovation in design process and forms);
- **The “conscious” elements of the proposal:** material used, manufacturing process, integration of the end usage into the process, waste management, circularity, etc.;
- **The direct feasibility and functionality of the proposal:** the proposal shall be readily feasible. No conceptual renderings of experimental/non-realised or non-tested design products or solutions will be accepted.

## **SELECTION PROCESS**

A **Vetting Committee** will review all applications and screen them based on the requirements. Irrelevant or incomplete proposals will not be considered. The vetted application will then be passed on to the **International Jury** for review, assessment, and rating.

The International Jury is composed of around 8 members, as detailed in the Appendix. The Jury will provide individual ratings to the vetted applications in order to shortlist 20, from which the Jury will collectively select the 8 final winners of the competition. The announcement of the winners will be made between 11 and 15 April 2024, via press and social media.

**For detailed rules, submission guidelines, and more information, please visit the [webpage](#) or contact us by [Email](mailto:designshowcase@afhongkong.org) (designshowcase@afhongkong.org)**

## APPENDIX

### INTERNATIONAL JURY

A prestigious International Jury, assembled by the organisers and Maison&Objet, will evaluate the shortlisted applications and select the 8 final winners. The International Jury is tentatively composed of:

- Jiang Qiong'er, Designer, Artist, Co-founder of SHANG XIA
- Rossana Orlandi, Rossana Orlandi Gallery, Contemporary design, Milano
- Jean-François Dingjian, Normal Studio, A full-service creative studio, Paris
- Ikko Yokoyama, Curator Design and Architecture, M+ Museum, Hong Kong SAR
- Freeman Lau, designer, KL&K Creative Strategics founder, the HK federation of design and creative industries chairman
- Few other high calibre designers are under confirmation.

### TIMELINE:

- 15 December 2023 to 16 February 2024: Call for applications open
- **17 February 2024, 00:00am (Hong Kong Time): Deadline for submission of applications**
- 17 February to 8 March 2024: Vetting process
- 9 March to 10 April 2024: Evaluations by the International Jury
- **11 April to 15 April 2024: Official announcement of the 8 selected winners**
- **5 to 9 September 2024: "Hong Kong Design On Stage Showcase" at Maison&Objet in Paris**
- **5 to 7 December 2024 (tentative): "Hong Kong Design On Stage Showcase" as part of Design December in Hong Kong**

### CONCLUSION

"Hong Kong Design On Stage Showcase" offers a transformative opportunity for designers based in Hong Kong to present their innovative perspectives, to connect with global design influencers and contribute to a sustainable future. By participating, the designers become ambassadors of change, contribution to leading the design industry towards a more conscious and responsible future.

### ABOUT THE ORGANISERS

#### **Organiser: Alliance Française de Hong Kong**

Alliance Française de Hong Kong is a Charitable not-for-profit organisation that was incorporated in 1973. Its goal is to develop educational programs, such as French classes and exams, cultural programmes and exchanges. Alliance Française launched big-scale events alongside the French Consulate in Hong Kong like the French May Arts Festival in 1993, or the Hong Kong French Film Festival in 1972. Alliance Française has published Paroles, a cultural magazine, since 1986.

### **Co-Organiser : Maison&Objet**

Since 1994, Maison&Objet (SAFI, a subsidiary of Ateliers d'Art de France and RX France) has been animating and federating the international community of decoration, design, and lifestyle. Its trademark: the ability to provoke fertile international encounters, to accelerate the visibility of the brands that join its shows or its digital platform, but also a singular instinct to promote the trends that will make the heart of the decoration planet beat. Maison&Objet's mission is to reveal talents, offer opportunities for online and offline exchanges and inspiration, and facilitate the development of companies. With two annual trade shows for professionals and Paris Design Week, which takes place in September, Maison&Objet is an essential industry barometer. Online and year-round since 2016, MOM (Maison&Objet and More) allows buyers and brands to continue their exchanges, launch new collections, or make contacts beyond physical meetings. Weekly new products showcase continuously stimulate the sector's activity. In 2023, Maison&Objet deploys new digital services and MOM becomes a marketplace. On social networks, discoveries continue on a daily basis for a community of nearly two million of professionals on Facebook, Instagram (+1M of followers), Twitter, LinkedIn, Xing, WeChat and now TikTok. Spearheading the Paris Capitale de la Création label, Maison&Objet is a catalyst for positioning Paris as a major magnet for international creative talent.

### **Sponsor: Create Hong Kong**

Create Hong Kong (CreateHK) is a dedicated office set up by the Government of the Hong Kong Special Administrative Region (HKSAR Government) in June 2009 to spearhead the development of creative industries in Hong Kong. From 1 July 2022 onwards, it is under the Culture, Sports and Tourism Bureau. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community.

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organisers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

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**CALL FOR APPLICATION**  
***“HONG KONG DESIGN ON STAGE AT MAISON&OBJET 2024”* COMPETITION**

**LETTER OF UNDERSTANDING AND FORMAL APPLICATION**

(To sign and attach to the application documents)

**ASSIGNMENTS OF RIGHTS**

By entering the competition, the Applicant (as individual or collective firm) licenses to the Organiser a non-exclusive right to the public display of his/her/their design proposal, free of charge, for the members of the Vetting Committee and the International Jury, and the personnel who are tasked with organising the competition. The selected applicants must give their agreement for their design proposals to be exhibited or promoted by the Organiser and CreateHK when and where deemed necessary. This primarily accounts for the “Hong Kong Design On Stage Showcase” in Maison&Objet in Paris in September 2024, “Hong Kong Design On Stage Showcase” as part of Design December 2024 in Hong Kong, other exhibitions within Maison&Objet fair or any other complementary opportunity proposed by the Organiser and/or CreateHK, with the sole purpose to enlarge the visibility of “Hong Kong Design On Stage Showcase” (“the Showcase”) and its awarded designers. This also accounts for any exhibition in Hong Kong, in any roadshow opportunity within Asia that will have been developed by the organiser, any media promotion or non-profit-making publications, with the sole same ambition to enlarge the visibility of the Showcase and its awarded designers.

**LIABILITY AND WARRANTY**

The Applicant undertakes:

- that the deliberations of the International Jury and the decision of the Organiser will be confidential and final, and therefore that they could not be discussed nor contested
- not to disclose the results before being officially authorised to do so by the Organiser
- not to use the logo of the Organiser and/or its partners or sponsors, if any, without the prior authorisation of the interested parties.
- If selected, to participate in the communication surrounding the award (making off videos, media interview(s), digital communications, etc.).
- If selected, to attend the Showcase in Maison&Objet in September 2024 in Paris
- If selected, to comply with the “Winner’s Charter”.

The Applicant warrants that they own all the rights to the design and its creation that enable them to license the aforementioned rights. The Applicant also warrants to the Organiser that no additional authorisation from another holder or manager of rights to the designs is necessary for the contemplated exploitation. The Applicant undertakes to provide the information, legends,



descriptions, and any other elements needed to describe their design and their creation, which is the faithful and honest reflection thereof. In instances where aid information, of any type whatsoever, is incorrect and/or defamatory, the Applicant's will be directly deemed liable.

It is understood that the Applicant undertakes to ensure compliance with the obligations provided for in this Article, by all persons who may participate in or be associated with the Project or its implementation.

**RIGHT OF CANCELLATION**

The organiser expressly reserves the option of deciding on the frequency of awarding the final winners, with no obligation to award once annually, and also reserves the option of cancelling, at any time and for any reason whatsoever, the award of the final winners under these rules, without it being possible to claim any indemnities in this regard.

**AMENDMENT OF THE ENTRY RULES**

The Organiser reserves the right to amend and/or update the Entry Rules for the "*Hong Kong Design on Stage at Maison&Objet 2024*" Competition, as well as the organisation thereof.

I, the undersigned,

Last name: .....

Given name: .....

HKID or passport number: .....

Declare that I (and on behalf all my members in the applying team, if applicable) accept these rules with no reservations.

Executed in

Date

Signature