

# #未開館 先開鑼！

## 香港藝術館 主旋律創作計劃 Sig. Tune for HKMoA: Creative Music Programme

指導音樂家：趙增熹先生  
Music Mentor: Mr Chiu Tsang-hei



### Application Guidelines

*Presented by the Leisure and Cultural Services Department*

*Organised by Hong Kong Museum of Art*

*Music Mentor: Mr Chiu Tsang-hei*

#### ① Objectives

After three-year closure for renovation, the Hong Kong Museum of Art (HKMoA) will soon be reopened at the end of next year in 2019. We are now calling for young composers to apply and submit their existing best work to showcase their talents through this cross-disciplinary programme.

Based on the submitted works, the adjudication panel will shortlist about 20 participants for the audition. Shortlisted candidates will have to submit works which centre around the theme "worlds of contrast" during the audition. At least four participants will be selected in the audition to take part in the half-year training guided by the renowned Chiu Tsang-hei as music mentor. They will also gain knowledge about the museum collections from museum curators' sharing.

The museum and its collection will become inspiration for their creation of signature tunes, aka. Sig. Tunes, which will be broadcasted at the reopening exhibition of HKMoA and on various media channels to promote the museum's new identity.

It is hoped that this programme will unleash your talents and connect HKMoA and its collections to people in Hong Kong and other parts of the world.

#### ② Target Participants

1. Hong Kong permanent residents
2. Between 16 and 25 years old (counted on the application deadline), who like music composition, art, learning, and communicating with people
3. Participants can apply as individuals or in groups. There is no limit to the number of members in a group.

- Each participant (as individual or group) is limited to submit one original music work of no more than two minutes. The music work can be pure music or song containing lyrics.
- HKMoA staff are not allowed to participate in this programme.

### 3 Application Method

- Step 1. Download the application form from HKMoA website ([https://hk.art.museum/zh\\_TW/web/ma/download-area.html](https://hk.art.museum/zh_TW/web/ma/download-area.html)). Then fill it out and save it as a pdf or doc file.
- Step 2. Select one original music work audio file (MP3 format)
- Step 3. Email the application form, a recent photo and the audio file to [hkmoasigtune@lcsd.gov.hk](mailto:hkmoasigtune@lcsd.gov.hk), with the following email subject: "Sig. Tune – Participant Name"

### 4 Application Deadline

15 January 2019 (Tuesday), 12 noon

### 5 Special Briefing by Museum Director

In this briefing, our museum director will introduce the programme details and latest developments of the museum to the public.

19 December 2018 (Wednesday), 6:30 - 7:30 pm

Outpost, Salisbury Garden, Tsim Sha Tsui

### 6 Requirements of Music Work Submitted

- The work submitted at the time of application should best show **your talent for music composition**, with any theme.
- The audio file submitted at the time of application must be in MP3 format and limited to 2 minutes. If the total length of work is more than 2 minutes, a selected segment should be saved in the audio file. Otherwise, the adjudicators will score the first two minutes of the work.
- If shortlisted to take part in the audition, the work performed or played in the audition must be **themed "worlds of contrast"** and be limited to 2 minutes.
- There is no limit to the year and form of the work submitted. It can be a solo, an ensemble or mixed, pure music or song with lyrics.
- The work submitted must be an original work of music composed by the participant. If the work contains intellectual property materials owned by a third party, approval or license from the owner must be granted.

### 7 Selection Method

- Selection criteria: originality and creativity (30%), musicality and melody (30%), work structure (20%), idea and content (20%)
- The adjudication panel consists of the music mentor Mr Chiu Tsang-hei and the museum curators.

## Introduction to Mr Chiu Tsang-hei



For almost three decades, Chiu Tsang-hei has been one of the most celebrated names in Hong Kong's music and entertainment industry as an all-rounded and multi-talented musician: producer, composer, arranger, and event producer for Hong Kong and Asian artists and shows.

Chiu has composed and produced many award-winning singles over the years, while he is also the musical director to concerts by many Asian big names including Andy Lau, Hacken Lee, Jacky Cheung, Faye Wong, Sammi Cheng, Joey Yung, etc. to drop a few, making him the most sought-after music director in the industry. During 2015, Chiu collaborated with the legendary Japanese star Koji Tamaki, in his "Koji Tamaki Premium Symphonic Concert Live" in Hong Kong. Chiu's professionalism and expertise in music makes him a renowned musical director and creative consultant of many important national events, including being the artistic director of "Grand Variety Show in Celebration of the 20th Anniversary of Hong Kong's Return to the Motherland" in 2017.

Chiu's achievements are also found in other art fields, such as film soundtracks. His important works include *Return of the Cuckoo*, *City of Glass*, *Anna Magdalena*, etc. Among them, *Comrades: Almost a Love Story* won the Best Original Score at the Hong Kong Film Awards.

## 8 Programme Schedule

Event	Date	Content
<b>Stage 1: Open Call</b>		
1. Application	From now to 15 January 2019 (Tuesday), 12 noon	Participants to submit the following documents to the museum by email (hkmoasigtune@lcsd.gov.hk) 1. Application form (pdf or doc file) with a recent photo 2. Audio file of music work (MP3 file)
2. Shortlisting	End of January 2019	Adjudicators to shortlist about 20 participants
	19 February 2019	Shortlisting result announced
3. Audition	16 March 2019 (Saturday)	Finalists to perform or play the music works themed 'worlds of contrast', and the adjudication panel to select at least four participants for further training
<b>Stage 2: Composers Academy</b>		
4. Training on Music Composition	April to August 2019	Selected participants to receive training on music and art under the guidance of Mr Chiu Tsang-hei and museum curators to create signature tunes (Sig. Tunes) for HKMoA

### Stage 3 : Birth of Sig. Tunes

5. Sig. Tunes Production	September to October 2019	Selected participants to complete the Sig. Tunes. HKMoA will arrange professional musicians to perform and record the works
6. Release of Sig. Tunes	End of 2019	HKMoA to broadcast the Sig. Tunes at the museum reopening exhibition and other media channels

## 9 Rules and Regulations

### Application

1. Only email applications will be accepted. If you encounter difficulties during application, please contact HKMoA as soon as possible.
2. The size of the recent photo should be 1 MB to 3 MB, no less than 300dpi, in CMYK mode and Jpeg format.
3. HKMoA reserves the right to reject incomplete application forms.
4. Submitted works will not be returned.
5. The time of application submission is subject to the email system of HKMoA. The server that accepts email applications may become very busy near the deadline, due to a large number of applications and may result in congestion and delay, so please submit your application as early as possible.
6. Late application due to the above or any other reasons will not be accepted.
7. Participants who successfully submit their application will receive an email confirmation within three working days.
8. The submitted works may not be recovered, changed or revised after the deadline.
9. Participants agree and grant license to the Hong Kong SAR Government to copy and extract the application materials (including third party materials) for selection purposes.
10. The shortlisted results will be uploaded to HKMoA website. Participants who are shortlisted for the audition will be individually notified by phone or email.
11. Participants agree that the Government will publicise the photo and music concept on "worlds of contrast" submitted in their application on the HKMoA website and facebook after being shortlisted.
12. All adjudication results will be based on the decision of the adjudication panel and are final.

### Audition

13. HKMoA will prepare a basic sound system on the audition day. Participants are required to arrange their own performers, musical instruments and other equipment. If there are any special requirements, please contact HKMoA as soon as possible for discussion. However, HKMoA reserves the right to discuss and revise the technical issues and various requirements of the participants or disallow the participants to perform at all.
14. Participants are responsible for any expenses and costs involved in the application and audition processes.
15. Before the audition ends on that day, HKMoA will announce the final selected participants. The results will also be uploaded to HKMoA website later on.
16. Those who fail to attend the audition may be disqualified.
17. Participants agree and grant license to the Government to perform, show or play the submitted work (including third party materials) to the public during the audition, on Internet and other media.
18. All adjudication results shall be based on the decision of the adjudication panel.

### Sig. Tunes Creation

19. The selected participants must sign a memorandum of understanding or deed of license with the Hong Kong SAR Government to grant HKMoA and its authorised users the rights to use the Sig. Tunes including copying of the works, releasing copies of the works to the public, providing copies of the works to the public, public performances, showing or playing of the works, broadcasting of the works or including works in cable broadcast programming services, making adaptations of the works, or making any of the above acts in respect of such adaptations.

### Other Arrangements

20. Participants warrant and undertake that all works submitted or created for this programme will not infringe the intellectual property rights or any other rights of any person.

21. HKMoA reserves the right to refuse works that are suspected of being plagiarised, stolen or copied from works by other composers; participants who are shortlisted for the audition or selected in the audition may be disqualified and deprived of the eligibility to participate any further in this programme.
22. HKMoA will take photos, audio and video recordings of all activities related to the programme (including but not limited to the participants and performers during the audition and release of the Sig. Tunes) for the intended purposes of the programme. The recordings may be broadcasted on TV, Internet and other media. The Government owns the intellectual property rights of all these recorded materials.
23. The selected participants are required to attend publicity and reopening events as arranged by HKMoA.
24. All information of unselected participants will be destroyed within 12 months after the end of the programme.
25. HKMoA reserves the right to change the dates, venues and all other arrangements for the audition and all events in this programme.
26. In case of any dispute, the final decision of HKMoA shall be final.
27. By submitting their works to HKMoA, participants are taken to be fully aware of and willing to comply with all the above rules and permit HKMoA to use their personal data for the purposes of this programme without the need to seek their further consent.
28. The Participants shall be fully responsible and shall indemnify the Government for any actions, liabilities, claims, expenses and costs arising out of any breach by the participants of any terms and conditions of the Application Guidelines, or the infringement or alleged infringement of any intellectual property rights or any other rights of any person in relation to the participants' submitted works (including materials and music concept). This Clause shall continue to have effect even after the completion of this programme.
29. The application form and the guidelines of the programme are available in Chinese. In the event of any conflict or inconsistency between the Chinese and English versions, the Chinese version shall prevail.

## **10 Enquiries**

Phone: (852) 2734 2176 / 2734 2152

Email: [hkmoasigtune@lcsd.gov.hk](mailto:hkmoasigtune@lcsd.gov.hk)

### **More Information:**



Hong Kong Museum of Art



[hongkong\\_museum\\_of\\_art](https://www.instagram.com/hongkong_museum_of_art)



<https://hk.art.museum>