

“New Image of the Era” — The 2019 China Jingdezhen “Taoxichuan” Public Sculpture International Exhibition Call for Designs

1. Background

With its long history and profound cultural heritage, Jingdezhen is a well-known porcelain capital both at home and abroad. It has a history of two thousand years of pottery making, a thousand years of official ware making and six hundred years of imperial ware making, leaving a great amount of unique ceramic cultural remains. It is one of the first historical and cultural cities announced by the State Council, “a member of the Global Creative City Network” and awarded a title of “the World’s Crafts and Folk Art Capital”. It is a city full of history, culture and stories.

In recent years, urban construction in Jingdezhen has been undergoing great changes in terms of both urban appearance and infrastructure construction, on the basis of maintaining traditional cultural genes and modern industrial memories. “New Image of the Era” — the 2019 China Jingdezhen “Taoxichuan” Public Sculpture International Exhibition hopes to utilize the medium of public sculpture to create a harmonious metropolitan environment with both modern vitality and cultural heritage from the artistic point of view.

The exhibition is jointly organized by the People’s Government of Jingdezhen Municipality and the Central Academy of Fine Arts. Call for excellent public sculptures, public art installations, and landscape installations is open to artists, architects, designers, art schools and related art and design institutions worldwide so as to discuss the proposition of “integrating art into metropolitan space”.

2. Theme

The exhibition is themed on “New Image of the Era”. It is committed to further promoting and spreading the traditional culture of the millennium porcelain capital in combination with the new pattern of current urban and cultural development of Jingdezhen, demonstrating its unique charm — a city of art, a city of culture, a city of innovation and a livable city through novel art form and content, accelerating its development of urban public space art, further enhancing its urban cultural taste, striving to create a collection of fine public sculptures that express the spirit of innovation, highlight history and culture and represent the characteristics of the era, and making them a distinctive symbol for Jingdezhen in the new era.

3. Organization framework

Sponsors:

The Central Academy of Fine Arts, the People’s Government of Jingdezhen Municipality

Organizers:

Jingdezhen Municipal Bureau of Culture, Broadcasting, Television, Press and Publication, Jingdezhen Ceramic Culture Tourism Group, the Sculpture Department of the Central Academy of Fine Arts

Title sponsor:

Jingdezhen Ceramic Culture Tourism Group

Organizing Committee:

Directors:

Fan Di’an (President of the China Artists Association, President of the Central Academy of Fine Arts)

Zhong Zhisheng (Secretary of the CPC Jingdezhen Municipal Committee)

Gao Hong (Party Secretary of the Central Academy of Fine Arts)

Liu Feng (Deputy Secretary of the CPC Jingdezhen Municipal Committee, Mayor of Jingdezhen Municipal Government)

Deputy directors:

Lv Pinjing (Deputy President of the Central Academy of Fine Arts, Director of the Architectural Art Committee of the China Artists Association)

Huang Jinlong (Executive Vice Mayor of Jingdezhen Municipal Government)

Xiong Hao (Vice Mayor of Jingdezhen Municipal Government)

Committee members:

Wang Shaojun (Deputy Party Secretary of the Central Academy of Fine Arts)

Lv Pinchang (Head of the Sculpture Department, Central Academy of Fine Arts)

Zhu Pei (Dean of the School of Architecture, Central Academy of Fine Arts)

Wang Zhong (Dean of the School of City Design, Central Academy of Fine Arts)

Hu Quanchun (Associate Professor of the Central Academy of Fine Arts, Executive curator)

Ning Gang (President of the Jingdezhen Ceramic Institute)

Sun Gengjiu (Vice Chairman of Jingdezhen Municipal PCC, Director of Jingdezhen Municipal Bureau of Natural Resources and Planning)

Sun Yanfeng (Director of Jingdezhen Municipal Bureau of Finance)

Yu Zhihua (Director of Jingdezhen Municipal Bureau of Culture, Broadcasting, Television, Press and Publication)

Chen Fengjin (Director of Jingdezhen Municipal Bureau of Housing and Urban-rural Development)

Liu Zili (Chairman of the Jingdezhen Ceramic Culture Tourism Group)

Zhou Guozhen (Professor of the Jingdezhen Ceramic Institute)

Cao Chunsheng (Professor of the Jingdezhen Ceramic Institute)

Lv Jinquan (Dean of the School of Ceramic Art, Jingdezhen Ceramic Institute)

Organizing committee office

Directors:

Huang Jinlong (Executive Vice Mayor of Jingdezhen Municipal Government)

Lv Pinjing (Deputy President of the Central Academy of Fine Arts)

Deputy directors:

Yu Zhihua (Director of Jingdezhen Municipal Bureau of Culture, Broadcasting, Television, Press and Publication)
Liu Zili (Chairman of the Jingdezhen Ceramic Culture Tourism Group)
Lv Pinchang (Deputy President of the Chinese City Sculptors Association, Head of the Sculpture Department, Central Academy of Fine Arts)

Office members:

Sun Tingting, Huang Shan, Wang Chuan, Tan Bin, Sun Jie, Li Zhijie, Luo Bin, Tian Ye, Wang Tongmao, Peng Guohong, Zhu Songxing, Dong Yu, Xu Taosheng, Yue Jun, Xu Zhihua, Xiong Honghua, Wang Pengfei, Liu Guolei, Cheng Xiaoyuan, Song Yang, Hu Qiming

Chief curator:

Fan Di'an (President of the China Artists Association, President of the Central Academy of Fine Arts)

Executive curators:

Lv Pinchang (Head of the Sculpture Department, Central Academy of Fine Arts, Deputy President of the Chinese City Sculptors Association)

Hu Quanchun (Director of Public Arts Studio, Sculpture Department, Central Academy of Fine Arts)

Art Council

Director: Fan Di'an

Deputy directors: Cao Chunsheng, Lv Pinjing, Ning Gang

Council members:

Cao Chunsheng (Honorary President of the China Sculpture Institute)

Richard Deacon (UK)

Bjorn Norgaart (Denmark)

Torbjon Kvasbo (Norway)

Lv Pinchang (Professor of the Central Academy of Fine Arts, Deputy President of the Chinese City Sculptors Association)

Wang Zhong (Dean of the School of City Design, Central Academy of Fine Arts)

Zhu Pei (Dean of the School of Architecture, Central Academy of Fine Arts)

Sun Zhenhua (Renowned critic, Professor of the China Academy of Art)

Yin Shuangxi (Renowned critic, Professor of the Central Academy of Fine Arts)

Jon Isherwood (U.S.)

Sui Jianguo (Renowned sculptor, Professor of the Central Academy of Fine Arts)

Tony Brown (France)

Hu Quanchun (Associate Professor of the Central Academy of Fine Arts, Executive curator)

Liu Yuanchang (China Arts and Crafts Master)

Huang Sheng (Deputy Dean of the School of Ceramic Art, Jingdezhen Ceramic Institute)

Chen Liping (Dean of the Graduate School, Jingdezhen Ceramic Institute)

Gao Feng (Vice President of Jingdezhen Sculpture Association)

4. Exhibition time and venue

- Time: December 20, 2019-February 20, 2020
- Venue: Jingdezhen Taoxichuan Art Gallery

5. Organization and collection of works

- 25 spatial nodes are selected out in the urban area of Jingdezhen for this exhibition and artists shall create their works based on specified spatial nodes.
- Call for designs is announced on July 20, 2019.
- The exhibition is divided into 5 sections, which are primary selection, secondary selection, exhibition of shortlisted designs, onsite completion and awarding for onsite completed works.
- Call for designs is open to China nationwide and other international communities.
- The organization and collection of works takes the latest urban planning of Jingdezhen as top premise. The organizing committee provides registration forms, specific urban spatial nodes files, on-site photos, environment videos of spatial nodes, etc. Artists may choose any sites from those urban spatial nodes provided by the committee. All creations must be carried out based on specific spatial circumstances so as to reflect the unique cultural traditions and current characteristics of Jingdezhen. (Notes: Each registration form is only for one piece of work.)
- Applicants are not required to pay any registration or participation fees.

6. Creation guidelines

All exhibited works for “New Image of the Era” — the 2019 China Jingdezhen “Taoxichuan” Public Sculpture International Exhibition should conform with the following characteristics:

- Artistry: The design shall be up to a high artistic standard, which fully demonstrates the remarkable aesthetic value of art;
- Culture & regionality: The design shall carry rich cultural meaning, which embodies the inheritance and transformation of the traditional culture in Jingdezhen;
- Internationality: The design shall express a broad international vision, which shows the exchange and integration of international cultures;
- Innovation: The design shall focus on innovation — the language of this era, and new ideas, forms and materials are encouraged to promote the organic combination of art and technology.

7. Program agenda

(1) Time for registration and submission for primary selection:

July 20, 2019 — September 30, 2019 (registration and submission is due at 12 pm, Beijing time).

Registration and submission procedure:

① Click on the URLs in this Call for Designs to download relevant documents and registration forms for “New Image of the Era” — the 2019 China Jingdezhen “Taoxichuan” Public Sculpture International Exhibition. (See the tenth item for download URLs)

② Fill in the Registration Form for Primary Selection.

③ The Registration Form for Primary Selection (electronic) and designs for the exhibition shall be sent via email to the designated email address before deadline. Documents delivery must be completed by 12pm (Beijing time) on September 30, 2019.

④ **Design submission requirements: 3 effect pictures (electronic), image size: 42 cm x 29 cm (pixel 300 dpi).**

The effect pictures shall demonstrate the relationship between different angles of the design and the actual space settings. The corresponding spatial node number, location, basic dimensional drawings, materials and creation description must be indicated in the pictures. The description shall be concise, clear and complete. No information relating to the author should be included in the images submitted. All such information can only be filled in the Registration Form for Primary Selection as required.

Notes: All submitted works must be original and must not be plagiarized. If there is any copyright dispute, the organizing committee will cancel the applicant’s qualification, put him into the blacklist of discredit and notify the whole industry. Therefore, any legal liability shall be undertaken by the applicant himself. Once the application is delivered, the applicant shall be considered to fully understand and accept the rules in this Call for Designs. If any submitted document does not meet the requirements, the applicant may make corrections before deadline.

(2) Primary selection review:

- Before October 10, 2019, the review board will select out 60 shortlisted awards from all submitted applications. After the selection process is finished, shortlisted candidates will be announced on the official websites of the People’s Government of Jingdezhen Municipality and the Central Academy of Fine Arts.

- After the announcement of shortlisted candidates, the organizing committee will provide material and production fees for design revision to the 60 shortlisted artists to participate in secondary selection, which will be paid in twice. The funds are mainly used to support artists to revise their designs, make small maquettes and transport their works. (See the fund distribution and award setting for details)

- The 60 shortlisted artists will need to revise their primary designs after receiving the shortlisted notice in order to participate into the second round.

- Anyone who does not revise his design or provide documents according to the submission requirements shall be considered to automatically waive his qualification for secondary selection.

- Those who are not shortlisted will not be notified.

(3) Time for design revision and submission for secondary selection:

Time for design revision and submission for secondary selection:

October 15, 2019 — December 5, 2019 (12 pm, Beijing time)

Registration and submission procedure:

① Fill in the Registration Form for Secondary Selection after receiving the notice for the next round and documents shall be sent via email to the designated email address.

② Submitted documents include:

- **A small maquette of the revised design (physical model), size: within the scope of 1.2 m×1.2 m×1.2 m**

- **3 to 5 effect pictures (electronic), layout size: 118.9 cm×84.1 cm (JPG format), pixel 300dpi.** The corresponding spatial node number, location, basic dimensional drawings, materials and creation description shall be indicated in the pictures. The description may help reviewers to understand the work, which aims to explain the ideas and concepts of the design. No information relating to the author should be included in the images submitted. All such information can only be filled in the Registration Form for Secondary Selection as required.

- 3D digital source files of the shortlisted designs (referring in particular to the artwork produced by 3D digital technology modeling)

- Electronic version of the Registration Form for Secondary Selection

③ The small maquettes for secondary selection shall be transported to the designated location before December 5, 2019 (12 pm, Beijing time).

Notes: All submitted works must be original and must not be plagiarized. If there is any copyright dispute, the organizing committee will cancel the applicant’s qualification, put him into the blacklist of discredit and notify the whole industry. Therefore, any legal liability shall be undertaken by the contributor himself. All submitted works shall not be returned by the organizing committee.

(4) Secondary selection review:

On December 19, 2019, the review board will select out 30 finalist works from the 60 ones in the second round. After the selection process is finished, finalist candidates will be announced on the official websites of the People’s Government of Jingdezhen Municipality and the Central Academy of Fine Arts.

(5) Exhibition and awarding:

- Exhibition time: December 20, 2019-February 20, 2020. All works qualified for primary and secondary selections will be exhibited.

- Venue: Jingdezhen Taoxichuan Art Gallery

(6) Review, exhibition and awarding of the onsite completed works:

- The review board will select a certain number of works to be completed onsite that are in accordance with the urban spatial characteristics and actual demands of Jingdezhen.
- The organizing committee will organize onsite completion after signing relevant agreements with the artists whose works are finally selected to be completed onsite.
- Exhibition of the onsite completed works will be held on June 20, 2020 (venues: locations where the works are completed in the urban area of Jingdezhen)
- On June 20, 2020, the review board will select 6 grand awards according to the prescribed methods in the exhibition regulations.

8. Fund distribution and award setting

(1) Material and production fees for shortlisted candidates in primary selection:

- Distribution quota: 60
- Amount (before tax): 100,000 yuan per person (RMB 100,000). Material and production fees will be paid in twice to shortlisted candidates.
- The first pay will be allocated after the review board finishes the primary selection and announces the shortlisted result with an amount of 50,000 yuan per person (RMB 50,000 before tax)
- The second pay will be allocated after the review board receives the applicant's small maquette with an amount of 50,000 yuan per person (RMB 50,000 before tax)

(Notes: Material and production fees for shortlisted candidates in primary selection are mainly used to cover the expenses on design revision, small maquette making and transportation, etc. The title sponsor reserves the electronic documents of the 60 shortlisted works in primary selection and the right to use such relevant documents for propagation, publication and exhibition.)

(2) Copyright transfer fees for finalist candidates in secondary selection:

- Distribution quota: 30
- Amount (before tax): 150,000 yuan per person (RMB 150,000).
- Copyright transfer fees and certificates will be allocated on the opening day of the exhibition.

Notes: Copyright transfer fees are set on the one hand in recognition of the outstanding performance of all artists who are qualified for the secondary selection on "New Image of the Era" — the 2019 China Jingdezhen "Taoxichuan" Public Sculpture International Exhibition, on the other hand to stipulate that they shall transfer the copyrights, small maquettes, 3D digital source files (referring in particular to the artwork produced by 3D digital technology modeling) and electronic pictures of their works to the title sponsor. Meanwhile, if their works are finally selected to be completed onsite, the artists will be obliged to offer instructions and cooperation with the relevant authorities to carry out onsite completion. Travel expenses involved in this process will be undertaken by the organizing committee. Additional cost on clay model enlargement and production will be negotiated separately.

(3) Award setting and bonuses for onsite completed works:

- Review coverage: all onsite completed works
- Review time: June 20, 2020
- Award names and quotas: 1 best work award, 2 best creative awards, 2 best material craftwork awards and 1 most popular award.
- Bonuses:
 - ★ 1 best work award, with a bonus (before tax) of 600,000 yuan per person (RMB 600,000)
 - ★ 2 best creative awards, with a bonus (before tax) of 500,000 yuan per person (RMB 500,000)
 - ★ 2 best material craftwork awards, with a bonus (before tax) of 500,000 yuan per person (RMB 500,000)
 - ★ 1 most popular award with a bonus (before tax) of 300,000 yuan per person (RMB 300,000). This award is selected by 70% of online votes and 30% of experts' votes.
- Bonuses and certificates will be granted on the exhibition opening day for the onsite completed works.

Notes: Bonuses for the awards above refer to the amount before tax. Winners shall be taxed in accordance with the laws of the relevant countries and regions (including but not limited to the People's Republic of China). Bonuses and certificates shall be delivered to the author himself or his designated representative in written. If there are more than one authors, bonuses and the certificates shall be delivered to the first person among applicants' names in the Registration Form or the designated representative in written.

9. Exhibition rules

- ① Once the registration and submission is done, the applicants shall be considered to fully understand and accept the rules in this Call for Designs. All the submitted works will not be returned. The applicants should keep the originals.
- ② During the application period, the applicants shall not transfer or authorize their entries to any third party, and may not use them to participate in other activities identical or similar to this competition.
- ③ The applicants must confirm that the submitted works have never been transferred or licensed to any individual or institution.
- ④ The applicants must keep the source documents of their works (electronic source files of the effect pictures). Those who are granted with shortlisted awards and finalist awards shall submit the source documents of their works and sign the corresponding copyright agreements (only for works in secondary selection and onsite completed works). The unsigned person will be considered to automatically waive his qualification for exhibition.
- ⑤ Artists who are shortlisted in primary selection, secondary selection and onsite completion and granted with relevant awards shall not use their submitted works to participate in other activities identical or similar to this competition.

⑥ Copyright of the submitted works is protected by Chinese law. For artworks that are shortlisted in primary selection, secondary selection and onsite completion and granted with relevant awards, all intellectual property rights other than the right of authorship shall be owned by the title sponsor.

⑦ The organizing committee reserves the right of final interpretation of all documents of this activity including rules in this Call for Designs. Any unfinished matters related to this activity shall be further formulated or interpreted by the organizing committee.

⑧ The law of the People's Republic of China shall apply to this activity.

10. Download URLs for exhibition documents

① Baidu Netdisk download link: <https://pan.baidu.com/s/11Vb36-N-3iNkzJLJUWQwiw> (Fetch code: dch4)

② OneDrive download link: <https://1drv.ms/f/s!AsdxQf0fr5zIg2JFftlfOEH4Kd7z>

(The information on the above two links is the same. Baidu Netdisk is for Chinese documents, and OneDrive for English documents.)

Documents include: 001 Call for Designs; 002 Registration Form for Primary Selection; 003 Originality Statement; 004 Registration Form for Secondary Selection; 005 Specific Spatial Nodes Introduction Documents (Urban Artworks Planning and Layout Overview, Overall Work Distribution Map, GPS Satellite Image of Overall Work Distribution, Onsite Pictures of 25 Spatial Nodes, Text Descriptions of Spatial Nodes, Environment Videos of Spatial Nodes)

11. Email address for registration and submission

Please send your registration forms and designs to: sdxx@vip.126.com

Q&A contact number: +86 798 8511221 Telephone reception time: 9:00 am - 5:00 pm (Beijing time)

12. Delivery address for secondary selection

- Address: Taoxichuan Wenchuang Block, No. 150 Xinchang West Road, Zhushan District, Jingdezhen City, Jiangxi Province
- Postcode: 333000
- Recipient: Hu Qiming
- Phone: +86 13607980282