

FRANZ

Rising Star Project

法藍瓷光點計畫

Partnership Proposal



International
Porcelain Design
Scholarship



CHAPTER 1

About FRANZ AWARD

1-1 Ten Years of Franz Award | 1-2 The Transition

CHAPTER 2

About Rising Star Project

2-1 Project Introduction | 2-2 Application Procedure

CHAPTER 3

About Rising Star Award

Award Introduction

CHAPTER 4

Information

Ten Years of FRANZ AWARD

The vision we set ten years ago
accomplished the prosperity and
glory of today's porcelain design.

The Power of Tweens

2008

2008年大赛主题为「新·视界」，我们期望设计界能突破传统框架，突破思维定势，突破行业壁垒，突破地域限制，突破年龄界限，突破不同文化背景的限制。2008年大赛设立「最佳设计奖」，旨在鼓励设计界突破传统思维，突破地域限制，突破年龄界限，突破不同文化背景的限制。2008年大赛设立「最佳设计奖」，旨在鼓励设计界突破传统思维，突破地域限制，突破年龄界限，突破不同文化背景的限制。

The competition theme was "The Power of Tweens" in 2008, we expected young designers to break long and create an enough change to make their dreams. It was hoped that the participants could possess the ability to overcome their creativity barrier with the inspiration.

In addition, the Competition entered the rules, the marketing group and the design group were no longer separated as the last time. Participants could have continuous thinking to participate in the design and the marketing and the design group. The design group could realize the responsibility of designers to the society through the design of their products.

破蛹而出

Breaking Through

2007

2007年，亚太文化创意产业协会与法蓝瓷公司首度于台湾举办「法蓝瓷设计行销创意大赛」，年度主题为「破蛹而出」，并以「DESIGN YOUR LIFE, PROMOTE YOUR STYLE」作为本次的大赛精神。2007年法蓝瓷设计行销创意大赛分为设计组与行销组，并通过主办单位的联合聚会，替不同专长的参赛者找到合适的伙伴。2007年大赛共吸引台湾各大专院校共四百组队伍参赛，为往后打下成功的基础。

Asia-Pacific Cultural Creative Industry Association and Franz Collection Inc. held Franz Design & Marketing Originality Competition in 2007 for the first time and the competition theme that year was "Breaking Through" and the competition spirit was "Design Your Life, Promote Your Style".

We believed that the process of creation and design was like the image of a butterfly breaking through the cocoon and it was exciting. The First Design & Marketing Originality Competition in 2007 had design group and marketing groups and through the meeting party held by the organizers The Competition attracted a total of 400 teams from universities and colleges of Taiwan. It was expected being the foundation of success for future cooperation.

FRANZ AWARD is an international competition that aims to cultivate up-and-coming designers in the porcelain industry.

From 2007 to 2016, FRANZ AWARD sought for undiscovered young talents in campuses around the world.

FRANZ AWARD also hosted numerous educational events such as workshops and Porcelain Design Forums to encourage young talents to discover this historic material with infinite possibilities.



In 2007, FRANZ AWARD began as an interdisciplinary competition with the vision of “combining porcelain design with marketing”.

From Taiwan, to Asia, to the world! FRANZ AWARD became the world’s largest porcelain design competition. Thousands of designers, young talents and students from over 60 countries and regions participated over the past decade. As a porcelain design competition originated from Taiwan, FRANZ AWARD has been recognized as a breakthrough achievement.



FRANZ AWARD

法蓝瓷陶瓷设计大赛十周年



In 2007, FRANZ AWARD began as an interdisciplinary competition with the vision of “combining porcelain design with marketing”.

From Taiwan, to Asia, to the world! FRANZ AWARD became the world’s largest porcelain design competition. Thousands of designers, young talents and students from over 60 countries and regions participated over the past decade. As a porcelain design competition originated from Taiwan, FRANZ AWARD has been recognized as a breakthrough achievement.

Chapter 1 - 2
/ About FRANZ AWARD

The TRANSITION

Dreams
constrained
by reality

新一代設計展

展前記者會



窮學生付不起 成大退出新1代設計展

全球最大的學生設計展 成大生：參展費太高、無法呈現作品故事... 將在松山文創園區辦獨展

還在到處找?

新非台

免費提供

文化創意產業發展局主辦的「新非台」設計展，由設計系師生組成，展出作品包括：設計、攝影、繪畫、書法等。今年由設計系師生組成，展出作品包括：設計、攝影、繪畫、書法等。今年由設計系師生組成，展出作品包括：設計、攝影、繪畫、書法等。

Unaffordable Graduate Exhibition

Working two part-time jobs for one graduate exhibition. A student has to afford an average cost of NTD\$30,000-60,000 (USD\$1,035-2070) in Taiwan.

United Press Agency* / 2017.05.18



設計展，但參展費用高成大決定今年不參加。圖為去年主辦單位展前秀出學生參展作品。本報資料照片

「新一代，心已殆」

付畢展費 清寒生打兩份工

【記者張...】一年一度大學設計系在參展前夕宣布今年不參加，但會在松山文創園區另辦獨展。學生說，參展費用太高，窮學生付不起，加上無法呈現作品故事，忍痛退出。

「這是勇敢的決定」，成大工業設計系助理教授陳麗君表示，學生不參加新一代是嘗試，也不怕失敗。新一代設計展是國際知名設計展，政府通常會給學生更多資源，如有條件免費等。

新一代設計展明天在台北世貿中心登場，承辦單位台灣創意設計中心營運組長楊玉婷表示，今年有六十五校、一百四十四個設計系、一萬多名畢業生參展。已連續兩年攤位場租費給學生七折優惠，鼓勵學生踴躍保險他設計部直經費。

由經濟部工業局主辦的新一代設計展，每年參展作品三、四千件，被稱是全球規模最大的學生設計展。但近年出現參展學生得負擔高額費用，設計展淪為弱勢學生等事。陳麗君說：「一群設計相關科系學生二〇一四年成立，反對新一代」陳麗君指出，辦一個設計展展覽經費約六十多萬元，每位學生約要負擔二萬多元。「我們不是批評新一代設計展不好」，只是對窮學生而言，真的受不了，加上大家希望展出是呈現作品背後的故事，不是走看花，因此決定今年不參加新一代設計展，自行在台北松山文創園舉辦。

工業設計系有學生說，他們知道辦展要很麻煩，要買著沒人交的風險。「但錢要緊出去」。

「記者張...」一年一度大學設計系在參展前夕宣布今年不參加，但會在松山文創園區另辦獨展。學生說，參展費用太高，窮學生付不起，加上無法呈現作品故事，忍痛退出。

「這是勇敢的決定」，成大工業設計系助理教授陳麗君表示，學生不參加新一代是嘗試，也不怕失敗。新一代設計展是國際知名設計展，政府通常會給學生更多資源，如有條件免費等。

新一代設計展明天在台北世貿中心登場，承辦單位台灣創意設計中心營運組長楊玉婷表示，今年有六十五校、一百四十四個設計系、一萬多名畢業生參展。已連續兩年攤位場租費給學生七折優惠，鼓勵學生踴躍保險他設計部直經費。

由經濟部工業局主辦的新一代設計展，每年參展作品三、四千件，被稱是全球規模最大的學生設計展。但近年出現參展學生得負擔高額費用，設計展淪為弱勢學生等事。陳麗君說：「一群設計相關科系學生二〇一四年成立，反對新一代」陳麗君指出，辦一個設計展展覽經費約六十多萬元，每位學生約要負擔二萬多元。「我們不是批評新一代設計展不好」，只是對窮學生而言，真的受不了，加上大家希望展出是呈現作品背後的故事，不是走看花，因此決定今年不參加新一代設計展，自行在台北松山文創園舉辦。

工業設計系有學生說，他們知道辦展要很麻煩，要買著沒人交的風險。「但錢要緊出去」。

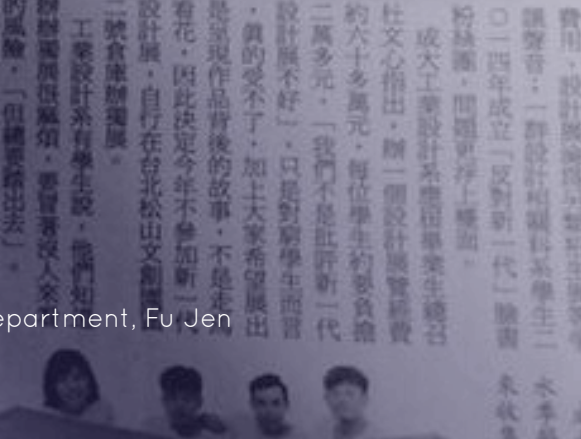
【記者鄭惠仁、唐秀麗／台南報導】一年一度大學設計系年度大展「新一代設計展」，近年迭生爭議。國立成功大學工業設計系在參展前夕宣布今年不參加，但會在松山文創園區另辦獨展。學生說，參展費用太高，窮學生付不起，加上無法呈現作品故事，忍痛退出。

「這是勇敢的決定」，成大工業設計系助理教授陳麗君表示，學生不參加新一代是嘗試，也不怕失敗。新一代設計展是國際知名設計展，政府通常會給學生更多資源，如有條件免費等。

新一代設計展明天在台北世貿中心登場，承辦單位台灣創意設計中心營運組長楊玉婷表示，今年有六十五校、一百四十四個設計系、一萬多名畢業生參展。已連續兩年攤位場租費給學生七折優惠，鼓勵學生踴躍保險他設計部直經費。

由經濟部工業局主辦的新一代設計展，每年參展作品三、四千件，被稱是全球規模最大的學生設計展。但近年出現參展學生得負擔高額費用，設計展淪為弱勢學生等事。陳麗君說：「一群設計相關科系學生二〇一四年成立，反對新一代」陳麗君指出，辦一個設計展展覽經費約六十多萬元，每位學生約要負擔二萬多元。「我們不是批評新一代設計展不好」，只是對窮學生而言，真的受不了，加上大家希望展出是呈現作品背後的故事，不是走看花，因此決定今年不參加新一代設計展，自行在台北松山文創園舉辦。

工業設計系有學生說，他們知道辦展要很麻煩，要買著沒人交的風險。「但錢要緊出去」。

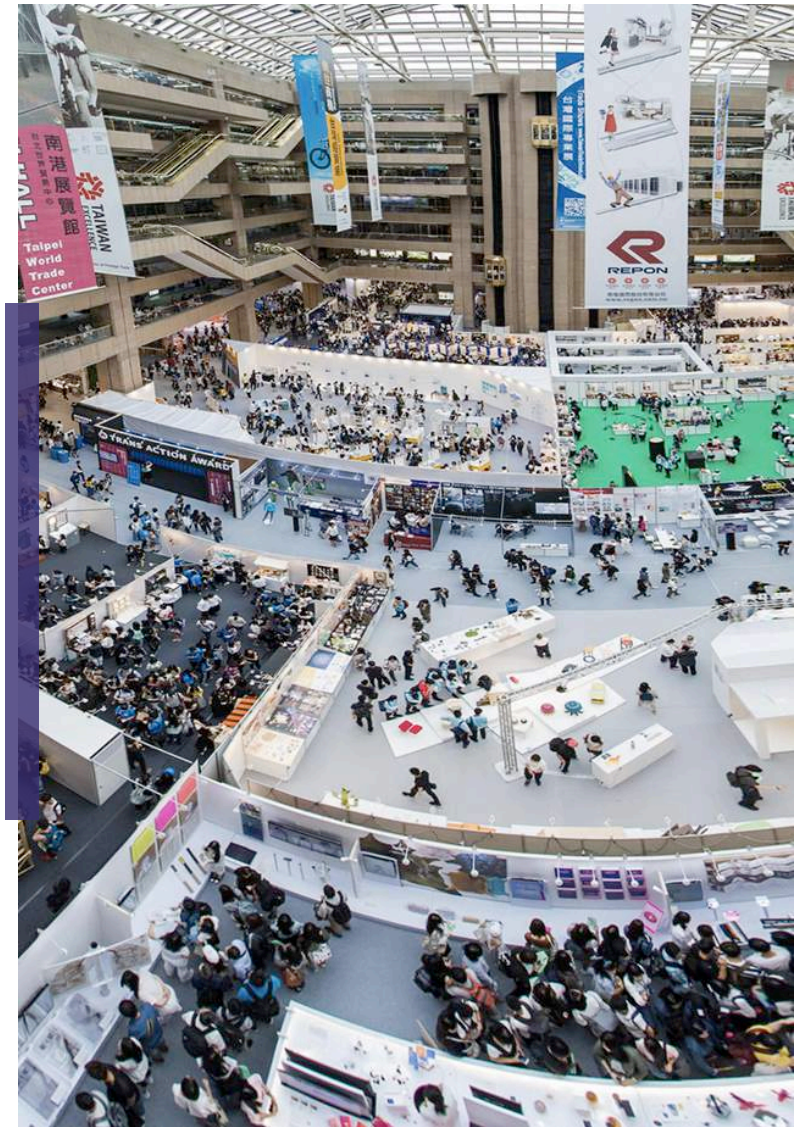


*The average cost is based on the research from Shih Chien University industrial design department, Fu Jen Catholic University department of applied arts and NCKU industrial design department

Over the past ten years, over 70 percent of FRANZ AWARD participants are undergraduate students. Therefore, we highly value the cultivation of students and also pay close attention to their career development.

We discovered that the cost of a graduate exhibition is extremely high and is overwhelming for the students. Despite the cost of their artworks, they also have to afford rent expenses, hardware appliances such as stage set up, lighting and sound which may cost approximately NT\$1,000,000 (USD\$34,500).

Compared to competitions that mainly focuses on the winners, FRANZ can offer students a helping hand in order to lighten the burden and encourage them to follow their dreams.



Thus in 2018, FRANZ decided to transit “FRANZ AWARD” into the “Rising Star Project”. From now on, we will be focusing on students and it is hoped to provide a better support towards their dreams of becoming a porcelain designer.

Comparison between Rising Star Project and FRANZ AWARD on the degree of encouragement among students:



INTRODUCTION

Setting an example for
others to follow.
Let the rising stars be seen!

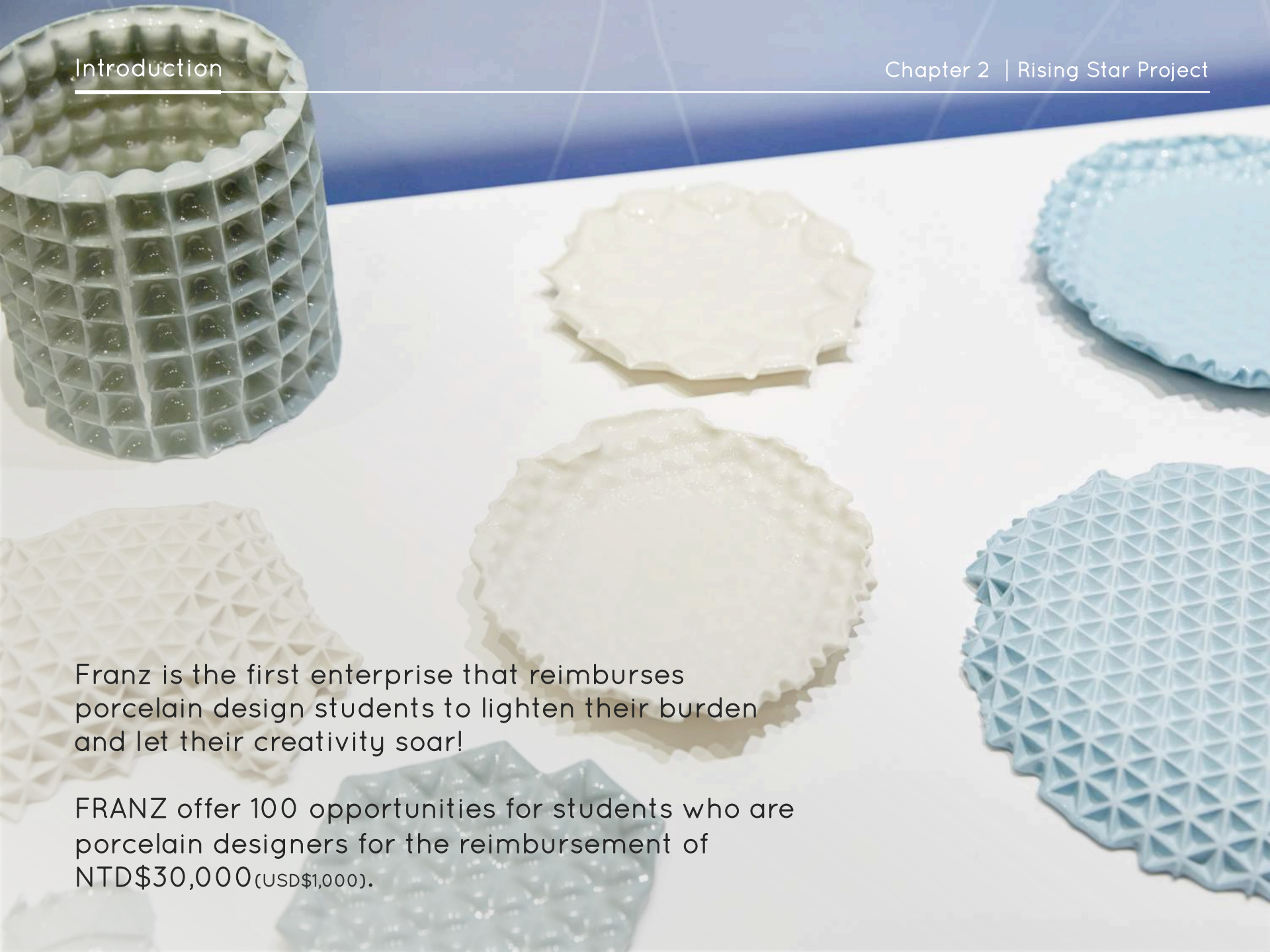


“

All Our
Dreams can
Come True
if We have the
Courage to
Pursue Them.

WALT DISNEY, Producer





Franz is the first enterprise that reimburses porcelain design students to lighten their burden and let their creativity soar!

FRANZ offer 100 opportunities for students who are porcelain designers for the reimbursement of NTD\$30,000 (USD\$1,000).

Who can apply?

Students from universities, colleges or other same education level institutions worldwide.

Applicants have to meet the below conditions:

- 1) Applicants have to retain their status as student (in college, university, graduate school and other same education level institutions) within the application period.
- 2) The school or institution should be under registration of the education department of the local government.

About your artwork:

At least 50% of your artwork must be porcelain

(The Rising Star Project committee will decide whether the works meet the qualification.)

100 Opportunities

Amount of Reimbursement:

NTD\$30,000(USD\$1,000) per person
(Applicants would need to pay for the handling fee)

Application Period:

From 2018/06/01 (Fri.) to 2018/08/31 (Fri.)

Result announcement:

2018/10/01 (Mon.)

Date of remittance:

Within a month after the date of result announcement

Chapter 2 - 2
/ Rising Star Project

APPLICATION PROCEDURE

You are just
3 Steps away.
It's easy to apply!

3 Step Application

Step 1 | Fill in your personal information

Step 2 | Fill in School name and class information

Step 3 | The introduction of your artwork

Upload 3 Files

Files 1 | Scanned affidavit letter

Files 2 | Artwork photo

Files 3 | Certificate of enrollment

Chapter 3
/ Rising Star Award

INTRODUCTION

Recognize hidden talents and
continuing the good tradition of
FRANZ AWARD.

“Rising Star Award” continued the good tradition of “FRANZ AWARD”, which is to offer suggestions and guidance to participating designers. “Rising Star Award” will invite international distinguished panel of judges to select 10 unique artworks from the 100 Rising Star Project applications.

The recipients of the ten “Rising Star Award” will receive a certificate of merit for encouragement and will have a chance to attend workshops, salons and short term visit programs hosted by the committee.

It is hoped that the ten recipients can start a new phase of their lives and continue to explore the infinite possibilities of porcelain.





We are the supporters of your porcelain design dreams.

FRANZ Rising Star Project

Franz Collection Inc. Brand Department CSR group

+886-2-2767-0117 extention 1282 (Ms. Lin)

13F., No.167, Sec. 5, Minsheng E. Rd., Songshan Dist.,

Taipei City 10589, Taiwan (R.O.C.)

www.franzproject.com

franz@seagull.com.tw

Facebook @RisingStarProject



IGNITE
YOUR
IMAGINATION

FRANZ RisingStarProject