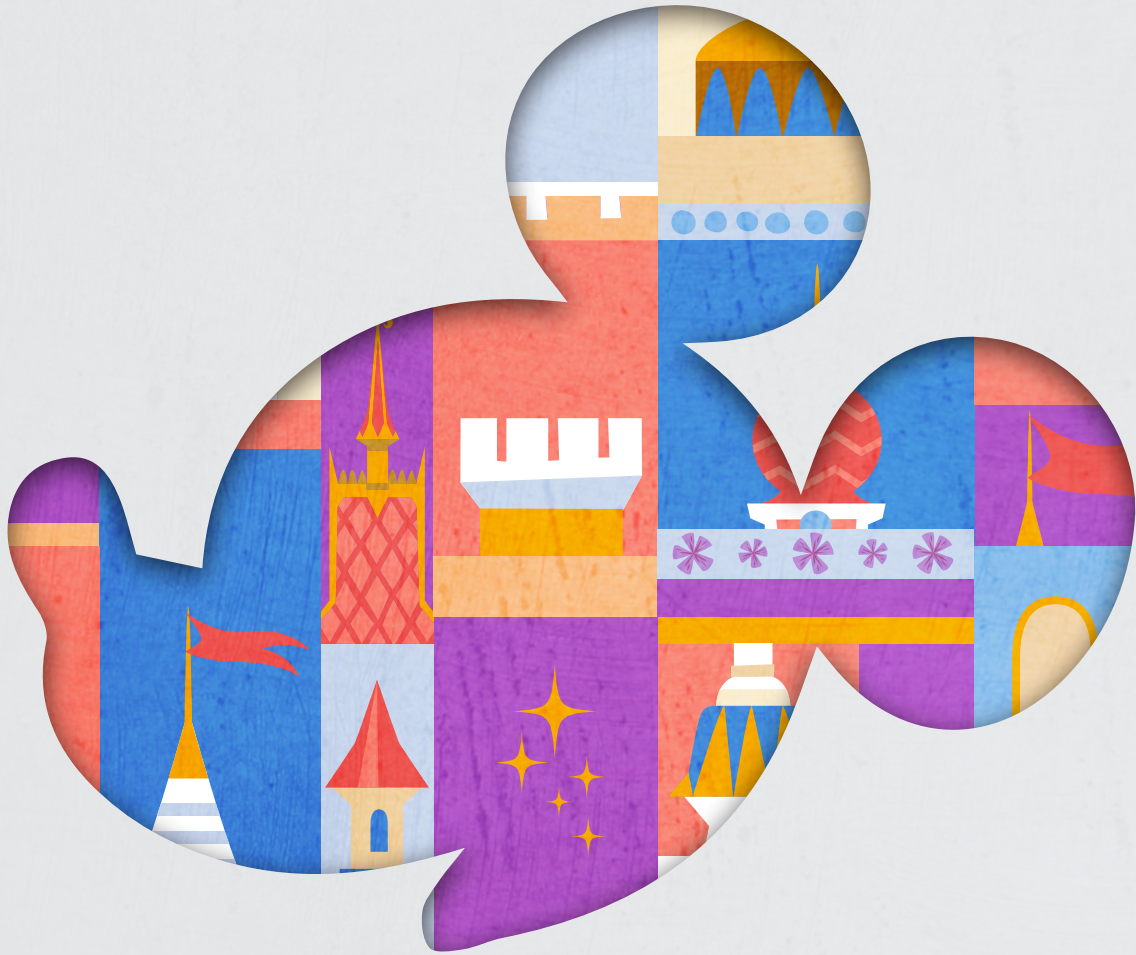


Hong Kong
IMAGINATIONS



DISNEY IMAGINATIONS

Hong Kong Design Competition 2024

SHOWCASE YOUR **CREATIVITY** AND **TALENTS**,
WIN **INTERSHIP OPPORTUNITIES** AT HONG KONG DISNEYLAND RESORT,
AND **MONETARY AWARDS**

About Walt Disney Imagineering (WDI)

Walt Disney Imagineering is the unique, creative force behind Walt Disney Parks and Resorts that imagines, designs and builds all Disney theme parks, resorts, attractions, cruise ships, real estate developments, and regional entertainment venues worldwide.

Imagineering's unique strength comes from the dynamic global team of creative and technical professionals building on the Disney legacy of storytelling to pioneer new forms of entertainment through technical innovation and creativity. More than 140 disciplines exist at Imagineering, including artists, architects, engineers, writers, machinists, landscape designers, model makers, sound technicians, carpenters, producers, accountants, filmmakers, schedulers, estimators and more.

The name Imagineering combines imagination with engineering to describe both what Imagineers do and who they are. Building upon the legacy of Walt Disney, Imagineers bring art and science together to turn fantasy into reality and dreams into magic, every day.



About the Disney Imaginations Hong Kong Design Competition

Started in 1991, Imaginations is a design competition created and sponsored by Walt Disney Imagineering (WDI) in the United States in order to promote diversity and nurture the next generation of creative talent.

With the continued success of the competition, Hong Kong Disneyland Resort brought the competition to Hong Kong in 2011. Renamed “Disney Imaginations Hong Kong Design Competition,” students from selected design institutions use their technical, artistic and creative skills to propose concepts for an entirely new entertainment experience or product.

This is a great opportunity for participants to showcase their talent for integrating innovative and globally diverse ideas with a passion for Disney. Winners may have a chance for monetary prizes and potential work experiences.



PROJECT CHALLENGE

Focus on a subject of either tangible or intangible cultural heritage that is being forgotten or lesser known. This may be endangered or may have disappeared already. Create an educational experience with a conservation angle to bring it back to people's attention and help celebrate or educate the public in order to promote and preserve it for the benefit of future generations.

Subjects may include, and be a combination of, but not limited to the following :

- native flora or fauna
- food
- music
- Festival
- obscure historical sites
- language
- arts and crafts

KEY CONSIDERATIONS:

- Every participant will be required to tell his/her story as it pertains to this project and the role he/she played in it. Judging will be based on both an individual and group basis.
- Tell a family friendly story.
- Do not use Disney IP (Intellectual Property) in any part of your proposal.

Submissions will be judged based on, but not limited to the following:

- Mastery of skills and talents
- Guest experience
- Diversity/market perspective
- Uniqueness
- Adherence to project challenge
- Team collaboration

YOUR SUBMISSION SHOULD BE FUN, ORIGINAL AND INNOVATIVE, AND ONE THAT:

- Recognizes the cultural nuances of the selected location
- Pushes the boundaries of what currently exists

In addition, make sure that your submission demonstrates:

- Ability to tell a compelling and engaging story
- Broad appeal to a diverse audience
- Knowledge and passion for Walt Disney Imagineering

How Do I Enter the Competition?

To enter the competition, teams must submit the following by September 17, 2023

- A completed Disney Imaginations Hong Kong Design Competition 2024 Entry Form
- A resume for each proposed team member
- Proof of current enrollment from the eligible educational institution (see “Who Can Enter?” section below), for example, a letter or copies of transcripts issued by the relevant institution which indicates the proposed participant’s current enrollment, standing (i.e. Matriculate, Undergraduate, Part-Time or Full-Time Graduate) and major/minor discipline(s).

Upon notification of your successful application, you will be asked to submit your project in full by the project submission deadline.

Who Can Enter?

1. Teams must consist of at least two and no more than four participants.
2. To qualify, each proposed participant must meet the following requirements:
 - (i) be a student at least 18 years of age and enrolled in a college or university institution listed in “A. Eligible Institutions” below throughout the duration of the competition from September 1st, 2023 to May 31st, 2024; AND
 - (ii) currently enrolled in one of the disciplines listed in “B. Eligible Disciplines” OR students with creativity related qualifications or skills could submit relevant documentary proof [or his/ her work portfolio] at the time of application

A. Eligible Institutions:

- Caritas Bianchi College of Careers
- Chu Hai College of Higher Education
- City University of Hong Kong
- The Hong Kong Academy for Performing Arts
- Hong Kong Baptist University
- Hong Kong Metropolitan University
- Hong Kong Design Institute
- Hong Kong Institute of Vocational Education
- Hong Kong Shue Yan University
- Lingnan University
- Technological and Higher Education Institute of Hong Kong
- The Chinese University of Hong Kong
- The Education University of Hong Kong
- The Hang Seng University of Hong Kong
- The Hong Kong Polytechnic University
- The Hong Kong University of Science and Technology
- The University of Hong Kong

B. Eligible Disciplines:

- Animation
- Architecture
- Communications/ Media
- Computer Science
- Construction/ Project Management
- Creative Writing/ Screenwriting/ Playwriting
- Design
- Engineering
- Fine Arts
- Game Design and/or Development
- Graphic / Communications Design
- Illustration
- Industrial Design
- Interactive Media Design
- Interior Design
- Landscape Architecture
- Media Production (Digital, TV, Film)
- Theater Design and Production
- Urban Planning
- Visual Arts

3. The Entry Form must be signed by an authorized representative of the eligible institutions listed in “A. Eligible Institutions” above.

4. Previous finalists in the Imaginations Competition in the U.S. and Hong Kong who have presented a submission at Walt Disney Imagineering and current or former employees of Walt Disney Imagineering and their immediate family members are not eligible to participate in this competition.

5. All team members must agree to and abide by the terms and conditions and other rules applicable to the competition (including the “Terms & Conditions” below). Failure to do so may result in disqualification of individual team members or the entire team.

Key Dates

Application Deadline

Completed application must be submitted by **September 17, 2023**.

Project Submission

Qualified participants will be notified by **September 28, 2023** and asked to submit their project by **January 24, 2024**. (Submission template will be provided upon qualification.)

Final Competition

Finalist teams will be notified by **November 15, 2023** and invited to Hong Kong Disneyland Resort in **January 2024** to present their projects to a panel of judges.



Incentives

- Monetary awards for winning teams (HK\$25,000 for 1st place, HK\$8,000 for 2nd place, HK\$4,000 for 3rd place)
- 1-year Magical Access membership for finalist teams
- Six to eight weeks work experience at Hong Kong Disneyland Resort for the 1st place team
- Opportunity to join a trip to another Disney Park for the 1st place team

Judging Process

All project submissions will be judged by executives and Imagineers from Hong Kong Disneyland Resort.

■ Diversity/global perspective

■ Merging of creativity with technological know-how

■ Demonstration of talent and skills

■ Emotional appeal

■ Quality of presentation

■ Team collaboration

At the final competition, finalist teams will compete for prizes by presenting their project in person to executives and Imagineers from Hong Kong Disneyland Resort.

TERMS & CONDITIONS

1. All ideas, concepts, works, information, content, materials or other things submitted in or related to the Disney Imaginations Hong Kong 2024 Design Competition (“Competition”) (including the project) must be original and solely the work of the team submitting the project, and shall not include the work, contribution by or any intellectual property or other material of any other person (including those of Hongkong International Theme Parks Limited (“Hong Kong Disneyland Resort”) or its parent, subsidiary or affiliated companies). Participants may not use or include any materials created, generated or processed by any artificial intelligence software, application, system, technology (including, but not limited to ChatGPT, Stable Diffusion, Dall-e) or similar means in their entries. Any participant who has made submission in more than one team may be disqualified. Only one project per team will be accepted.
2. All team members must meet and comply with all terms and conditions, rules, eligibility requirements and guidelines applicable to the Competition (including these Terms & Conditions) by the application deadline and throughout the Competition. All team members must be available to participate in the final Competition.
3. In consideration for the opportunity to participate in the Competition and the opportunity to win the Competition prize or award, each participant understands and agree that any and all submissions will become the sole property of Hong Kong Disneyland Resort and will not be returned. All rights to use these submissions or any part thereof will be retained by Hong Kong Disneyland Resort without expectation of credit or other consideration by the participant or any other person.
4. Each participant agrees to participate in publicity activities, interviews and photo and video sessions as requested by Hong Kong Disneyland Resort. Each participant authorizes Hong Kong Disneyland Resort, its parents, subsidiaries and affiliated companies, and their respective sub-contractors to take photographs and make recordings of such publicity events and interviews containing the participant’s voices, images or likenesses and to edit, use and/or exploit such photographs and recordings for any purpose throughout the world, in all media and languages, whether now known or hereafter devised without any liability or compensation of any nature to the participant. Each participant unconditionally and irrevocably waives, in relation to such photographs or recordings, all moral rights and author’s rights of any kind. Hong Kong Disneyland Resort reserves the right not to award any prize to the participants if they fail or refuse to participate in publicity activities, interviews or photo sessions or fail or refuse to be interviewed or photographed. Each participant undertakes to execute all such documents and do all things as Hong Kong Disneyland Resort may require for the purpose of enforcing its rights or perfecting any assignment under these Terms & Conditions. The rights granted under these Terms & Conditions may be freely assigned or licensed by Hong Kong Disneyland Resort without prior consent by the participant or any other person.
5. Any offer of work experience or other opportunity is expressly contingent on the participant’s eligibility for employment in Hong Kong and all other laws applicable to such offer or opportunity.
6. Participants shall not use or divulge any confidential information received or acquired in connection with the Competition without the prior written consent of Hong Kong Disneyland Resort.
7. Hong Kong Disneyland Resort reserves the right to disqualify any project, participant and/or team. Hong Kong Disneyland Resort reserves the right to determine, change, withhold, suspend or withdraw any result, award, prizes or any offer for work experience or any other opportunity in connection with the Competition.
8. The terms and conditions of Disney Imaginations Hong Kong 2024 Design Competition are subject to the interpretation of Hong Kong Disneyland Resort which shall be final and conclusive. In the event of disputes, Hong Kong Disneyland Resort reserves the right to make final judgment on the dispute and otherwise in respect of the Competition.
9. The Entry Form and the terms and conditions of the Competition (including these Terms & Conditions) shall be governed by and construed in accordance with the laws of Hong Kong Special Administrative Region of the People’s Republic of China (“Hong Kong”). In case of any dispute, the parties agree to submit to the non-exclusive jurisdiction of the courts of Hong Kong.
10. These Terms & Conditions constitute an agreement between each participant and Hong Kong Disneyland Resort. A person who is not a party to this agreement shall not have any rights under the Contracts (Rights of Third Parties) Ordinance (Chapter 623 of the Laws of Hong Kong) to enforce any term of this agreement.