

FRANZ AWARD

Vision

FRANZ AWARD was founded to search for diversified and creative porcelain designs and build an international platform for up and coming designers. From 2007 to 2016, FRANZ AWARD has let talents to grow, given birth to good designs through the experiences inherited from leaders of industry and creative brainstorming of international contestants. Over the ten years, from Taiwan, China to international scale, FRANZ AWARD has upheld its original intention which is to encourage new design talents and explore the possibilities for porcelain.

In these ten years, many designers may find that it isn't easy to design a good product that touches people's hearts. They have to study the market and mass production feasibility. After going to the market, they have to continue refining and modifying the works until they get the slightest chance to win the heart of consumers. Indeed, those products with innovation always need to be kept improving so that it can realize values. A good design can solve problems and make our lives more better. Furthermore, it can make a significant impact. The ultimate goal of FRANZ AWARD is to help the new talents from all the countries can find the opportunity to change the world with their amazing artworks!

Rules & Awards

PORCELAIN DESIGN GROUP 陶瓷設計組	40%	30%
	设计理念 DESIGN CONCEPT	设计表现 DESIGN PERFORMANCE
	主题適切 Theme Relevance 故事情感 Story of Design	美感 Aesthetic 媒材选择 Choice of Material 工艺技术 Production Skill 完整度 Completion of the Design work 打样精致度 Exquisite Degree of the Prototype
	20%	10%
可被量产但尚未公开 上市之作品 Suitable for mass production but not yet launched on the market.	产业性 INDUSTRIAL ADEQUACY	简报呈现 PRESENTATION
	量产合理性 Possibility of Mass Production 市场潜力 Market Potential 行销计划书 Marketing Plan	简报提案表达 Communication Skills 简报设计 Presentation Design
金牌 GOLD MEDAL	人民币十萬元整，奖状乙座，奖杯乙座（名额1名） CNY\$100,000, a Certificate of Commendation, and a Trophy (Approximately US\$16,000 / 1 Awarded)	
银牌 SILVER MEDAL	人民币四萬元整，奖状乙座，奖杯乙座（名额1名） CNY\$40,000, a Certificate of Commendation, and a Trophy (Approximately US\$6,500 / 1 Awarded)	
铜牌 SILVER MEDAL	人民币二萬元整，奖状乙座，奖杯乙座（名额1名） CNY\$20,000, a Certificate of Commendation, and a Trophy (Approximately US\$3,300 / 1 Awarded)	
优选 OUTSTANDING ENTRIES	人民币四仟元整，法蓝瓷精美礼品乙份，奖状乙座（名额2名） CNY\$4,000, a Certificate of Commendation, and a Trophy (Approximately US\$650 / 2 Awarded)	



金牌 GOLD MEDAL	人民币二萬元整、獎盃乙座、獎狀乙張 (名額1名) CNY\$20,000, a Certificate of Commendation, and a Trophy (Approximately US\$3,300 / 1 Awarded)
銀獎 SILVER MEDAL	人民币一萬元整、獎盃乙座、獎狀乙張 (名額1名) CNY\$10,000, a Certificate of Commendation, and a Trophy (Approximately US\$1,600 / 1 Awarded)
銅獎 SILVER MEDAL	人民币六仟元整、獎盃乙座、獎狀乙張 (名額1名) CNY\$6,000, a Certificate of Commendation, and a Trophy (Approximately US\$1,000 / 1 Awarded)
优选 OUTSTANDING ENTRIES	人民币四仟元整、法蓝瓷精美礼品乙份、獎狀乙張 (名額2名) CNY\$4,000, a Certificate of Commendation, and a Trophy (Approximately US\$650 / 2 Awarded)

Achievements

- 8615 applications from up and coming designers and over 10 thousands contestants from 60 countries during 2007-2016.
- Over \$33720 of awards.
- Over 200 media reports throughout Taiwan and China per year.
- Franz Award Finals was reported on China Central Television every year.
- Franz Award hosts over 50 events each year.
- Esteemed judging panel of porcelain industry figures from Germany, British, France, Japan, China and Taiwan for the finals.(For the detailed judge list, please refer to Appendix 1.)
- Important art-related institutes from China and Taiwan were organizers.(For the detailed co-organizer list, please refer to Appendix 2.)
- Important art-related institutes, museums from Germany, Japan, Malaysia, China and Taiwan were co-organizers.(For the detailed co-organizer list, please refer to Appendix 3.)

Chronology

From 2007 to 2016, FRANZ AWARD set a theme to be the major image in the whole year. The theme can be interpreted to the concept of the year that FRANZ AWARD wanted to communicate with applicants, judges, and those who were interested in porcelain design. Each theme is introduced as below:

2007, Made our debut in Taiwan as 「Franz Design & Marketing Originality Competition」

2007 Break through



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 the time when works is finished is the moment when the creation is most fetching. The Franz Design & Marketing Originality Competition in 2007 had design groups and marketing groups and found suitable partners for participants with different specialties through the matching party held by the organizers. Competition 2007 attracted a total of 400 teams from universities and colleges of Taiwan to participate, laying the foundation of success for future competitions.

2008 The power of dreams



The competition theme was "The Power of Dreams" in 2008; we expected young designers to dream big and muster up enough courage to realize their dreams; it was hoped that the participants could possess the ability to execute their creativity besides getting the inspiration.

In addition, the Competition adjusted the rules: the marketing group and the design group were no longer separated in the hope that participants could seek partners by themselves to cultivate tacit understanding on one hand, and that designers and students from the design department could realize the importance of market demand so they can become designers of industrial art with a strong marketing concept on the other hand.

2009, Expanded to China and became the most influential design competition in the Chinese community.

2009 Connection



The competition was renamed as "Franz Culture Creativity Competition" in Chinese in 2009, when the FRANZ AWARD was used for the first time. In addition, we have expanded the competition to Mainland China, Taiwan and Hong Kong in the hope that it could become the most indicative process design competition in the Chinese world.

The competition theme that year was "Connection" and the competition spirit was "Back to basics. Light the future"; we hoped participants could look for inspiration from history and reinterpret classics from the angle of contemporary aesthetics. The number of entries for the FRANZ AWARD 2009 was the highest over the years and related activities attracted numerous media coverage in the Mainland, Taiwan and Hong Kong.

2010 Interpretation



FRANZ AWARD 2010 was held by the Chinese National Academy of Arts, Taiwan Normal University and Asia-Pacific Cultural Creative Industry Association and undertaken by the

Ceramics Research Centre of the Chinese National Academy of Arts and Franz Collection Inc.

The competition theme that year was "Interpretation" and the competition spirit was "Interpret Chinese porcelain art with heart"; we hoped participants could taste and feel everything carefully in life and interpret subtle happiness in everyday life with porcelain works. More than 400 designers and students from the design department took part in the 2010 Competition, which was reported in detail by major media (such as CCTV, SET and etc) in the Mainland, Taiwan and Hong Kong.

2011, Expanded globally and became a world class porcelain design competition.

2011 Horizon



To accelerate the pace of globalization, Franz Award has extended its reaches to the world in 2011 and invited cultural, creative and design organizations from Japan, Malaysia, Hong Kong and Macao to participate in this great event and broaden the award arena. The topic this year is [Horizon] and we hoped that all contestants can go across their fields, brainstorm new designs and combinations and generate creative sparks that transcend through geographic, cultural and ideological boundaries. As about 700 teams from more than 20 countries were attracted to this competition in 2011, this award has gathered designer elites from the world and attracted attention of more than 10 media in the Great China Area. The scale was unprecedentedly grand.

2012 Sense



The 2012 FRANZ AWARD continued toward the international stage to actively interact with the culture creative artists from various countries, enhancing global cultural communications. The contest theme for 2012 was “Sense”, hoping the contestants may set off from their senses to transform wonderful media as well as surrounding objects into artworks, where the spirit and mind are conveyed by porcelain. FRANZ AWARD attracted media reports from all fields with its unique characteristic of focus on design and culture creativity, and has demonstrated new highs with the capacity of publication.

2013 Moment



The 2013 FRANZ AWARD has become a contest focused on by design circles worldwide. Based on the theme “Moment”, contestants have interpreted the magnificent touching hours of each moment, and the “Concept Design Group” was further added, to stimulate foresighted and influential design inspirations. A new page has been written in the history of the contest during this year, with the most number of registered works (over 700 pieces), most number of nationalities for the contestants (from 16 countries), as well as the most internationalized judge team (authorities from German, French, Japanese and cross-strait culture creative and ceramic fields).

2014 Eternity



FRANZ AWARD entering its eighth year, the number eight is regarded as “eternal” while looking horizontally. We invited the world’s top designers to step on the porcelain arena of their own to capture the moment of inspiration and create the eternal classic. We believe that good designs that make the world go round are being born within this moment.

2015 Retrospect



This year, the competition has attracted participants from 48 countries and more than 2,200 teams signed up which has gained substantial attention from the media and set the record for the 2015 Franz Award.

2016 Shine



FRANZ AWARD celebrated its 10th anniversary this year. The theme “Shine” meant that FRANZ AWARD helped those talented young talents to create a better tomorrow and pursued their dreams. Since FRANZ AWARD was founded, countless ideas were born, shaped into porcelain and filled with imagination. Those young artists shone just like the stars that lead the way and form a galaxy that shone brightly.

Appendix 1 - Judge List of FRANZ AWARD

Region	Judge	Institute	Year
France	Serge Nicole	President of Ateliers d'Art de France	2016
	Michel Bernardaud	PRESIDENT OF BERNARDAUD	2014
	Chantal Meslin-Perrier	Chief curator of French national museums National Research Institute for History of art	2014
	Frederic Bernardaud	Director of Creation and Marketing of Bernardaud	2013

Germany	Wilhelm Siemen	Director of Porzellanikon Selb and Hohenberg a.d. Eger.	2013 ~2016
	Ute Patel-Missfeldt	World Renown German Artist	2015
British	Anthony Quinn	Course Leader of Central Saint Martins BA Ceramic Design.	2016
Japan	Kazuo Tanaka	Chairman of Japan industrial Designers' Association President of GK Industrial Design Inc.	2015, 2016
	Yamazaki Seitaro	Seitaro design, President, Art Director and Designer of Seitaro Design Inc.	2013, 2014
China	Alex Gao	Director of Today Art Museum	2015, 2016
	Ning Zheng	Director of Ceramic Design Department, Acedemy of Arts & Design, Tsinghua University	2016, 2015, 2010, 2009
	Zhen-yu Gao	Director of Ceramic Research Center, Chinese National Academy of Arts	2013
	Qin Xilin	Honorary Dean of Jingdezhen Ceramic Institute	2009 ~2016

	Dong-liang Chen	Director of Beijing Industrial Design Center	2015
	Xiang Yong	Vice Dean of Institute for Cultural Industries, Peking University Vice Dean of School of Arts, Peking University	2015, 2012 , 2011
	Zhu, Le-Geng	Director of Art Research Center ,Chinese National Academy of Arts Director of Ceramic Research Center, Chinese National Academy of Arts	2014, 2012, 2010, 2009
	Hung, Chin	Director of Today Art Museum	2014
	Xiao-Yeh Wang	Director of Display Art Center, China Academy of Art	2013
	Cheng, Liu	Director of Animation school of Media, China Academy of Art	2011
	Chieng Min, Sung	Vice Director of China Academy of Art	2011
	Pin Tien, Lu	Director of China Arts and Crafts Museum	2009
Taiwan	Franz Chen	Founder and Chairman of Asia-Pacific Cultural Creative Industry Association	2008 ~2016

	CEO of FRANZ Collection Inc.	
Apex Lin, Pang-Soong	Professor of Department of Visual Design, Taiwan Norm University Honored with Taiwan Award for Arts	2009 ~2016
Joseph Pai	Chairman, Ogilvy & Mather, Taiwan Director of Asia-Pacific Cultural Creative Industry Association	2010 ~2015
Victoria Lu	Professor of Institute of Fashion and Communications Design, Shih Chien University Curator	2012, 2010
Edward Fan	Representative of Taiwan Design Center	2013
Kuang Min, Chang	CEO of Taiwan Design Center	2008, 2009, 2010
Jung Tai, Lin	Director of Department of Visual Communication design, National Taiwan University of Art	2009
Chao Sun	Winner of National Culture and Arts Award	2009
Cheng Neng, Kuan	Director of Department of Industrial Design, Shih Chien University	2008

	Wei Hsiung, Chan	Chief editor of Business Next Vice Director of XUE XUE Foundation	2008
	Wen Chen, Hsueh	Leader of Innovation Center, Industrial Technology Research Institute.	2008
Hong Kong	Hsiao kang, Liu	Vice President of Hong Kong Design Center	2011

Appendix 2 - Organizer List of FRANZ AWARD

Region	Institute	Year
Asia	Asia-Pacific Cultural Creative Industry Association	2007~2016
China	Institute of Art, Pecking	2009~2014
	China Academy of Art	2011
	Pecking University	2012
	Cross-strait Cultural and Creative Industry Development Association	2014
	Institute for Cultural Industries, Pecking	2015
	Today Art Museum	2016

Taiwan	National Taiwan University of Art	2009
	Taiwan Norm University	2010~2013
	Taiwan Design Center	2013

Appendix 3 - Co-organizer List of FRANZ AWARD

Region	Institute	Year
China	Today Art Museum	2015~2016
	Yi Wu FRANZ Inc.	2016
	Beijing Industrial Design Center	2015
Taiwan	Chinese Industrial Designers Association	2015~2016
	The Eslite Corporation	2016
	Taiwan Designers'Web	2015
	Yingge Ceramic Museum	2010
Germany	Porzellanikon Selb	2014~2016

Japan	Japan Industrial Designers' Association	2015~2016
Hong Kong	Hong Kong Design Center	2011~2013
Malaysia	Malaysian Institute of Art	2011~2013
	The One Academy of Communication Design	2011~2013
	Malaysia Entrepreneurs' Development Association	2011
	SME Association of Malasia	2011