

# City Impression @ City Gallery

## Objective

The City Gallery is organising the “Instagram Video Competition” to encourage participants to share their videos and favourite video spots of the City Gallery through their own lens.

## Theme

“Video Spots” of City Gallery

## Groups

1. **Open Group:** Aged 18 or above
2. **Teen Group:** Aged below 18

Participants are allowed to join only one of the above groups. Only one entry will be accepted for each participant.

## Submission Period

16 June 2021 to 31 July 2021 (23:59:59 Hong Kong Time). Late submission will not be accepted.

## Schedule

<b>31 July 2021</b>	<b><u>Submission Deadline</u></b> 31 July 2021 (23:59:59 Hong Kong Time)
<b>September 2021</b>	<b><u>Announcement of Results</u></b> City Gallery’s website ( <a href="http://www.citygallery.gov.hk">http://www.citygallery.gov.hk</a> ), Facebook and Instagram. Winners will be notified individually.

## Entry Formats

1. Entries must be at least 20 seconds and no longer than 40 seconds.
2. All participants must provide a high-resolution video (resolution of at least 1920x1080 and in MP4 format).
3. Entries must be videos taken in the City Gallery and/or its exterior facade.
4. Entries must include a title and a brief description of not more than 30 words (Chinese or English).
5. Full size must not exceed 512MB.
6. Entries must not include any signature, frame, watermark and text/symbols with personal information.

## Submission Procedures

Step 1 :

Follow the official account of Instagram: **@hkcitygallery** (<https://www.instagram.com/hkcitygallery/>)

Step 2 :

Post video on your Instagram account and include the following in your post :

- A video caption with a brief description of not more than 30 words (Chinese or English)
- Add a hashtag **#CityGallery** and **#CI\_CGVideo\_Open** or **#CI\_CGVideo\_Teen** to indicate entry to open or teen group
- Tag our Instagram account: **@hkcitygallery**

**\*NOTE: Entries must be posted on a public account**

## **Adjudication Criteria**

The adjudication criteria are as follows:

1. Relevance to the competition objective and theme (40%) ;
2. Creativity (30%) ;
3. Shooting techniques (30%)

## **Awards**

<b>Awards</b>	<b>Quota</b>	<b>Prize</b>
Champion	1 for each group	A certificate and cash coupon of HK\$1,500
First-runner up	1 for each group	A certificate and cash coupon of HK\$1,000
Second-runner up	1 for each group	A certificate and cash coupon of HK\$800
Certificate of Merit	5 for each group	A certificate and cash coupon of HK\$300
Most-Liked Video Award	1 for each group	The adjudication panel will select 3 entries from each group, and post them on the City Gallery's Instagram for voting by followers. The entry with the highest number of votes will be awarded the "Most-Liked Video Award", and receive a certificate and cash coupon of HK\$800.

## **Enquires**



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Website : [www.citygallery.gov.hk](http://www.citygallery.gov.hk)



### **Instagram Video Competition Terms and Conditions:**

Once a video is posted on Instagram with hashtag **#CI\_CGVideo\_Open** or **#CI\_CGVideo\_Teen** and tagged **@hkcitygallery**, the participant is deemed to have accepted and bound by the following Terms and Conditions :

1. Once posted, the video must remain on the participants' Instagram accounts until the announcement of the "Most-Liked video Award", otherwise the entry may not be acknowledged.
2. Winners will be contacted via Instagram direct from **@hkcitygallery** account and will be required to reply and provide relevant information within 5 working days to facilitate prize presentation arrangements. If no response is received within the designated period, or the participant fails to provide personal information or the original copies of their video (resolution of not less than 1920x1080 and in MP4 format), the participant is deemed to have given up the award and an alternative winner will be selected.
3. All entries must be the original work of the participants, and have not participated in any exhibition, competition, or related activities, or obtained any right to use by any companies/entries.
4. All personal information provided must be valid and accurate. Collected personal information will only be used for the competition only (including but not limited to confirmation, contact and announcement purposes).
5. The Organiser has the right to disqualify entries that are not appropriate or do not meet the objectives and format of the Competition.
6. The Organiser reserves the right to timely amend the Terms and Conditions of the Competition. All participants should read and fully understand all Terms and Conditions prior to joining the Competition.
7. The decision of the Organiser on the Competition results, printing and arrangement of related activities shall be final.
8. Staff of the City Gallery, adjudication panel and their immediate relatives are not eligible to participate in the Competition.

### **Copyright**

1. Participants are required to comply with the relevant copyright laws. If the participants infringe the copyright or other related crimes, including but not limited to the submission, reprinting, copying and counterfeiting of the competition, their qualifications will be cancelled. Participants should be responsible for their own legal responsibility, and any legal disputes are not related to the Organiser.
2. The copyright of all photos submitted will be owned by the Organiser (including but not limited to copy, retain, rename, edit, publish or any form of treatment to any entries), and used for promotional or public exhibition purpose during or after the competition (including but not limited to uploading to website), without prior notice to the participant. No fees will be payable for any of the above uses.

### **Personal Information Collection Statement**

The personal information is provided by the participant voluntarily for relevant activities organised by the City Gallery. The information will be provided to relevant staff for processing, contact details and other relevant purposes.