



Open Call Proposal for “hush! x Creative Industries”

1. Introduction

Date of “Hush!! Full Music” Beach Concert: April 28 & May 1, 2019

HUSH!! has a history over 10 years in Macau and is the important annual cultural brand dedicated to pop music. This year's “HUSH!! Full Music” Beach Concert (hereinafter referred to as “Event”) will continue to invite famous local and foreign bands to present various kinds of music, creating a passionate music event and a larger stage for local band to develop and exchange with foreign bands.

In order to strengthen the “hush!” brand and cooperation with the local cultural and creative industries, and promote diversified economic development objectives of SAR government. The Cultural Affairs Bureau (hereinafter referred to as “Bureau”) has registered the “hush!” trademark last year and now is open for local creative cultural industries individuals or companies to apply and develop related products. By utilizing the “hush!” brand and beach concert environment setting, it will create synergistic effect for both the Event and local creative cultural industries.

2. Target

Cultural creative company or individuals who has been registered in Macao

3. Rights and Obligations of the Selected Unit

3.1 Rights

- a) Selected unit can utilize “hush!” logo in goods production and sales till May 3, 2020;
- b) All sales profit belong to the selected unit;
- c) The Bureau will provide sales booths for selected unit during the Event;
- d) The Bureau will promote selected units’ product on Event social media page;
- e) Selected unit will be awarded as “Creative Partner” of the Event and respective logo will be displayed on promotional materials.

3.2 Obligations

- a) Selected unit must submit the product design and package to the Bureau for approval before production and sales;
- b) Selected unit is responsible for all costs, including but not limited to design, development, production and sales;
- c) Products should be ready for sale before April 14, 2019;
- d) If the Bureau has chosen selected unit’s products as Event official souvenir, the selected unit should offer cost price to the Bureau;
- e) Selected unit should only sell and provide products approved by the Bureau;
- f) The Bureau reserves the right to terminate the logo usage;
- g) Selected unit should ensure the product originality and do not infringe the copyright and other rights of third parties. If there is any dispute arising against the Bureau, the selected unit shall bear full legal responsibility and compensate the Bureau for the losses.



澳門特別行政區政府
Governo da Região Administrativa Especial de Macau
文化局
Instituto Cultural

4. Design Requirement

All designs should include “hush!” logo. Product types are not limited, however, product design which promotes music culture and “HUSH!! Full Music” Beach Concert will be given priority. The Bureau reserves all rights regarding the acceptance and refusal of product design.

5. Application Documents

Below document are required to be submitted :

- a) Filled application form;
- b) List of proposed products with design draft (including the product name, size, material and design idea, colour-printed on A4 papers);
- c) Proposed product quantity and sales plan;
- d) Introduction of company/individual with past design reference;
- e) (For Company) Copy of proof of professional tax payment for the current year (i.e. M/8 form, the newly opened company can submit an “M/1 form commencement/ changes form”);
- f) (For Individual) Macau ID, Copy of M1/M1A form (Liberal and technical professions - declaration of commencement/changes).

In the case of incomplete application, the applicant must submit the required documents within the time period stated by the Bureau. If the information cannot be submitted within the specified time period, the Bureau will not accept the application.

6. Application Method and Deadline

Interested parties have to submit a proposal and required documents stated at point 5 in sealed, non-transparent envelope to below address:

Location: Division of Recreational Activities, Cultural Affairs Bureau, 11th floor A, "Nam Tung" Commercial Building, Av. da Praia Grande, no. 517

Time: Mon-Thurs, 9:00-13:00, 14:30-17:45; Fri, 9:00-13:00, 14:30-17:30

Open call period : Today till January 11, 2019

Result announcement : February 2019

7. Evaluating Criteria

The Bureau will evaluate the creativity and uniqueness according to below criteria,

- a) Creative Design Concept (originality, design and concept) 60%;
- b) Product Uniqueness (types of product and material used) 20%;
- c) Sales and Promotional Plan 20%.

8. Enquiry

For queries, please contact Ms. Cheong or Mr. Hui at below contact during office hour:

Telephone : 8394 3711 / 8394 3708

Email : MLCheong@icm.gov.mo / KKHui@icm.gov.mo

The Bureau reserves the right for final explanation and interpretation of the regulations.



澳門特別行政區政府
 Governo da Região Administrativa Especial de Macau
 文化局
 Instituto Cultural

“hush! x Creative Industries” Application Form

*All applicants must fill in this form and place it on the first page of the proposal

Company Name/

Individual's Name _____ (Chi)

 (Port/Eng)

Brand Name: _____

Shop Address (incl. consignment store): _____

Website: _____

Contact Person: _____ **Contact Number:** _____

Email address : _____

- Product Type (can choose more than one):**
- Garment** **Stationery**
- Accessory** **Toy**
- Household Product** **Handcraft / Design product**
- Others (please specify):**

Interested in owning a booth in the “HUSH!! Full Music” Beach Concert Creative Industries Market? **Yes** **No**

List of proposed products and design (can submit as a separate appendix):						
	Name	Size	Material	Quantity	Price	Reference photo, design draft and concept
1.						
2.						
3.						
4.						
5.						
6.						



澳門特別行政區政府
Governo da Região Administrativa Especial de Macau
文化局
Instituto Cultural

Figure 1: hush! Logo

hush!