IMAGINATIONS
DREAM · DESIGN · DIVERSIFY
梦 想 · 设 计 · 多 元

SHANGHAI
DISNEY RESORT
上海迪士尼度假区

设计挑战赛
Design Challenge

迪士尼乐园、度假区、游轮和娱乐演出空间的设计初衷，是为了让游客可以在此与亲朋好友欢聚一堂、收获美好回忆。在景点、餐厅、演出与花车巡游之外，作为体验的一部分，我们还提供兼具实用功能的空间，让游客能够在行程间隙在此驻足放松，享受美好时光。

在本次挑战赛中，请运用我们的部分设计原则，围绕赞颂自然、走近自然设计一项位于火星居住点的体验，以助力构建更幸福、更健康的人类社区。

Disney parks, resorts, cruise ships and entertainment venues are designed to be places for families and friends to gather and create memories together. Beyond the attractions, restaurants, shows and parades, our experiences include spaces that are functional yet invite guests to pause and enjoy the time in between their activities.

We challenge you to apply some of our design principles and create an experience that celebrates and connects with nature and helps to build happier and healthier human communities in a settlement on the Planet Mars.

关键注意事项:
Key Requirements:

- 所有参赛者均需参与故事讲述，故事应紧扣项目主题，并体现参赛者本人在作品创作过程中发挥的作用
- 将根据个人以及团体表现对参赛者进行评审。
- 欢迎参赛者踊跃创作并讲述引人入胜、富有感染力，且适合家庭的故事。
- 请勿在作品的任何部分使用迪士尼IP（知识产权）。
- 请勿在作品中使用基于虚拟现实（VR）、增强现实（AR）或混合现实（MR）的解决方案。
- 不得在参赛作品或方案中使用或包含通过任何人工智能软件、应用程序、系统或技术（包括但不限于 ChatGPT、Stable Diffusion、Dall-e等工具）创建、生成或处理的任何材料。

- All participants will be required to tell their individual story as it pertains to this project and the role they played in developing the proposal.
- Participants will be judged on both an individual and group basis.
- Participants are encouraged to create and tell a compelling, engaging and family friendly story.
- Do not use Disney IP (Intellectual Property) on any part of the proposal.
- Do not use virtual reality, augmented reality or mixed reality based solutions in the proposal.
- Do not use or include any materials created, generated or processed by any artificial intelligence software, application, system or technology in the entry or proposal. (including, but not limited to, tools such as ChatGPT, Stable Diffusion, Dall-e etc.)