



## Open Call Proposal for “hush! Products x Creative Industries”

### 1. Introduction

“hush!” has been an annual event in the Macau pop music scene for over a decade now, and has gradually become an important local cultural event brand. This year, "hush! Summer Concerts" will continue to support and encourage the development of cultural creativity and to grow with the local originality by organizing a number of thematic concerts and events in the Macau community, including networking, the art of installation, online music competitions, workshops, cultural and creative bazaars and music-related productions and activities, all focusing on local musicians, bands, producers and performers. The main focus is on local musicians, bands, producers and performers.

This year from June to July, "hush! Summer Concerts" will continue to invite local and mainland well-known bands to present various kinds of music. This year, we will be adding a theme hush! Kids and the creation of a spirited music event to provide local bands with a larger stage and opportunities to communicate with mainland bands, and to promote the development of local pop music.

To strengthen the brand hush! as a multi-instrumental music festival in Asia, hush! is now looking for local cultural and creative organizations to create branded merchandise for the event, through the production of different original branded merchandise to be sold during the event.

### 2. Target

Cultural creative company or individuals who have been registered in Macau

### 3. Rights and Obligations of the Stall Owner

#### 3.1 Rights

- a) Stall owners can use “hush!” logo in goods production and sales until July 31, 2022;
- b) All sales profit belong to the Stall owners
- c) Two working passes, to be returned after the event, will be provided to each sales booth;
- d) Besides the space in front of the Science Center, there will be a limited but better stalls set up for the sale of the products at other venues of the "hush! Summer Concerts". If the stall owner wants to participate, should apply in advance to the Bureau. Space is limited, and attributed on a first come first served basis;
- e) Merchandise will be promoted on the event’s social media page;
- f) The promotional materials of this event are displayed as "Cultural and Creative Partners" and will receive a trademark/logo.

#### 3.2 Obligations

- a) Prior to the production and sale of the goods, the stallholder must submit the draft of the goods to be sold (including the goods and the packaging) to the Bureau for consideration; after it the goods will be returned.
- b) Stall owners are responsible for all costs, including but not limited to design, development, production and sales;
- c) Products should be ready for sale from **June 19, 2021**;



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

- d) In addition to selling hush! products, stall owners can also sell their own products approved by the Bureau, as long as it does not exceed 30% of the total quantity of merchandise;
- e) The Bureau has an appointed team of photographers to take photographs on site for future production of promotional materials;
- f) In order to protect the rights and interests of both parties, the stall owner and the assistance staff must confirm the stall facilities and sign for confirmation with the staff of the Bureau before and after the daily activity;
- g) The Bureau reserves the right to terminate the logo usage;
- h) Stallholders shall not occupy the public area outside the stall for private use or place objects that obstruct the passage;
- i) The Bureau staff will inspect the venue and record the attendance of the stallholders or their assistants. Any unjustified absence, late arrival or early departure during the event may affect the **eligibility to participate in other activities organized by the Bureau;**
- j) Absence without reasonable excuse or inability to provide written proof of absence for a valid reason is considered unjustified, e.g. absence due to illness requires a medical certificate;
- k) Stall owners are not allowed to assign, rent or in any way share the use of their stalls with other brands. Cases found will be immediately banned and registered; if the situation does not improve, it will affect the **eligibility to participate in other activities organized by the Bureau;**
- l) The stall owner should ensure that the goods sold are original and cannot sell or provide products or services with violent, pornographic, terrorist or infringing elements. If there is any litigation against the Cultural Affairs Bureau for this reason, stall owner shall bear all legal liabilities and compensate the Cultural Affairs Bureau for all losses suffered as a result;
- m) If the event cannot be held due to force majeure **no compensation will be paid** to the stallholders;
- n) All stallholders must comply with the Law No. 2/2004 of the Macau SAR on the Prevention and Control of Infectious Diseases and pay attention to and cooperate with the epidemic prevention measures of the Macau SAR Government. For detailed information on epidemic prevention and entry health quarantine requirements and measures, please visit the website of the Health Bureau at [www.ssm.gov.mo](http://www.ssm.gov.mo) or [www.ssm.gov.mo/PreventCOVID-19](http://www.ssm.gov.mo/PreventCOVID-19).

#### 4. Design Requirement

All designs should include “hush!” logo and the types of products sold are limited to non-food products. Products that can only promote music culture and hush! Summer Concerts will be given priority. The Bureau reserves the right to make the final decision of accepting, partially accepting or not accepting the product design.

#### 5. Application documents to be submitted with the following information:

- a) Filled application form;
- b) List of proposed products with design draft with front and back view (name, size, materials and design concept of each product to be specified in detail. The drawings must be printed in colour on A4 paper);
- c) Proposed product quantity;
- d) Sales marketing plan;



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

- e) Introduction of company/individual with past design reference;
- f) (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”);
- g) (For Individual) Copy of 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 the below address, during business hours, to Mr. Wu or Ms. Chang:

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

Open call period : March 11 to April 12, 2021

Result announcement : "HUSH FULL MUSIC" Facebook page between April and May, 2021

---

#### **7. Evaluating Criteria**

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

- 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 Mr. Wu or Ms. Chang at below contact during office hour:

Telephone : 8394 3737 / 8394 3705

Email : OFWu@icm.gov.mo / HIChang@icm.gov.mo

The Bureau reserves the right of final decision on the terms of this regulation.



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

**“hush! Products x Local Creative Industries”**  
**Application Form**

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

**Required Basic Information:**

Company's Name / (Chi) \_\_\_\_\_  
Individual's Name: (Port/Eng) \_\_\_\_\_

Brand Name: \_\_\_\_\_

Name and address of physical  
and consignment shops: \_\_\_\_\_

Website: \_\_\_\_\_

1<sup>st</sup> Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

2<sup>nd</sup> Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Name of the booth: \_\_\_\_\_

**Information on non-food items for sale:**

Product Type (can choose more than one option):

- |                                                       |                                                         |
|-------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Garment                      | <input type="checkbox"/> Stationery                     |
| <input type="checkbox"/> Accessory                    | <input type="checkbox"/> Toys                           |
| <input type="checkbox"/> Household Product            | <input type="checkbox"/> Handcraft / Design product     |
| <input type="checkbox"/> Epidemic prevention supplies | <input type="checkbox"/> Others (please specify): _____ |



**List of proposed products and design (can submit as a separate appendix):**

	<b>Product Type</b>	<b>Price (MOP)</b>	<b>Colour Front view</b>	<b>Colour Back view</b>	<b>Dimensions, materials and design concepts</b>
<b>1.</b>					
<b>2.</b>					
<b>3.</b>					
<b>4.</b>					
<b>5.</b>					
<b>6.</b>					
<b>7.</b>					

**Interested in owning a booth in the “hush! Summer Concert” Creative Industries Market?**

Yes

No



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

Figure: hush! Logo

***hush!***