**A Millennium's Fire, A Creative Spark**

**2025 The 1st Wangcheng Cultural**

In order to thoroughly implement the important instruction spirit of General Secretary Xi Jinping on "fully stimulating the vitality of entrepreneurship, innovation and creation in the whole society", comprehensively implement the decision - making arrangements of the central, provincial and municipal governments on improving the entrepreneurship support system and supporting entrepreneurship and innovation, deeply explore the cultural value of A Millennium's Fire of Wangcheng Tongguan Kiln, promote the creative transformation and innovative development of traditional culture, activate and cultivate the innovative driving force of the cultural and tourism industry, and lay a solid foundation and inject lasting impetus for the high - quality development of Wangcheng's cultural and tourism industry, after research and decision, the People's Government of Wangcheng District, Changsha City will organize and hold the "A Millennium's Fire, Creative Rebirth" First Cultural and Tourism Innovation and Creativity Competition in Wangcheng District. The relevant matters are hereby notified as follows:

**Competition Theme**

With the theme of "A Millennium's Fire, A Creative Spark", this competition is hosted by the CPC Wangcheng District Committee of Changsha and the People's Government of Wangcheng District, Changsha, and organized by the Wangcheng District Bureau of Culture, Tourism, Radio, Television and Sports of Changsha, the Communist Youth League Wangcheng District Committee of Changsha, and the Wangcheng District Industrial Investment Group of Changsha. It aims to inherit the millennium-old kiln fire and gather global creativity through the competition, focus on the in-depth integration of "culture + industry + talents", stimulate the vitality of innovation and creation, connect multiple dimensions including online and offline, inside and outside the province, and domestic and international, build a culturally influential event and industrial platform with international influence, and promote the upgrading of Wangcheng's cultural tourism industry and the spread of Wangcheng's culture to the world.

**Track Setup**

This competition calls for outstanding innovative works globally, encouraging creators to conduct innovative explorations around Wangcheng's cultural elements in directions such as ceramic art creation, cultural and creative product design, digital content creation, and cultural-tourism integration program development. Three tracks are set up:

1. **New Ceramics Track**

Focuses on the innovation of ceramics itself (shape, glaze color, craft, material), including modern design improvement based on traditional shapes, research and development of new glaze formulas and decorative techniques, innovation of ceramic production processes and forming technologies, exploration of the composite application of ceramics with other materials, etc., to promote the inheritance and innovation of ceramic craftsmanship.

(2) **New Products Track**

Centering on Wangcheng's cultural elements (e.g., Tongguan Kiln ceramics, local folk customs, natural landscapes), it aims to develop cultural derivatives with practical value and commemorative significance, including tourist souvenirs, household items, digital cultural and creative products, cultural and creative food, etc., requiring both cultural connotation and market appeal.

(3) **Interest Group Track**

Open to primary and middle school students who love Wangcheng culture, it encourages creative expression with Wangcheng's historical culture as the theme. There is no restriction on the form of works, which can include painting design, photography, short videos, handcrafts, digital art, etc. It focuses on examining creativity, cultural relevance and communication potential, aiming to discover and cultivate a new generation of cultural and creative forces and promote public participation in cultural innovation.

**Selection Requirements**

(1) Submission Period: September 23 to November 24, 2025.

(2) Target Participants: Open to college students, professional design institutions, cultural and creative enterprises, and creative individuals worldwide. Cross-industry teams are encouraged to participate to gather diverse creative forces. Primary and middle school students are also welcome to join the Interest Group Track individually or in school groups.

(3) Work Requirements: Adhere to correct value orientation, focus on Wangcheng culture to design Wangcheng cultural tourism-related products. Works must closely align with the theme of "A Millennium's Fire, A Creative Spark", fully reflect the cultural connotation and spiritual characteristics of Wangcheng and Tongguan Kiln, and emphasize practicality and transformability. They must also meet the following conditions:

- Original Copyright: Participants must ensure their works are original or legally authorized by the original rights holders, and they have independent, complete, clear and undisputed copyright. Works must not violate public order and good customs or laws and regulations, infringe on the legitimate rights and interests of any third party, use AI tools for content generation, or be authorized to any third party (whether paid or unpaid).

- Thematic Orientation: Works should reflect national and social public interests, use standard language and characters, adopt appropriate forms of expression, and maintain good cultural taste. Diverse styles are advocated to cater to the preferences of different audiences.

- Format Specifications: Submission formats include but are not limited to graphic design drawings, 3D renderings, short videos (duration ≤ 3 minutes), and complete proposals (word count ≥ 3,000 words). Specific requirements will be detailed in the official call for submissions.

- Intellectual Property Statement and Commitment: Except for signing a separate commercial development cooperation agreement with the organizer, participants shall independently enjoy the intellectual property rights of their proposals. The organizer has the right to modify, edit, promote and publicize the participants' proposals and works within the scope of this event without further authorization from the participants.

**Participation Method**

Competition registration, work submission, review, competition guidelines, notifications, etc., will all be released via the official WeChat public account. The online submission channel is mainly through the official competition email.

1. Step 1: Participants select the track for registration, carefully read the task book and competition rules, and choose the corresponding track based on their professional background.

2. Step 2: Download and fill in the registration form, and prepare the entry and related materials as required.

3. Step 3: Prepare the registration form, design proposal, work files, production process and other work materials as required, and send them to the designated email address for each special competition (the specific submission content shall be subject to the registration form).

4. Step 4: After receiving the submitted work, the organizing committee will reply to the author via email, which indicates the successful submission.

**Other Matters**

(1) When submitting entries, participants shall fill in all contents truthfully and provide accurate personal information and contact details. The organizer reserves the right to disqualify any participant who provides incomplete or untrue information.

(2) Participants must confirm that they hold the complete copyright of their works. The organizer shall not be responsible for disputes arising from portrait rights, reputation rights, privacy rights, copyrights, trademark rights, etc. If the organizer suffers losses due to such disputes, it has the right to require the participant to bear liability.

(3) The review mechanism consists of three rounds: preliminary screening, initial evaluation and final evaluation. The organizer will organize review experts to evaluate the entries of each track by category and commend outstanding works.

(4) No registration fee will be charged for the competition. Once an entry is submitted, it is deemed that the participant agrees that the organizer may modify, edit, promote and publicize the entry and its proposal without further authorization.

Organizers

CPC Wangcheng District Committee of Changsha

People's Government of Wangcheng District, Changsha

Undertakers

Wangcheng District Bureau of Culture, Tourism, Radio, Television and Sports of Changsha

Communist Youth League Wangcheng District Committee of Changsha

Wangcheng District Industrial Investment Group of Changsha

**Implementing Agencies**

Houxian Culture Communication Co., Ltd.

Hunan TV International