



## 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 in 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 to nurture the next generation of creative talent.

With the continued success of the competition, Hong Kong Disneyland Resort brought the “Disney Imaginations Hong Kong Design Competition” to Hong Kong in 2011. Students from selected local and regional 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 experience.



# PROJECT CHALLENGE

It's the year 2124, and some of the world's issues, that used to be prevalent on Earth, have been tackled or eradicated. As these issues may be common throughout the Milky Way, Planet Earth is sharing the knowledge of these solutions to a wider audience to foster the exchange of ideas in the Milky Way.

Create an entertaining and educational experience that not only showcases these solutions but also remains friendly and relevant to the variety of audience.

Select one key issue for the experience you are designing. Key topics may include, and be a combination of, but not limited to the following:

- |   |   |   |
|---|---|---|
| ■ Eradication of poverty                                    | ■ Decent work and economic growth         | ■ Responsible consumption and production          |
| ■ Eradication of hunger                                     | ■ Industry, innovation and infrastructure | ■ Climate action                                  |
| ■ Clean water and sanitization                              | ■ Affordable and clean energy             | ■ Conservation of marine life and animals on land |
| ■ Good health and well-being                                | ■ Sustainable cities and communities      |   |
| ■ Gender equality, quality education and reduced inequality |   |   |

## KEY CONSIDERATIONS:

- The challenge is not to solve the issue. Choose your preferred form of the delivery of the experience that facilitates the exchange of solutions and ideas
- Create and tell a compelling, engaging and family friendly story
- Do not use Disney IP (Intellectual Property) in any part of your proposal.
- Do not use any Virtual Reality, Augmented Reality or Mixed Reality based solutions in your proposal
- 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

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

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

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

- Pushes the boundaries of what currently exists
- Every participant will be required to tell his/her journey as it pertains to this project and the role, he/she plays in it. Judging will be based on both an individual and group basis.

In addition, make sure that your submission demonstrates:

- Ability to tell a compelling, engaging and family friendly 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 15, 2024

- A completed Disney Imaginations Hong Kong Design Competition 2025 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. Each team must consist of at least two and no more than four participants, with at least 50% of the team members meeting all the eligibility requirements of Criteria A.
2. Each proposed participant must meet all the eligibility requirements of either Criteria A or Criteria B below:

### Criteria A:

- i. is at least 18 years of age; and
- ii. is a student currently enrolled in a college or university institution listed in “A. Eligible Institutions” below throughout the duration of the competition from September 1, 2024 to May 31, 2025;
- iii. is either (I) currently enrolled in one of the disciplines listed in “B. Eligible Disciplines” below, or (II) a student with creativity related qualifications or skills (such student shall submit the relevant proof of qualification [or his/ her work portfolio] at the time of application); and
- iv. has the right to and be legally permitted to work in the country/region in which the competition activities are held.

OR

### Criteria B:

- i. is at least 18 years of age; and
- ii. is a student currently enrolled in one of the disciplines listed in "B. Eligible Disciplines" throughout the duration of the competition from September 1 2024 to May 31, 2025;
- iii. holds a Hong Kong permanent identity card or HKSAR passport; and
- iv. has the right to and be legally permitted to work in the country/re-region in which the competition activities are held.

## A. Eligible Institutions:

- Beijing Normal University –
- Hong Kong Baptist University
- United International College
- Caritas Bianchi College of Careers
- Chu Hai College of Higher Education
- City University of Hong Kong
- Guangzhou University
- 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
- Macau University of Science and Technology
- Sun Yat-sen University
- Shenzhen 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 Academy for Performing Arts
- The Hong Kong Polytechnic University
- The Hong Kong University of Science and Technology
- The Hong Kong University of Science and Technology (Guangzhou)
- 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
- Literature
- 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., Hong Kong and Shanghai 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 15, 2024**.

### **Project Submission**

Qualified participants will be notified by **September 26, 2024** and asked to **submit their project by October 16, 2024**. Submission template will be provided upon qualification.

### **Final Competition**

Finalist teams will be notified by **November 13, 2024** and invited to Hong Kong Disneyland Resort in **January 2025** 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
- 3-month 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.

Finalist teams will be selected based on, but not limited to, the following:

- 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 projects 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 2025 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).
2. 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.
3. Any participant who has made submission in more than one team may be disqualified. Only one project per team will be accepted.
4. 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.
5. 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.
6. 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 and video sessions or fail or refuse to be interviewed or photographed. Each participant undertakes to execute all such documents and to 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.
7. \*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.
8. 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.
9. 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.
10. The terms and conditions of Disney Imaginations Hong Kong 2025 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.
11. 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. 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.
12. In the event of any conflict or inconsistency between the English version and other language versions of Terms and Conditions, the English version shall prevail.