

# **2nd Buddhist Underground Palace Product Design Competition Pamphlet**

## **Introduction**

The Buddha Museum is an International Museum that was built to house the Buddha's Tooth Relic. The architecture was designed traditionally but the facilities utilize contemporary technology to fulfill a cultural and educational function that also strives to heal people's hearts. We are a feast-like museum that brings people happiness through culture and education. Those who visit us will come to find hidden treasures and inner peace.

The Underground Palace refers to a palace built underground. After Buddhism was introduced into China, the relics were buried using traditional Chinese means. A series of chambers would be dug under a pagoda complete with palace doors, tunnels and burial chambers for the Buddha's relics. Most of these underground palaces were created during the Tang Dynasty, and the most famous of them all would be found at Famen Temple Pagoda, Shaanxi, that was discovered in 1987. One of the permanent exhibitions in the Main Hall is the Museum of Buddhist Underground Palaces. Inside, there is a replica of the underground palace found underneath Famen Temple Pagoda along with the artifacts that were discovered inside. The other parts of the exhibition are dedicated to artifacts that came from other underground palaces. The exhibition is a combination of culture, education, art, and history.

## **Objective of the Competition**

When faced with sacred artifacts from a thousand years, it brings people back in time as if personally traveling through the past. In order for these artifacts to become more familiar to the public, we follow two of the four objectives of Fo Guang Shan, which stipulates that we must "propagate the Dharma through culture" and "nurture talent through education". The competitors first understand the meaning behind the underground palace, then they design products that can be mass produced, thus bringing these ancient artifacts into the present world. This way, people can learn about Buddhist history and also the beauty of culture.

## **Information regarding competition**

The competition will be centered on 10 artifacts from the exhibition "Museum of Buddhist Underground Palaces". (see attached Appendix 1)

## Rules for Application

1. Not limited to Taiwan. All undergraduates and above, either individually or in groups can join the competition.
2. For those that apply in groups, all participants' names must be included. Please designate a leader so personal details can be left for future contact.

## Time

Item	Time	Note
<b>Application and sending in designs</b>	8 Nov 2019	The Buddha Museum will decide on who qualifies, while preliminary rounds will be decided by a panel of judges.
<b>Preliminary round</b>	25 Nov 2019	
<b>Preliminary round results</b>	9 Dec 2019	Preliminary rounds will include 20 contestants.
<b>Send designs for final round</b>	10 Jan 2020	The Buddha Museum will decide on who qualifies, while final round will be decided by a panel of judges.
<b>Final Round</b>	End of Feb 2020	
<b>Results published</b>	End of Feb 2020	Results will be announced
<b>Ceremony for winner</b>	March 2020	

※ Preliminary and final rounds will be declared on the official website and a notice will be sent via email to the contestants.

## Procedure

### 1) Stage One: Application and Preliminary Round

1. Time: From now till 8 Nov 2019
2. How to send: Registered Mail, show postmark as proof, applications will be refused once the deadline is passed.

Please send to: Administration Office, 1 Tongling Road, Dashu District, Kaohsiung City, 84049, Taiwan (see attached Appendix 4)

3: Information to provide:

Item		Content
(1) Application Form	Paper	Each work requires its own application form. Please fill in the name of the contestant, contact details, name of the work, concept idea. (see attached Appendix 2)
(2) Affidavit	Paper	Please fill in, then print out and sign name. (see attached Appendix 3)
(3) Design layout	Mounted on a board	Maximum of 3 boards, color, A3. One the board, there needs to be clear indication of the below items: <ul style="list-style-type: none"> <li>■ 3D mockup</li> <li>■ design concept</li> <li>■ color chart</li> <li>■ material</li> <li>■ manufacturing process</li> </ul>
(4) Design CD	CD	Please use a CD marker pen and write clearly on the surface of the CD: Name of contestant (or name of representative if in a group), name of product. <ul style="list-style-type: none"> <li>■ What should be included inside: A3 design layout, 300 dpi, in JPG format</li> </ul>

**2) Stage Two: Final Round**

1. The 20 applicants selected for Preliminary Round will be posted on our official website. An email will also be sent to the winners.
2. **End of Final Round:** 10 Jan 2020
3. **How to send:** Registered Mail, show postmark as proof, applications will be refused once the deadline is passed.

Please send to: Administration, 1 Tongling Road, Dashu District, Kaohsiung City, 84049, Taiwan

4. **Information to provide:**

Item	Content
(1) 3D mockup	1:1 scale of product in 3D form
(2) Design layout mounted on board	A1 size

(3) Finished product in digital format burned onto CD	<p>Please use a CD marker pen and write clearly on the surface of the CD: Name of contestant (or name of representative if in a group), name of product</p> <ul style="list-style-type: none"> <li>■ Presentation in PPT &amp; PDF format</li> <li>■ 3D mockup design in Adobe Illustrator format &amp; png format (if applicable)</li> <li>■ Design layout (for mounting on board) in Adobe Illustrator format &amp; jpg format</li> <li>■ Drawn out design in Adobe Illustration format &amp; png format</li> </ul>
<p>※ Presentation and mounted design layout needs to include design concept, perspective view, three view drawing, material, size, cost of production, feasibility for mass-production.</p>	

5. **Reimbursement for 3D printing:** Please provide clear evidence of receipt, reimbursed for actual expenses, maximum limit of NT5000 (Applicants who do not hand in their samples will not be reimbursed)

## Criteria for Scores

Relevance (30%) : Product shows a concrete or abstract element that is connected to the artifact.

Innovation (30%) : Product possesses contemporary creativeness.

Aesthetic (20%) : Packaging and product shows beauty

Marketability (10%) : Product must have a potential to sell and also be accepted by market

Productability (10%) : Product must be able to be mass-produced with low costs for packaging and material.

## Prize Money

First Prize: Certificate, NT100,000 (taxable)

Second Prize: Certificate, NT70,000 (taxable)

Third Prize: Certificate, NT40,000 (taxable)

Fourth Prize: Certificate, NT30,000 (taxable)

Creative Prize (8 spots): Certificate, NT5000 (taxable)

The Buddha Museum may require certain changes to be made to the finished product.

Organizers: Humanistic Culture and Education Foundation, Fo Guang Shan Buddha Museum, Fo Guang University

## **Terms and Conditions**

- 1、 The product must be the applicants' own creation. The applicant must hold the copyright to this creation. The product must not have been entered into another competition. The product must not have been reproduced, copied, composed from, plagiarized, or stolen from another product. The product must not break the public order and good morals code. If the rights to the product belongs to a third party, the product cannot enter the competition. If so it happens that the applicant breaks the law, the applicant must take full responsibility as well as compensate the Buddha Museum; the Buddha Museum holds the right to disqualify the applicant and the applicant must refund the prize money, the certificate, and or the prize. Should an applicant be disqualified, the Buddha Museum holds the right to re-award the prize to another applicant.
- 2、 The prize holders must agree that the rights to produce this product will belong to the Buddha Museum as soon as the winners are announced. The Buddha Museum will have full rights to the product. The product can be used by the Buddha Museum as promotion in any region, any time, and be allowed to appear in any media form, for an unlimited number of times, or for an unlimited period of time (including and not limited to documentaries and online promotion). The Buddha Museum can mass-produce this product for an unlimited number of times. The Buddha Museum will be allowed to use this product in any way without needing prior notification or compensation.
- 3、 Applicants must agree with the rules set down by the Buddha Museum, and that the Buddha Museum holds all rights to change, modify or terminate the rules of the competition as they see fit. These Terms and Conditions are subject to change without notice.
- 4、 For each product, a filled-out application form, as well as a signed agreement to relinquish all ownership of the product is required. Those who do not meet the criterion will be automatically disqualified.
- 5、 The Buddha Museum will not be responsible for the safekeeping of the samples whether the contestants have won an award or not.
- 6、 As soon as a product has been awarded a prize, the prize winner cannot cancel or back out of the agreement.

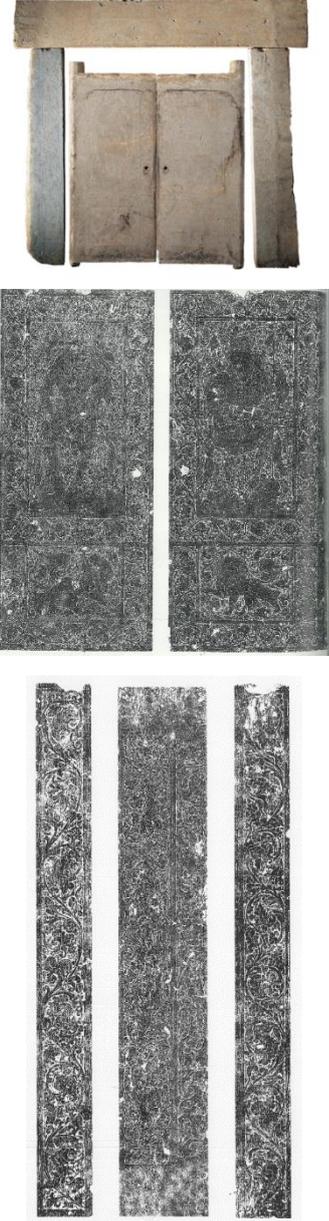
## **Contact Person**

Buddha Museum Administration Office, Miss Lee

Tel: 07-6563033#4119

Email: [fgsbm0001@gmail.tw](mailto:fgsbm0001@gmail.tw)

古物新創-第二屆「佛教地宮文創商品設計競賽」  
競賽內容

序	品名	年代/材質/ 尺寸(cm)	圖片	展品介紹
1	Underground Palace Doors	Tang Dynasty Marble Height 145.5; Length 149; Width 8.5		<p>The doors are divided into three parts: frame, panel and lintel. The door panels are carved with two heavenly kings on the top and twin lions on the bottom. The borders of the panels are decorated with scrolling grass patterns. The heavenly kings wear pheasant headress and flying scarf. Their eyes and mouths open wide as if they are roaring. In military armor and long boots, the heavenly kings half lunge on a rock, holding halberd in one hand and putting the other hand on the hip. The twin lions with fluffy manes look mighty and brave. Scrolling grass patterns the lintel and door frame. The finely polished and delicately decorated doors are one of the finest among Buddhist underground palace treasures.</p>

2	Pavilion	Tang Dynasty Gilt Silver Height 37; Length 25.5; Width 25.5		<p>This gilt silver pavilion stands on a square base and is enclosed by a balustrade with openwork swastika patterns on the panels. There is a gate at the front and the back, guarded by twin dragons on the top. The pavilion has four columns and no walls. It has two roofs with the lower in the form of a truncated pyramid, while the upper is in a cruciform shape with exaggerated ridge ends. At the center of the upper roof, there is a spire supporting an upturned lotus and a jewel. There are wind chimes hanging from the corners of the lower eaves. This pavilion has features of Tang dynasty imperial architectural style. It is a fine example of metalwork from that period.</p>
3	Reliquary Bottle	Northern Song Gilt Silver Height 6.5 cm		<p>This gilt silver reliquary vessel has a narrow base and a broad shoulder. Its long round body is covered with images of flying phoenixes, scroll leaf patterns, and upright lotus patterns, and its long neck has three irregular embossed rings culminating in a broad wavy rim. The stopper is shaped like a lotus leaf with a device to hold it in place.</p>
4	Apsara	Tang Dynasty Gilt Bronze Height 5.8		<p>The aspara has a topknot and shows off their pleasing features on oval shaped faces. Surrounded by flying ribbons and dressed in heavenly clothing and long skirt, the asparas present their physique in delightful and attractive poses. They hold the pipa with both hands. Their shawls float in elegant curves behind them. Flying and dancing at ease in the sky, their posture is one of beauty and wonder.</p>

5	Incense Burner with Lion Seated on Lotus	Tang Dynasty Marble Height 16.5		<p>The Buddha's teaching of the Dharma has often been likened to the fearlessness of a lion's roar. This marble burner is round with a flat bottom and a lion lid. It is decorated with large lotus petals. The large, vibrant lion looks majestic and has bulging eyes, a bulbous nose, snarling mouth, and bristling mane. The incense is lit inside the bowl, and the smoke flows up and out through the mouth of the lion. This design is both practical and artistic.</p>
6	Candleholder in Tricolor Glaze	Tang Dynasty Clay Height 38.5		<p>The candleholder consists of three parts: the dish holder, the stand, and the base. The stand is slim with decorations of bamboo nodes and lotus petals in the middle. The dish holder is affixed with a lotus throne, which is used to hold the candle. The base shows two tiers of patterns: lotus patterns in the upper tier, and lion images and honeysuckle patterns in the lower tier. The artwork, glossed in brown, green and white, is likely used in monasteries as an offering.</p>
7	Octagonal Box with Birds and Flowers	Tang Dynasty Soapstone Height 23, Diameter 24.5		<p>This box is sculpted from a single piece of soapstone with relatively low hardness and is supported on three feet. Although the sculpting could have resulted in a wastage of material, the thickness of the lid, bottom, and the walls is even and shows refinement in craftsmanship. The walls are sculpted with evenly spaced images of birds and flowers, reflecting the exquisite style of the Tang dynasty.</p>

8	Saucers	Northern Song Silver Height 3.1		<p>The saucers, decorated with lotus petals, have a low height and a short base. Decorated in between the lotus petals are engraved patterns of pine, bamboo, plum, lotus, chrysanthanum, orchids, and pomegranate. The centre is indented for placement of tea cups. The whole object is made with the technique of hammering and embossing.</p>
9	Mirror with Animals and Grapevines	Tang Dynasty Bronze Diameter 9.8		<p>The face of the mirror is glossed in black paint. The back of the mirror is decorated with a button designed with the image of a animal. The interior and exterior sections are outlined with grapevines. The interior is decorated with four animals, while the exterior shows four flying birds and abundant grapes with many stems and leaves, symbolising abundance and fulfilment. The frame is decorated with patterns of interlocking circles. This mirror shows a typical style of the Tang Dynasty. A similar mirror was discovered under the Northern Song Pagoda in Dingzhou, Hebei.</p>
10	Mirror with Birds and Flowers	Tang Dynasty Bronze Diameter 11.5		<p>The back of the mirror is decorated with a round button in the center and shows two sections. The interior section is decorated with symmetrical flying birds and floral patterns, while the exterior is decorated with flowers and butterflies. This style is typical of the Tang Dynasty. A similar mirror was discovered under the Northern Song Pagoda in Dingzhou, Hebei.</p>

## 2nd Buddhist Underground Palace Product Design Competition Application Form

Please tick a box:  Individual participation     Group participation

Name (Group Representative)		ID	
		Birthdate	
Name of other participants (Everyone except group representative)			
School		Subject	
Name of Teacher			
Mobile No.		E-mail	
Address			
Product Name			
Concept Idea (in words)			

## 2nd Buddhist Underground Palace Product Design Competition Affidavit

Name of Applicant	_____ Individual
	_____ Group Representative

I/we agree that by applying for the 2nd Buddhist Underground Palace Product Design Competition, I/we will adhere to all Terms and Conditions set out by the Buddha Museum.

1. I/we own rights to the product that has been entered into the competition, and that it has not been used in another competition of similar nature. Should this not be the case, I/we agree to have the application cancelled and return all prize money, and or reimbursement money that I/we have received.
2. I/we agree that as soon as my/our product has been declared as a prize holder, I/we agree that the rights to produce this product will belong to the Buddha Museum. The Buddha Museum will have full rights to the product. The product can be used by the Buddha Museum as promotion in any region, any time, and be allowed to appear on any media form, for an unlimited number of times, and/or for an unlimited period of time (including and not limited to documentaries and online promotion). The Buddha Museum can mass-produce this product for an unlimited number of times. The Buddha Museum will be allowed to use this product in any way without needing prior notification or compensation.
3. I/we agree with the rules set down by the Buddha Museum, and that the Buddha Museum holds all rights to change, modify or terminate the rules of the competition as they see fit. I/we agree that these Terms and Conditions are subject to change without notice.

Signature: \_\_\_\_\_  
(If entering as a group, all members must sign their names)

**Address sheet (please print out and attach to front of package)**

840-49 高雄市大樹區統嶺里統嶺路 1 號

佛光山佛陀紀念館 行政室

**【古物新創-第二屆佛教地宮文創商品設計競賽】**

**FO GUANG SHAN BUDDHA MUSEUM**

**ADMINISTRATION OFFICE**

**1 Tongling Road, Dashu District, Kaohsiung City, 84049, Taiwan**

**2ND BUDDHIST UNDERGROUND PALACE DESIGN COMPETITION**

**Name of Applicant:**

\_\_\_\_\_

**Name of Product:**

\_\_\_\_\_

- Application form \_\_\_\_\_
- Affidavit \_\_\_\_\_
- Poster \_\_\_\_\_
- CD \_\_\_\_\_

※ Please tick box and  
fill in number of items

**寄件人地址 Sender's Address:**

\_\_\_\_\_