

**Marketing opportunity to promote Faculty of Arts and Design with Youth Innovative Design Festival (YIDF) 2017, Taiwan**



Youth Innovative Design Festival was first introduced in 2009 as part of the Kaohsiung Art Festival and has developed successfully since then. The festival brings together art students from across Taiwan, to showcase their work, provide networking opportunities for young talented designers to meet local employers, and for the general public to be inspired by art in its many forms. More than 25,000 visitors attended YIDF in 2016, with 1,240 art pieces submitted for a student competition that represented 121 departments of arts and design from 60 institutions in Taiwan.

The festival is organised by the Bureau of Cultural Affairs in Kaohsiung City Government and is now looking to enrich its portfolio by inviting overseas students to showcase their artwork. A dedicated 'UK's pavilion' will be installed in YIDF, featuring work in the areas indicated below. YIDF is scheduled to run from 28 April 2017 to 7 May 2017 at the Pier2 Art Centre in Kaohsiung, Taiwan.

**Areas to be showcased in YIDF**

- Spatial design
- 3D/ product design
- Fashion design
- Interactive/ game design
- Visual design/ visual communication
- Film making/ film production

**Benefits**

- Opportunity to raise profiles to thousands of art/prospective art students, educators, employers and parents in Taiwan;

- Media exposure across platforms;
- One landing page for participating UK institutions on YIDF official website ([www.ydf.org.tw](http://www.ydf.org.tw));
- Four Facebook posts featuring participating UK institutions on The Pier2 Art Centre Facebook page ([www.facebook.com/pier2art](http://www.facebook.com/pier2art));
- Showcasing student work and institutions they represent in the UK's pavilion;
- Opportunity to give a seminar during YIDF opening hours (opens exclusively to participating UK institutions).

### Responsibilities between three parties

- **Institutions** manage screening for student work, submission of selected pieces and student consent to showcase their works in YIDF;
- **British Council** is responsible for communication between UK institutions and the event organiser (Bureau of Cultural Affairs) in terms of promotion, delivery and YIDF post-event report for the UK's pavilion;
- **The event organiser** handles event logistics, displays of students' works, publicity and YIDF post-event report for the UK's pavilion.

### How to participate

All student artwork at the UK pavilion will be presented in digital format. Institutions wishing to take the opportunity please complete the attached application form and return it with link(s) for downloading promotional materials following the key dates below.

### Specification for student artwork

A digital video of 30 to 60 seconds, in .mpeg (.mpg) format, and not exceeding 10MB. Please refer to the attached application form for further details.

### Key dates

- 28 February 2017- deadline for submitting the application form and student showcase.
- 3 April 2017- UK specific web page goes Live on YIDF website.

### Cost

GBP 650 (exclusive of VAT) for British Council management fee.

### Action

Institutions wishing to take the opportunity please complete the attached application form and return it with link(s) for downloading promotional materials to Silvia Fan ([silvia.fan@britishcouncil.org.tw](mailto:silvia.fan@britishcouncil.org.tw)) by 28 February 2017.

### Contact person

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