

2016 Tengchong- L&A Design Star “Creative Village” International University  
Student Design Competition in Hehua Resort Area

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1. About “Creative Village”

Tengchong, southwest of Yunnan Province, is well known in domestic and abroad for its rich natural resources like volcanic, Atami and Heshun town. The historical and cultural city on the Silk Road is an important gateway for China to South Asia and Southeast Asia, which is also the most popular tourist destination for visitors. Relying on the innate good natural environment, abundant tourism resources, profound cultural historical heritage, the current 2016 Tengchong-L&A Design Star "Creative Village" international competition use Hehua Dai and Wa Ethnic Township, southwest of Tengchong city, as the design field. In this way, we want to explore a consolidation pattern of cultural and creative tourism, rural construction and industrial heritage in the new era. We hope to increase added value in tourism product by promote the popularity of the town, and change the traditional development mode through reasonable scenic area planning and design.

In addition to the magnificent ground water and underground river resources, constant perennial water with low temperature "Bapai Giant Hot Springs ", Hehua town also has Hehua Sugar Factory as industrial heritage constructed in 1983 and a rural settlement called Ba Pai village with rich humanistic resources. Students all over the world will work together to integrate and promote the high quality resources of field in three months. And finally make the scheme a new type of tourism destination solution based on southwest and facing the world.

This international design competition is open to all university students both domestic and abroad, aiming to formulate creative strategies from a global perspective for the transformation of beautiful Chinese villages.





- Organizer

Shenzhen Municipal Propaganda Department

Shenzhen Bureau of Culture and Tourism

Shenzhen City of Design Promotion Office

Tengchong Government

- Host Organizer

L&A Design Group/ L&A Non-profit Foundation

- Support Organizations

Shenzhen Nanshan District Cultural Industry Development Office/ China Merchants Property Development/ Nan Hai E-cool/ Shenzhen University/ Shenzhen Polytechnic/ Smart City Society of Shenzhen/ Urban Planning Society of Shenzhen/ Shenzhen Exploration & Design Association/ Shenzhen Cultural & Creative Industries Association

- Media

Website and newspaper : Urban Environment Design/ Landscape China/ Times House/Archina/ Landscape Architecture Frontiers/ Sina / Sohu Focus/ Phoenix Property/Tencent Property/ Shenzhen Economic Daily/ Shenzhen Evening News/ Shenzhen Special Zone Daily/ Shenzhen News/Southern Daily/ Readatchina.com/ China Real Estate Business/ Shekou News/ [China Culture Daily](#);

Wechat platform: Urban design/New rural and modern agriculture / Greenway

## 2. Competition background

- Shenzhen “Creative December”

Shenzhen has been awarded the title of “ City of Design” in China. Creative December consists of a series of exhibitions held by the Shenzhen Municipal Bureau of Culture and Tourism, aiming to increase public awareness for creative culture, and to encourage public participation in the development of Shenzhen’s creative industry.

- “Culture and Creative plus” which expanded to the upgrade of tourist destination from the site-seeing tourism

“2015 The National Tourism Investment Report” published by the China National Tourism Administration, claimed that in 2015, the national rural tourism accounted for about half of the total domestic tourism, the total scale of consumption accounts for about 29% of the domestic tourism revenue. Revive village by cultural and creative tourism has become a whole new choice for the urban-return villager’s lifestyle. The renovation of countryside construction has given the villages a chance to embrace the cultural industry and rural tourism which allows the locals has their own business and industry to be wealthier.

- With superior geographical condition, Hehua tourism resort town is the first choice for cultural and creative tourism.

Located in the southwest of Tengchong, Hehua Resort Area has a land area of 125 square kilometers, not only is one of the ancient path through four gates in the history of Tengchong , which is the southern gateway of Tengchong now, also is referred to as the "land of fish and rice" ,an important ecological agricultural heartland of Tengchong country. Relying on idyllic sight, this area has the opportunity to become new cultural and creative tourism destination with the linkage of the formation of center town, industrial heritage, the development of hot spring resort area and local high quality tourism resources such as abundant geothermal and water resources.

### 3. Objectives

- Appeal university students all over the world to contribute to the development of Tengchong Hehua resort area. Give strategic planning and implementation suggestion in cultural and creative industry, tourism, and industry heritage.
- Encourage the “DEEP+” approach to planning and landscape design (design+, ecology,+ economy+ ,planning ). Designers must take ecological and commercial considerations into account early in the design stage, in order to fully dig the cultural and commercial value of the town.

- Keep the local features, optimize living environment of village, create a beautiful country.
- Set brand-new brand image of Tengchong Hehua Tourist Area; create extremely regional characteristics of the cultural and creative tourism destination.
- Realize the coordinated development of region and the villagers, increase participation of the villagers', improve the employment and market environment, create a win-win situation.
- Use Design Thinking to discover existing problems and to formulate solutions accordingly.
- Finish the overall arrangement of the scenic spot and the other systems analysis.
- Plan the deepen design of important space nodes, and present specific results with creative expression.

#### 4. Design Principles

- The overall planning part

Form reasonable industrial layout by sufficient research and analysis. Stimulate the local economy using the thinking of cultural and creative tourism, and promote local residents of reemployment.

Overall planning result: refined concept, a master plan , a bird's-eye view, related analysis diagram (functions ,scenic spot, the line of traffic and sight, planning analysis, etc.), industrial operation planning. Form unlimited;

The necessary contents include: Tourism market analysis and feasible operating plan. The scheme should reflect design thinking of Bapai Village and scheme the local handcraft and tourism industry. Modify some important nodes in the villages to improve the local environment as well as existing architectural style and function. Last but not least, participants should give some reconstructive measures and facility design towards the 6 km hike line from Hehua Resort Area to Tengchong hotsea hot spring.

- The visual system and brand image part

Design LOGO and VI(visual identity) in the project according to the local conditions and customs, history and natural geographical conditions;

LOGO: Tengchong Hehua Tourist Area Brand Mark(LOGO), Brand Typography, Slogan, standard color, a design description with no less than 100 words. All the logo design should include the ink draft, monochrome inverted of the logo, standardized drawings or grid mapping and the Guideline of standard combination;

Required VI Application: visual signpost system, urban furniture, or other urban space design elements;

Choose 1 ~3 in following VI application: T-shirts, business card, envelope, letter sheet, working card, uniform design, PPT template, or other product visual design elements.

- The Schematic Design Part

A:Hehua Sugar factory B: Bapai Giant Hot Springs

Participants need to choose one to design in details.The Schematic Design result should including as following:

Choose A .Hehua Sugar factory:

This deepen design shall be around the cultural and creative center, the local arts and crafts, jewelry industry center, including the results such as concept, planning scheme, master plan , relevant analysis diagram, renderings, etc.;

Choose B: Bapai Giant Hot Springs:

This deepen design should be effective use of its natural resources, mining its culture and business value, create an attractive tourist destination and leisure facilities, and eventually form concept, master plan, relevant analysis diagram, renderings and other working results which you need to present your idea.

## 5. Competition entries

- Paper files

4 - 6 pages of A0 posters, must include but not limited to function layout, spatial arrangement and aerial view;

Clearly label your name, school/faculty, speciality and project name, on the back of each page (bottom right corner). No personal information shall be disclosed on the front of any pages, or you could be disqualified.

- Electronic records

Submit all A0 poster paper JPG or PDF file. Drawing file is divided into print and web browsing: for print, drawing size A0 (1189 mm \* 1189 mm) with more than 300 dpi, JPG or PDF format accepted; for Web, must use the JPG format with 72 dpi, drawing size about 1500 pixels \* 2000 pixels suggested, each file size under 3M. All these files must be named with abbreviation (within four words) and page numbers, like "Tengchong Hehua \_01. JPG";

Submit exhibition file following template. The exhibition file should include all your A0 files, and the dpi should more than 300dpi;

Submit the visual design documents shall include as following: at least 300 dpi JPG files, vector of the original design of the AI, CDR file. Please make sure that the authors retain resolution, so that the organizers for the campaign can use it as Branding Event. JPG file must use RGB mode, the image width is not less than 500 px, height unlimited;

Check all the JPG files are in RGB color mode in order to prevent color cast.

A powerpoint presentation of less than 40 pages to explain your design. Please name your files in this format: " Author name/ school/ faculty/ project name/ page number"

Submit 200-words design description including the design name , a general overview , the core features and divided parts. Show your team members with author name/ school/ faculty/ specialty, and don't forget your student ID cards scanning. All above should be in .DOC format.

## 6. Submissions

- The submission deadline: 12pm, Nov.28, 2016
- Delivery address of paper files:

Nancy Peng, 3rd Floor, 5# Block, Nanhai E-Cool Building, Xinghua RD,  
Shekou, Nanshan District, ShenZhen, People's Republic of China.

The date on the postmark or expressage would be regarded as the actual date of submission. 7.3 All digital copies should be emailed to [LA-2016@qq.com](mailto:LA-2016@qq.com), which shall not be later than the deadline, including the PPT, poster in JPG or PDF, design presentation in DOC and other pictures in JPG/AI/CDR.

## 7. Eligibility

- Participants must be current university students, including bachelor, masters or PHD students. You could enter as an individual or as a group (no more than 5 group members). Inter-disciplinary collaboration is encouraged.
- 8.2 You may not use formerly published works or entries from previous competitions, or you may be disqualified.

## 8. Timeline

Preheating period: 2016/08/23—2016/09/09

Official registration time: 2016/09/09—2016/11/28

The deadline of award application “the Best Survey “:2016/11/04 12pm

Submission Deadline: 2016/11/28 12pm

Judge panel review: 2016/12/01—2016/12/15

Results announcement: 2016/12/15

Exhibition:

2016/12/01—2016/12/15 (Venue: Shenzhen)

2016/12/23—2016/12/31 (Venue: Tengchong)

Awards Ceremony : 2016/12/23 (Venue: Tengchong)

## 9. Panel of Judges

Jinwen Zhang, Division Chief of the Arts and Culture Sports and Tourism Administration of Shenzhen Municipality.

Mengwen Lu, Vice Mayor of Tengchong Municipal People's Government

Shanbin Bian, Director of Tengchong Tourism Development Bureau

Wenchong Zhang, Party Secretary of Lotus town, Tengchong city

Guochuang Zhao, Director of Tengchong City Planning Bureau

Entian Yang, Chairman of the Yue 's Ancient Construction engineering Company ,Tengchong

Dihua Li, subdecanal and associate professor of The Graduate School of Landscape Architecture, Peking University

Beisi Jia, associate professor of the Faculty of Architecture ,Hong Kong University

Wenling Kang, cooperation convener of Huashan Creative Park, Taipei / Taiwan Cultural-Creative Development Co. Ltd

Xiaokun Wang, Vice chairman of ShenZhen Fenghuo Cultural and Creative Industries Association, Ltd.

Hui Liu, College of Architecture, Xi An University of Architecture and technology

Ming Shi, associate professor of School of Design, Jiangnan University,  
first-class registered architect

Clara Li, L&A Design Group Managing Director

## 10. Awards

First Place (one entry): ¥25,000RMB, Certificate and Trophy

Second Place (two entries): ¥15,000RMB and Certificate each

Third Place (three entries): ¥8,000RMB and Certificate each

Excellency Award (ten entries): Certificate each

Special Awards(one entry each):

Most Creative Award: ¥1,000RMB and Certificate

Best Presentation Award: ¥1,000RMB and Certificate

Stongest Logic Award: ¥1,000RMB and Certificate

Best Survey Award: ¥1,000RMB and Certificate

Most Network popularity Award: ¥1,000RMB and Certificate

Best Crossover Organization Award: ¥1,000RMB and Certificate

## 11. Contact Us

Contact: 0755-26826690\*8021 (Nancy) /021-51860028\*8640 (Jensen)

Email: la-2016@qq.com

QQ Group for competition: 534980323 (group name: 2016 腾冲奥雅设计之星)

Join the QQ group: 534980323 to get the download code, in case of you don't have a QQ account please mail to la-2016@qq.com. as there will be some updated notification in qq Group, we strongly suggest you to have one.

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