

SONY CREATIVE CENTER (SHANGHAI)

STUDENT WORKSHOP '08

WORKSHOP THEME 主题

ECO

Theme

Sony is an entertainment company.

Please think about how to combine entertainment and a sense of ecological value to enable people to have fun and enjoyment through your design.

主题重点

更好的为人们提供各种娱乐是Sony公司的DNA。在全球提倡环境保护的大背景下，请思考如何通过设计更加环保的让人们得到快乐。

CONDITIONS

Consumer products, related packages, software applications, promotions or services - anything related to the above theme can be proposed.

It supposes to be actualized in 2-3 years.

条件

消费类电子产品，相关包装，软件应用界面，推广或服务之类的设计均可提交。
在2到3年内可能实现的设计。

JUDGING CRITERIA

- Ecology
- Fun or smart
- Originality

选拔原则

- 环保理念明确
- 有趣或巧妙
- 原创性

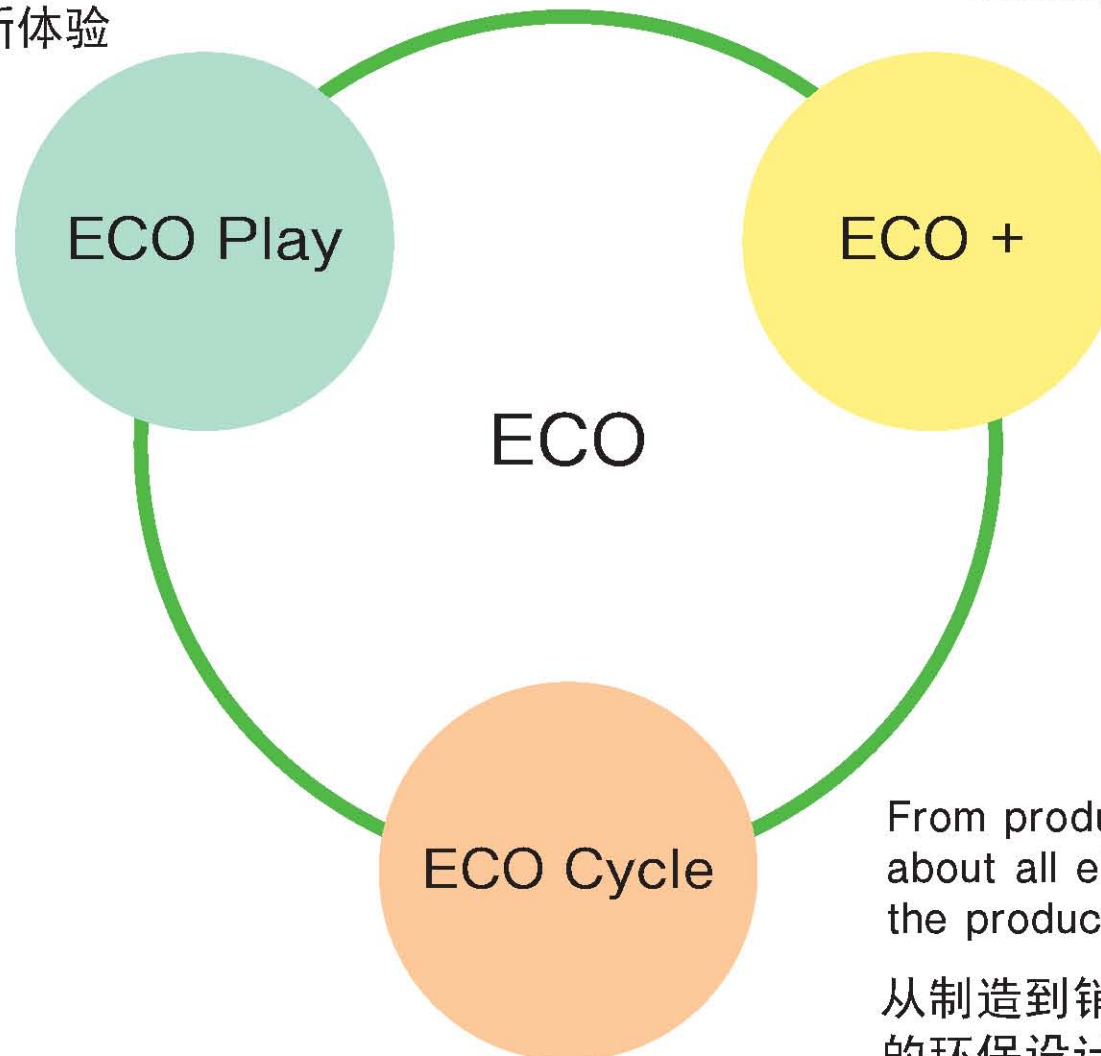
HINT 提示

Find a new concept to combine entertainment and a sense of ecological value.

结合娱乐和环保创造新体验

Redesign an existing products.

对现有产品的再设计



From production to selling, think about all elements related around the product cycle.

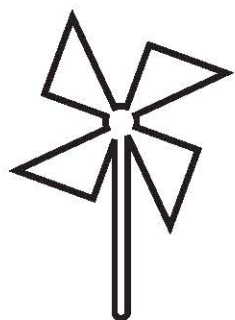
从制造到销售思考产品周边环节的环保设计

HINT EXPLANATION 提示说明

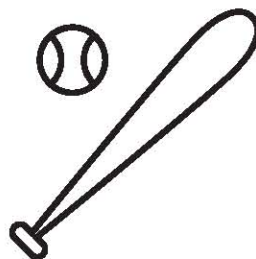
ECO PLAY

Find a new concept to combine entertainment and a sense of ecological value.

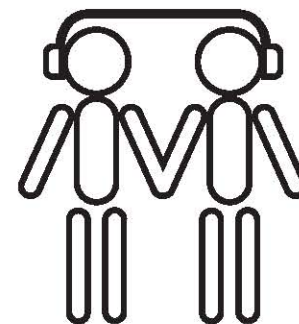
结合娱乐和环保创造新体验



Play with ECO
产品运行中体现环保



Get ECO by play
通过玩耍实现环保



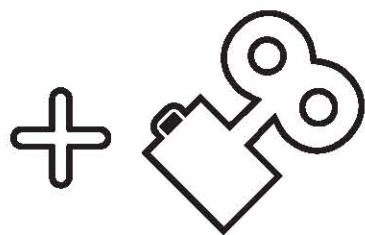
Play for more people
共同使用为环保

HINT EXPLANATION 提示说明

ECO +

Redesign an existing products.

通过对现有产品的设计和改造，实现环保。



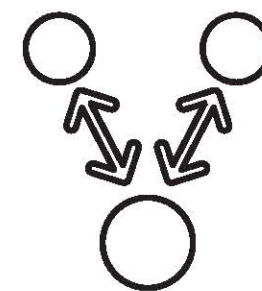
Accessories design

附件设计



Reconstruct

造型或材料改进



Functions separate
and combine

功能拆分和组合

HINT EXPLANATION 提示说明

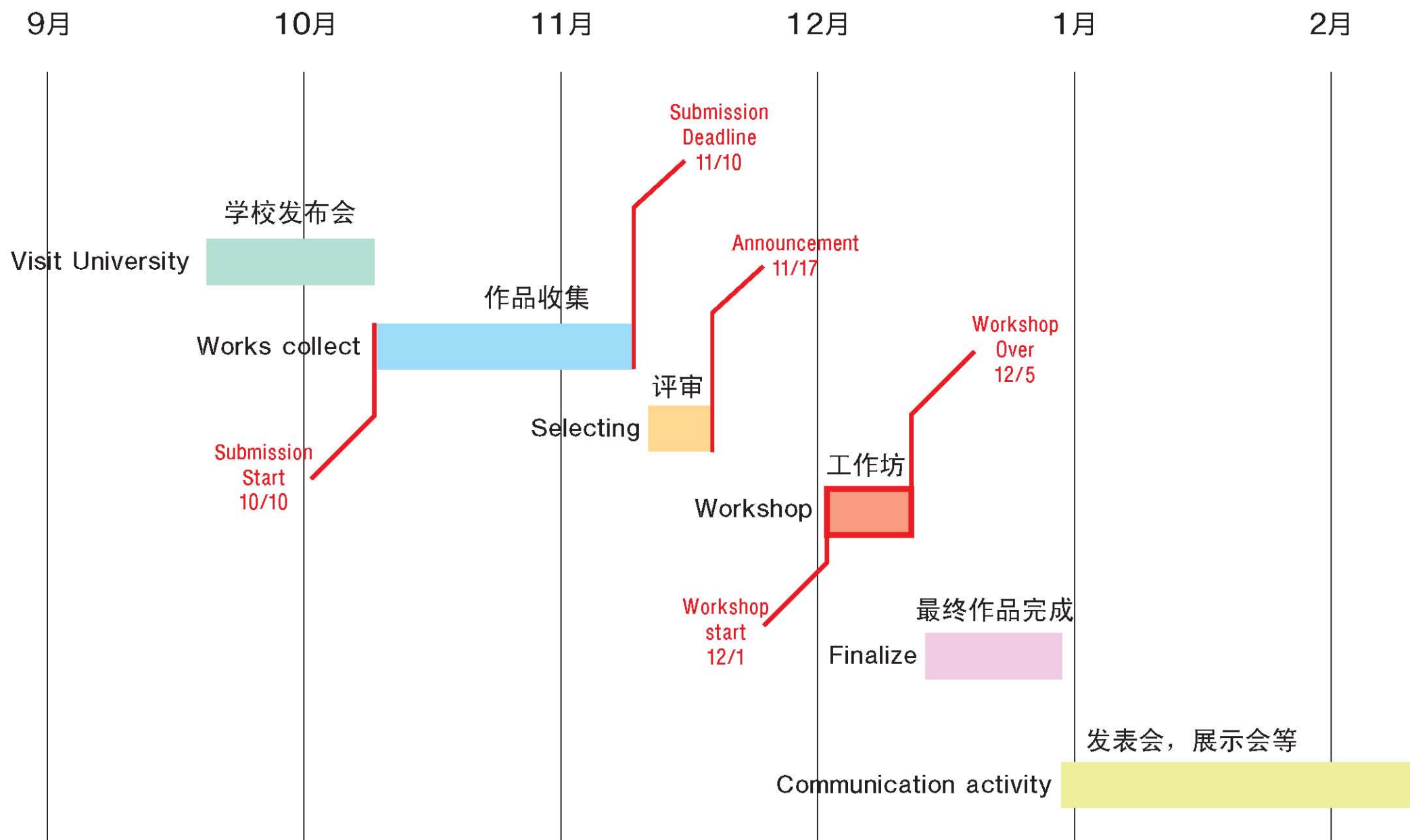
ECO Cycle

From production to selling, think about all elements related around the product cycle.

从制造到销售思考产品周边其他环节的环保设计



Schedule 日程



SUBMISSION 提交内容

Application form (A4)

申请表 (A4)

Application Form		SONY CREATIVE CENTER (SHANGHAI). STUDENT WORKSHOP '08
<p>This form must be sent together with your work by E-mail to CreativeCenterSH@sony.com.cn or mailing this form to 8/F,One Corporate Avenue,222 Hu Bin Road, Luwan District,Shanghai 200021, P.R.C. This form must be completed in either English or Chinese.</p>		
Basic Information		
Name		
Date of birth		
University		
Major and Grade		
Contact Number		
E-mail		
ID number (or Passport No.)		
About your work		
Theme or Title		Thumbnail
Basic Concept or Design point		
Eco point		
What's new?		
Agreement and condition		
<p>Please read the rules contained in this Agreement and sign.</p> <p>Entries may not be entered in any other workshop, nor be released elsewhere without Sony's consent. For entered works that have been awarded, all rights concerning patents, mock up, designs, trademarks, and copyrights in China and all other countries shall belong to Sony Corporation. The awarded as determined by Sony shall be allocated as the cost for transferring said rights. For entered works that have not been awarded, all rights (including but not limited to intellectual property rights) and responsibilities pertaining thereto shall in principle belong to the designers themselves. When entering the workshop, the entrants shall take necessary measures to protect the rights of their own works. Should entered works be deemed to replicate or bear a close resemblance to a previously released design, or infringe upon the intellectual property rights of a third party (including cases of said infringement after entry), any award given to such a work may be revoked, even after the award results are announced. We may make inquiries to entrants concerning the works entered, both in the judging stage and during the process of turning the work into a commercial product. When necessary to make arrangements based on matters other than those included in the entry requirements, such decisions shall be made at the discretion of the sponsor. Entrants objecting to the details of such arrangements may withdraw their entries. However, any expenses incurred in connection with such entries shall not be reimbursed. Entered works (both the presentation sheet and model) will not be returned. The rights concerning publicity and public relations shall belong to the sponsor. Works may be modified as necessary in the process of development into commercial products. Sony shall handle personal information of entrants in accordance with Sony's personal information protection policy, and use such data for the purposes of the following: to provide information regarding the workshop, to deliver materials, to inform related events and to collect statistical information. Sony may provide partial data, in which individuals cannot be identified, to designated firms or its affiliates when it commissions certain tasks. Entered works may be entrusted to the supporting companies selected by the sponsor, and may also be offered to its group companies as masked data.</p>		
Signature		

SUBMISSION 提交内容

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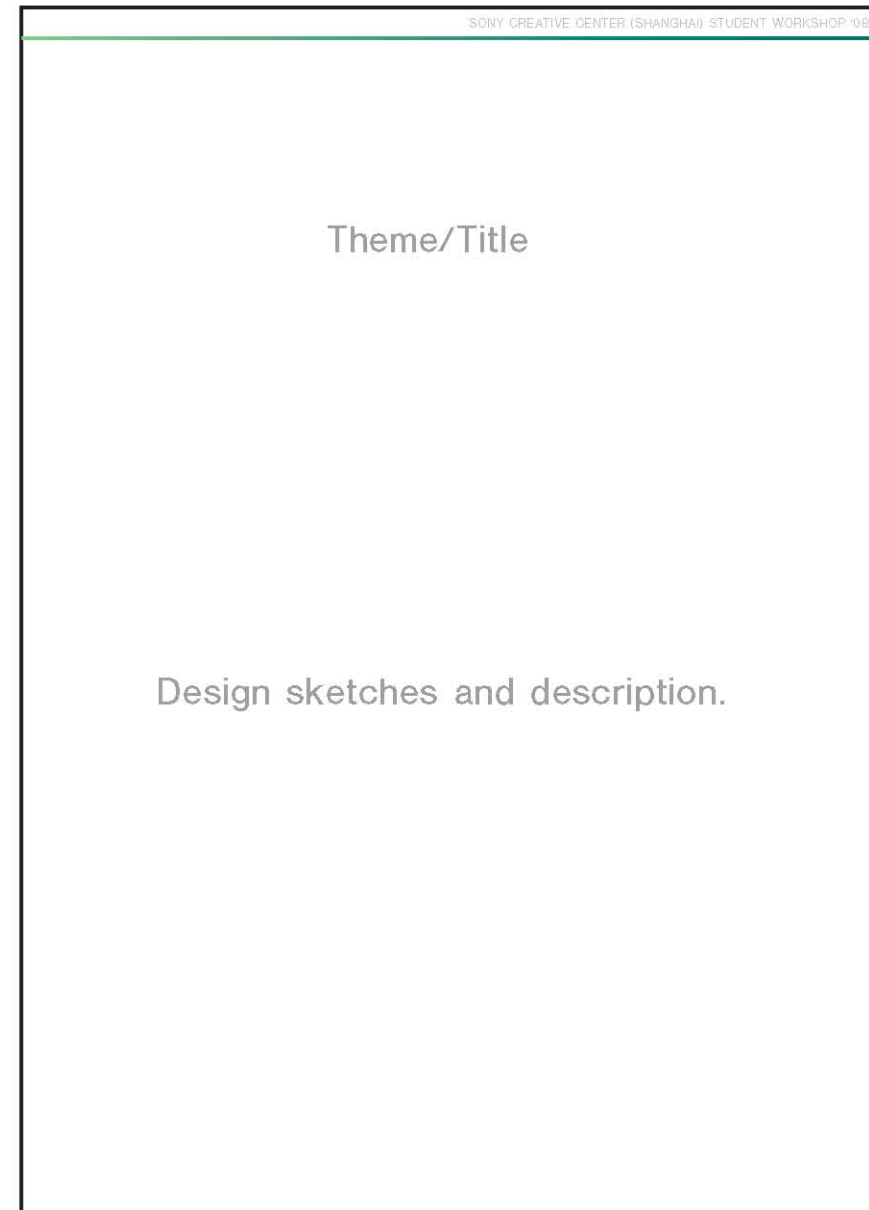
Maximum 2 pages of A3 size jpeg file including following items. (Maximum size 2m)

- Design sketches and description.
- Catch phrase on top of the first page (Around 15 words)

作品样式

1到2张A3大小的Jpeg位图文件（最大2兆）。其中包括：

- 在页面的顶端显著位置注明可以简单表达设计概念的口号。
- 设计草图以及详细概念说明和介绍。



SUBMIT TO 提交地

CreativeCenterSH@sony.com.cn

+86-21-61216680

**8/F, One Corporate Avenue, 222 Hu
Bin Road, Luwan District, Shanghai
200021, P.R.C**