

时尚拒绝皮草

FASHION REFUSES FUR

艺术设计大奖

ART AND DESIGN AWARD

ANNUAL REPORT

Project Summary



Fashion Refuses Fur
Art And Design Award

FASHION
REFUSES
FUR

艺术设计大奖
ART AND DESIGN AWARD
www.frfchina.cn

Fashion Refuses Fur Art and Design Award is a non-beneficial culture and art campaign founded by ANIMAL GUARDIANS, participated mainly by artists and designers. FRF aims at the awareness of the public on the cruelty behind fur fashion with influence of the art works, media and activities.

The entries have demonstrated the idea of FASHION REFUSES FUR from different perspectives, appealing to people to learn more deeply, sensibly and subjectively about the bloody truth. More than 2000 entries were collected by leading of the media, social critics, the legal study on animal protection, art design and education and fashion in China. By the road show combining with lectures by notable guests in major cities around the country, FRF inspired more designers to contemplate fur and their own obligation to the society. Media from around the nation played their part in the project and discovered more truth about fur industry.



Fashion Refuses Fur
Art And Design Award



1 Collection

June-August 2012

1. Collection

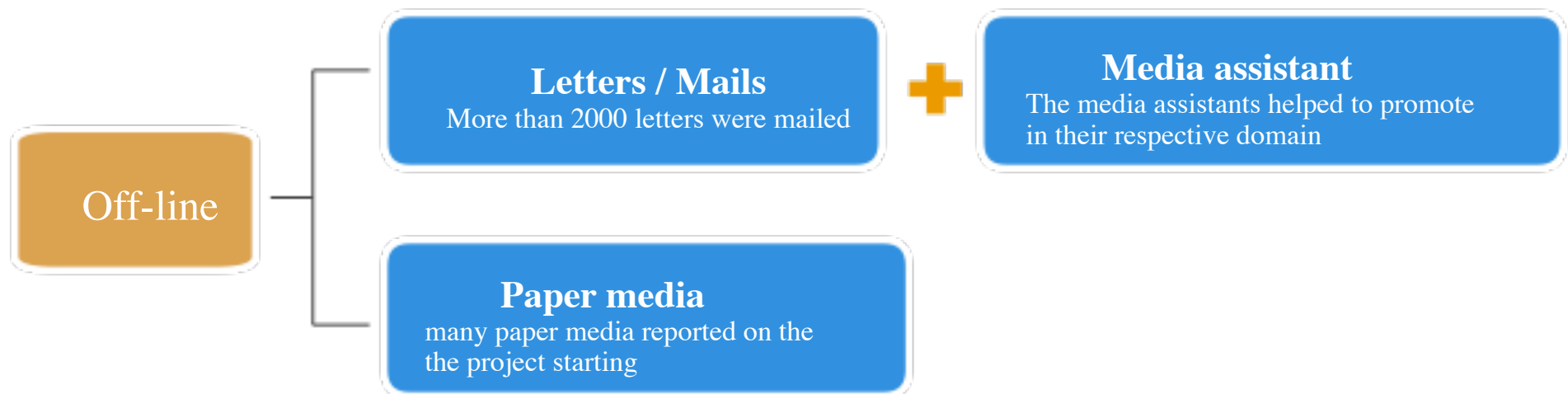
1.1 Publicity

Our media assistants around the country publicized the FRF award simultaneously and e-mail advertisements were sent to design companies and universities around the country.



1. Collection

1.1 Publicity



1. Collection

1.2 FRFChina homepage



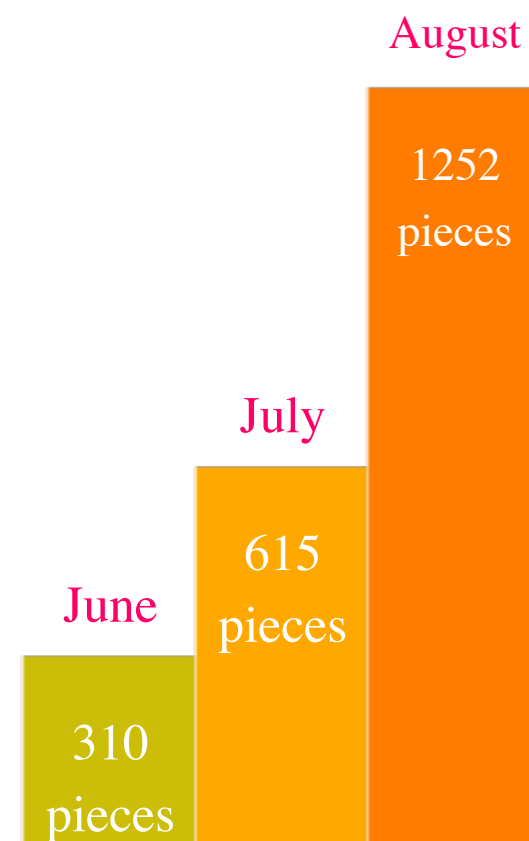
www.frfchina.cn

1. Collection

1.3 Total number of artwork collected

A significant collection for a first-year campaign

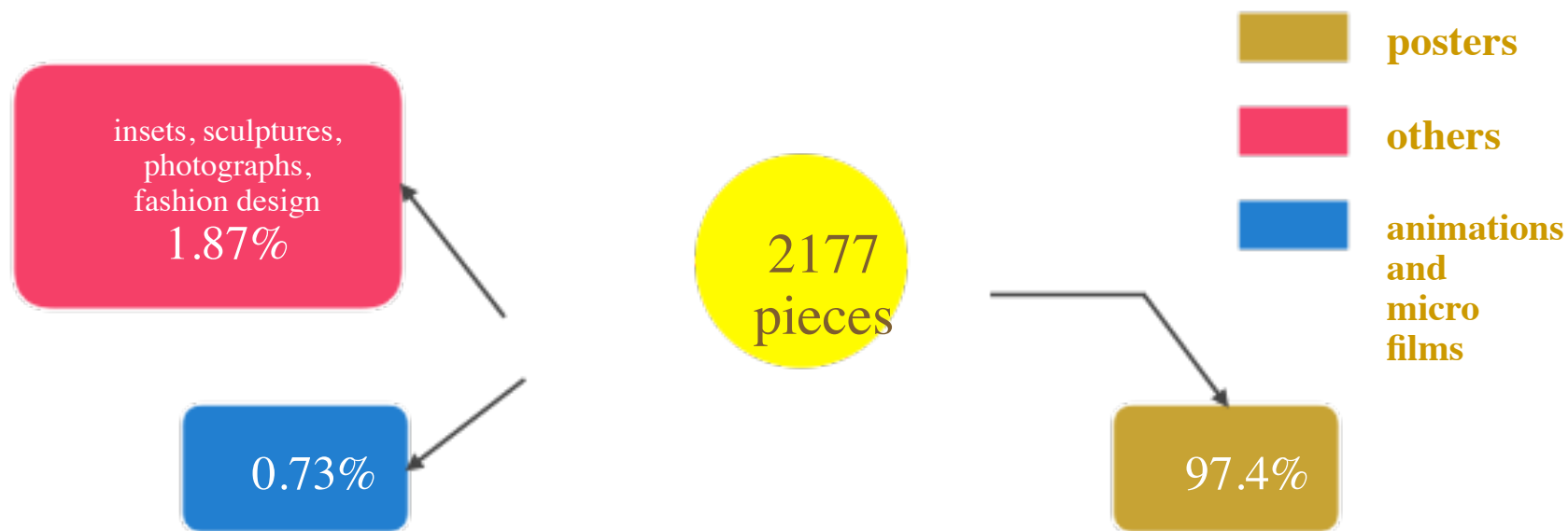
A total of 2177 artworks were submitted from all over the country to FRF



1. Collection

1.4 category of the works

Over 2000 artworks in various and innovative forms express the same idea.



1. Collection

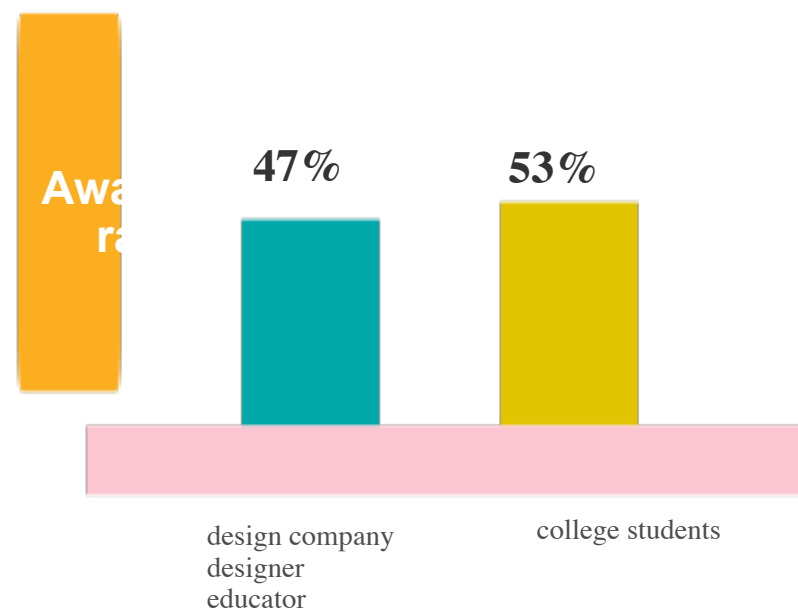
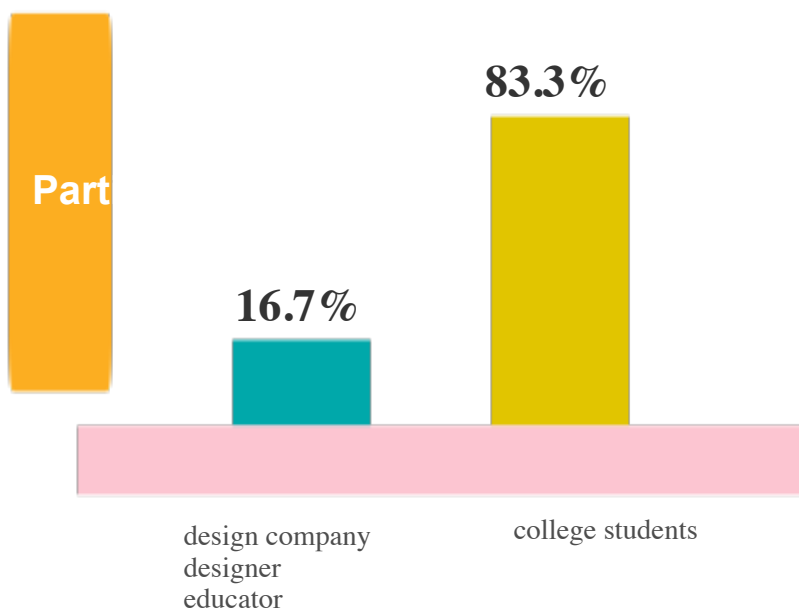
1.5 Locations of participants (percentage of total number)



1. Collection

1.6 category of participants

Our participants came from all areas and many of them are professional educators or designers of art and design.



1. Collection

1.7 Data analysis and conclusion

- Posters take 97.4% of the more than 2000 entries. there're also micro films and other forms of artworks, adding to the variety of the artworks. Fashion design and micro films especially stand out among these minor forms. the package of the works is kept in digital file .
- Most of the participants come from first or second-tire cities along the coast. Few participants come from third-tire cities or northwestern China. In the future we could increase the publicity and set up collection stations in first-tire cities to attract more attention.
- Despite the fact that 83.3% of the participants are college students, 47% of the awards are won by professionals. It shows that entries from designers can better represent the idea of the campaign, outweighing that of the college students.

2 Review

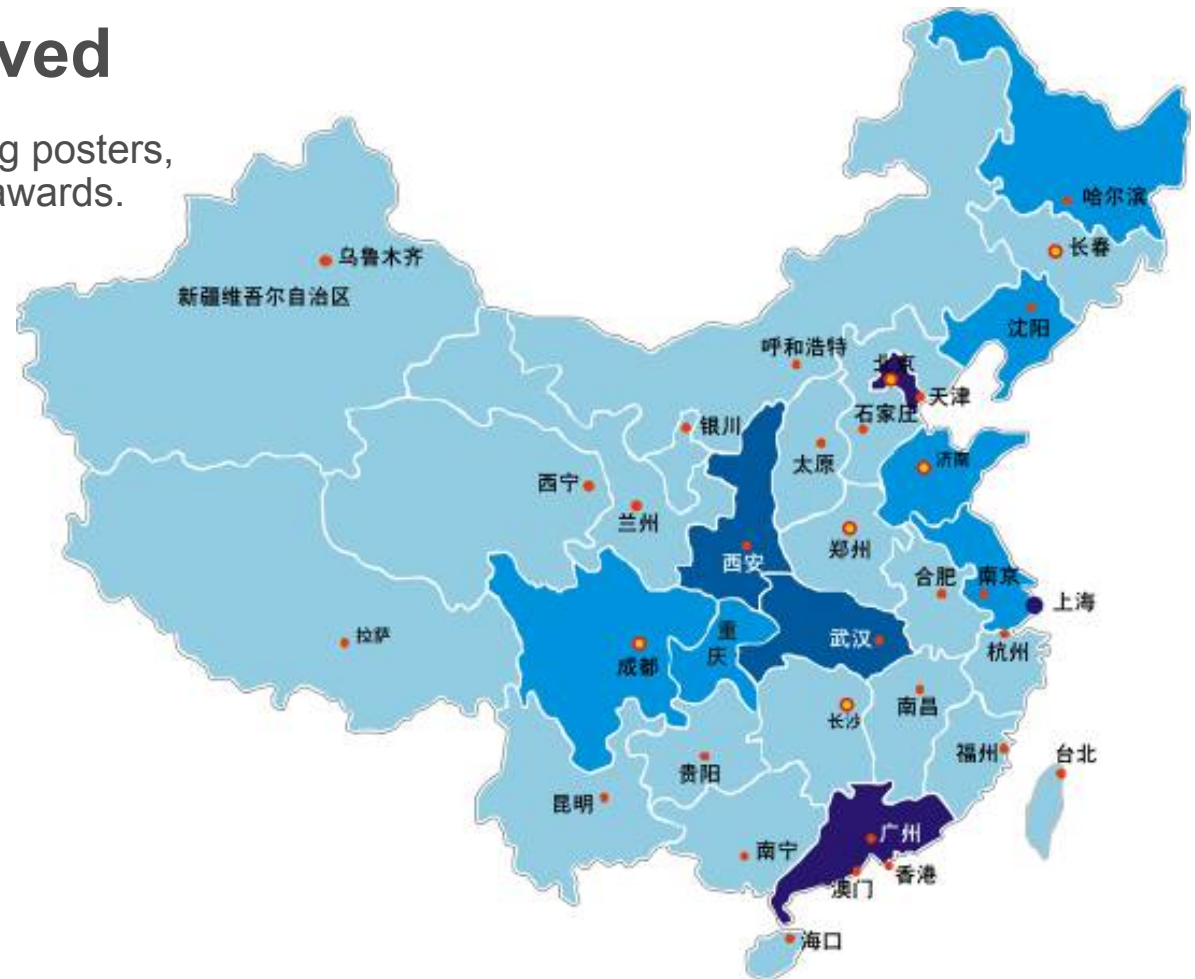
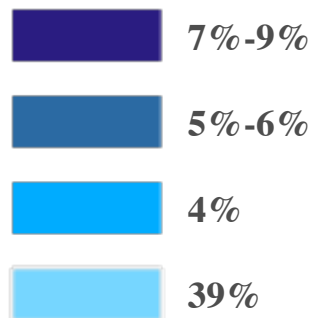
September 2012

2. Review

2.1 Awards Received

More than 50 artworks, including posters, micro movies and others, won awards.

Percentage of winners' location



2. Review

2.2 the Judges — Our judges are leading figures coming from many areas of the society.

Fashion



Huang Hung

CEO of China Interactive Media Group;
publisher of magazines: «i LOOK» and «SEVENTEEN»

Media



Li Xinpin

notable advertising man, writer, doctor and visiting lecturer of
School of Journalism and Communication of Peking University

2. Review

2.2 the Judges —Our judges are leading figures coming from all areas of the society.

Art & Design



Wang Shaoqiang

Deputy dean and professor of Guangzhou Academy of Fine Arts;
Chief designer and Chief editor of magazine 《DESIGN360》 ;
Chief editor of 《Asia-Pacific Design》



Zhang Xiaoping

“Uncle Blackhorse”, versatile artist,
notable advertising man; President of Guangzhou Advertising Association;
President of Blackhorse Advertising Limited; Vice president of China Advertising Association of Commerce.



Zou Haoyang

Vice deputy creative director of Ogilvy Beijing

2. Review

2.2 the Judges —Our judges are leading figures coming from all areas of the society.

Art Education

**Wu Xuefu**

Professor; Dean of Art Designing Department, School of Advertising, Communication University of China; Head of the Center of Public Arts and Design Advertising Institute of Communication University of China

**Xiao Yong**

Supervisor of No.7 Workshop, School of Design, China Central Academy of Fine Arts; Visiting professor of dozens of universities such as University of the Arts London; Chief designer of the 2008 Beijing Olympic medals

**Zhu Dongping**

Professor of Renmin university; Executive member of China Society for Anthropologies of Art

2. Review

2.2 the Judges —Our judges are leading figures coming from all areas of the society.

Social critics



Yang Ziyun

Chief editor of gongyi.qq.com;
Planer and host of Tencent
Yanshan Lectures



Yuan Yue

Doctor; President and CEO of Horizon Group-China;
Founder of Feimalv; notable independent media personality;
Strategic adviser of CCTV.

Animal protection and law



Judy Li

Executive Director of
Animal Guardians

2. Review

2.3 Data analysis and conclusion

Various forms of artwork coming from all over the country vividly demonstrate the idea of “Fashion Refuses Fur”. The most winners come from Guangdong Province, others are from other first-tire cities or cities along the coast. The percentage of winners’ origin is linked with the total number of participants from this provinces and their general level. All the judges played an active part in the campaign, attracting more professional participants and raising the activeness of professional participants.

3 Media

Main-stream media from many cities paid attention to FRF, they reported from all aspect.

3. Media

3.1 Total media reports and page view



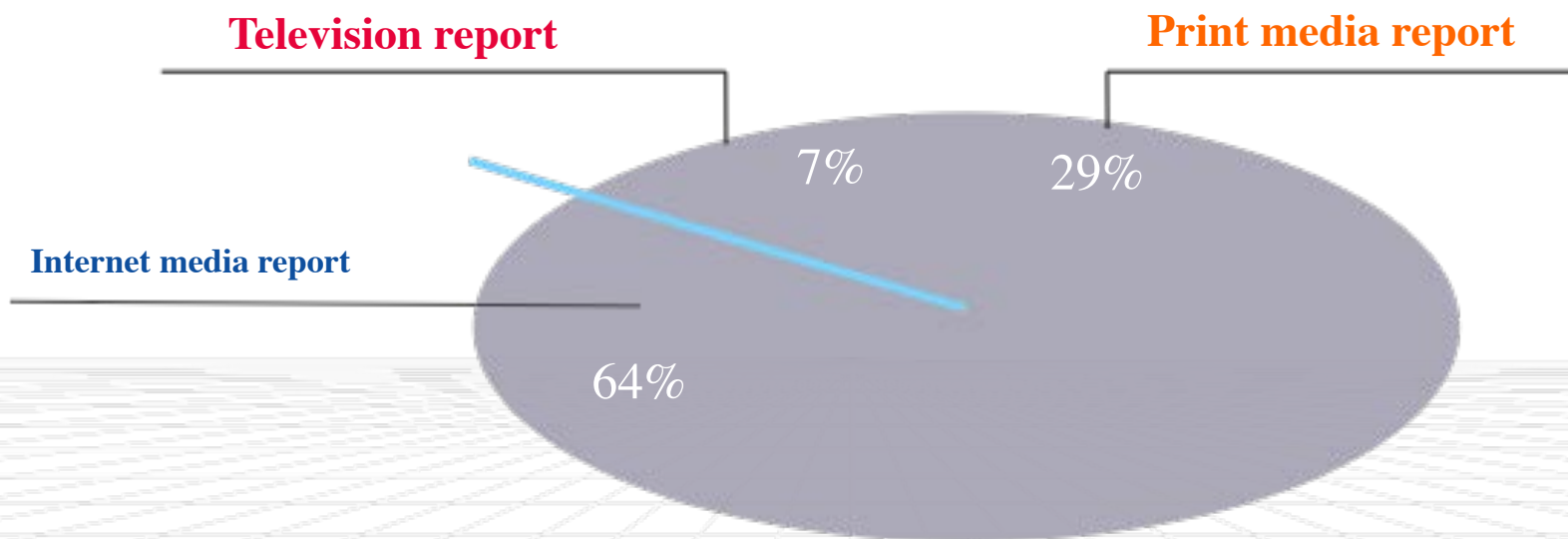
Attention from main-stream media

FRF ART & DESIGN AWARD was reported by nearly 200 media around the country and reached a total page view of 3,796,654,098 times from June 2012 when the award first started to April 2013.

3. Media

3.2 Various forms of media report

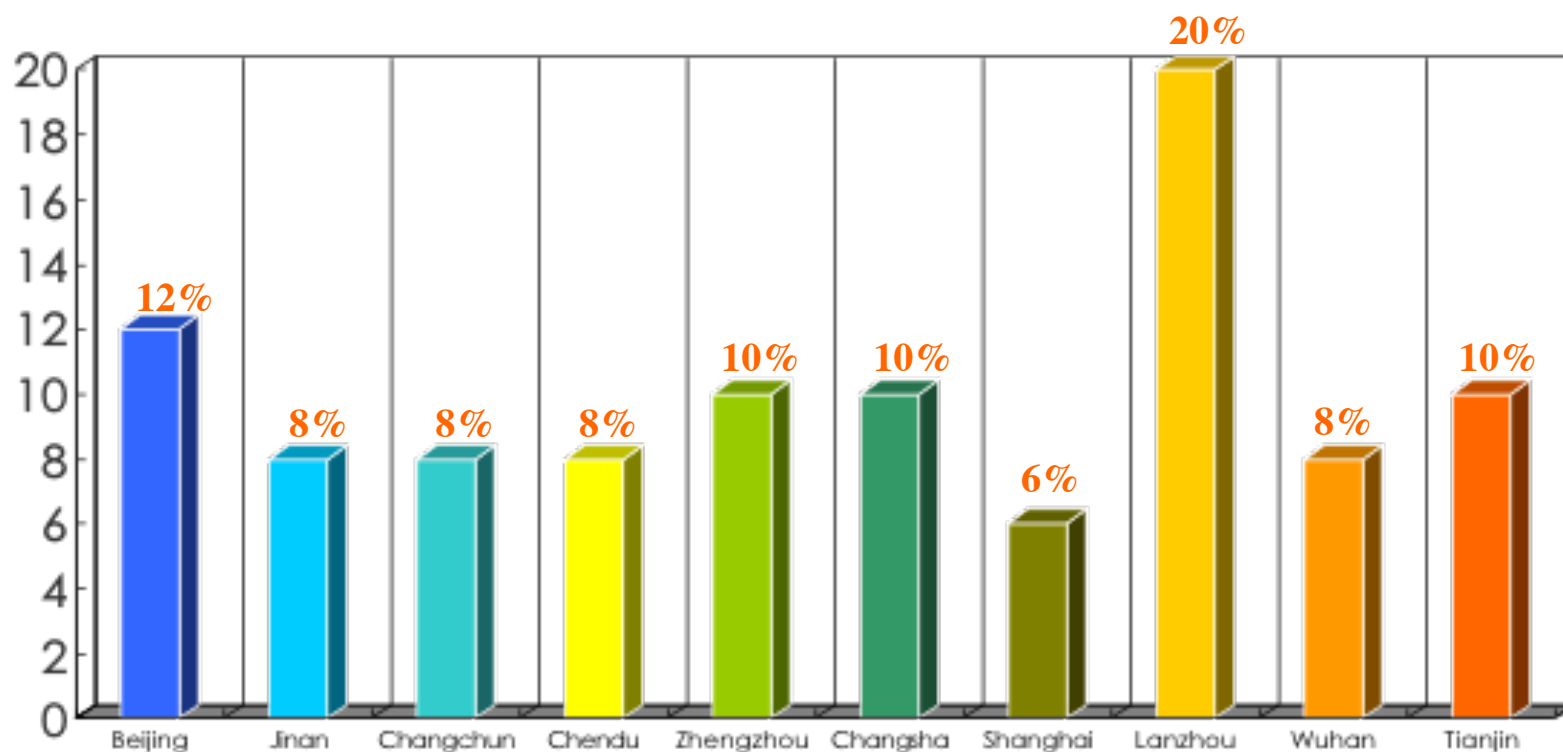
Every exhibition in the road show was covered by local main-stream media through television, newspaper and internet etc, appealing to the public to refuse fur and protect animals.



3. Media

3.3 Media report in different cities

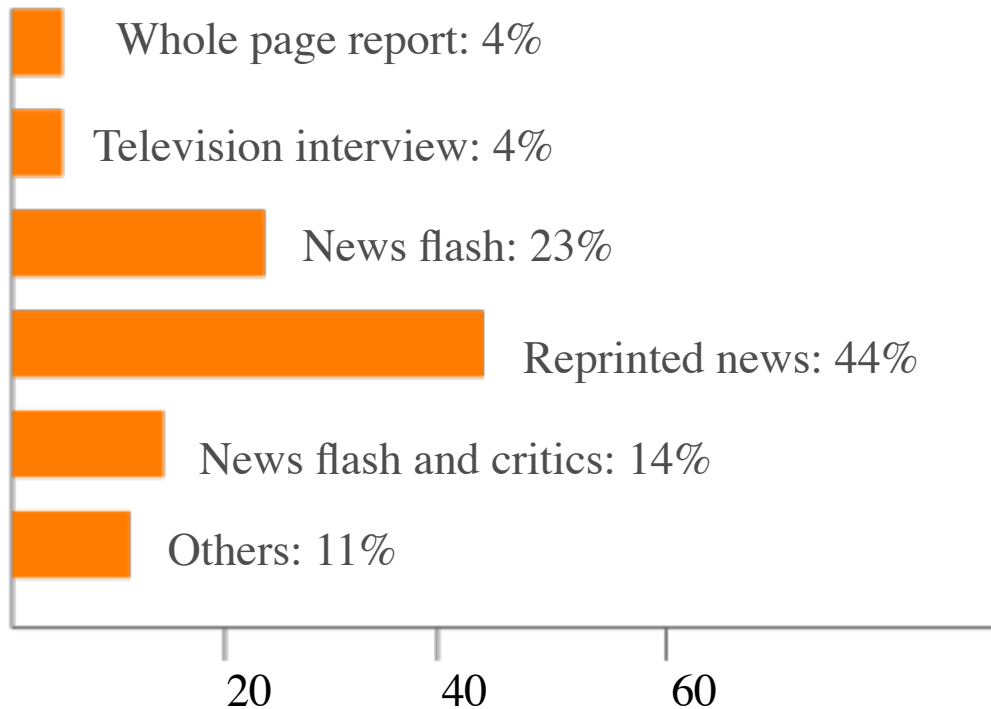
Media all over the country has paid great attention to FRF nationwide road show. And there is some difference in cities.



3. Media

3.4 Coverage level

The road show was covered by media on different levels, such as news flash, reprinted news, critics and interviews.



3. Media

3.5 Media report presentation



Tianjin TV

3

来源：科技日报

3. Media

3.6 Media coverage - print media



Beijing Morningpost



3. Media

3.6 Media coverage - print media

长江商报

Changjiang Times



3. Media

3.6 Media coverage

- Internet media



People's Daily Online



3. Media

3.6 Media coverage

- Internet media



Vision Union



3. Media

3.6 Media coverage - Internet media



Tencent Commonweal



3. Media

3.6 Media coverage - Television media



Changchun TV



3. Media

3.6 Media coverage - Television media



郑州电视台

Zhengzhou TV



3. Media

3.6 Media coverage - Television media



甘肃电视台

Gansu TV



3. Media

3.6 Media coverage - Television media

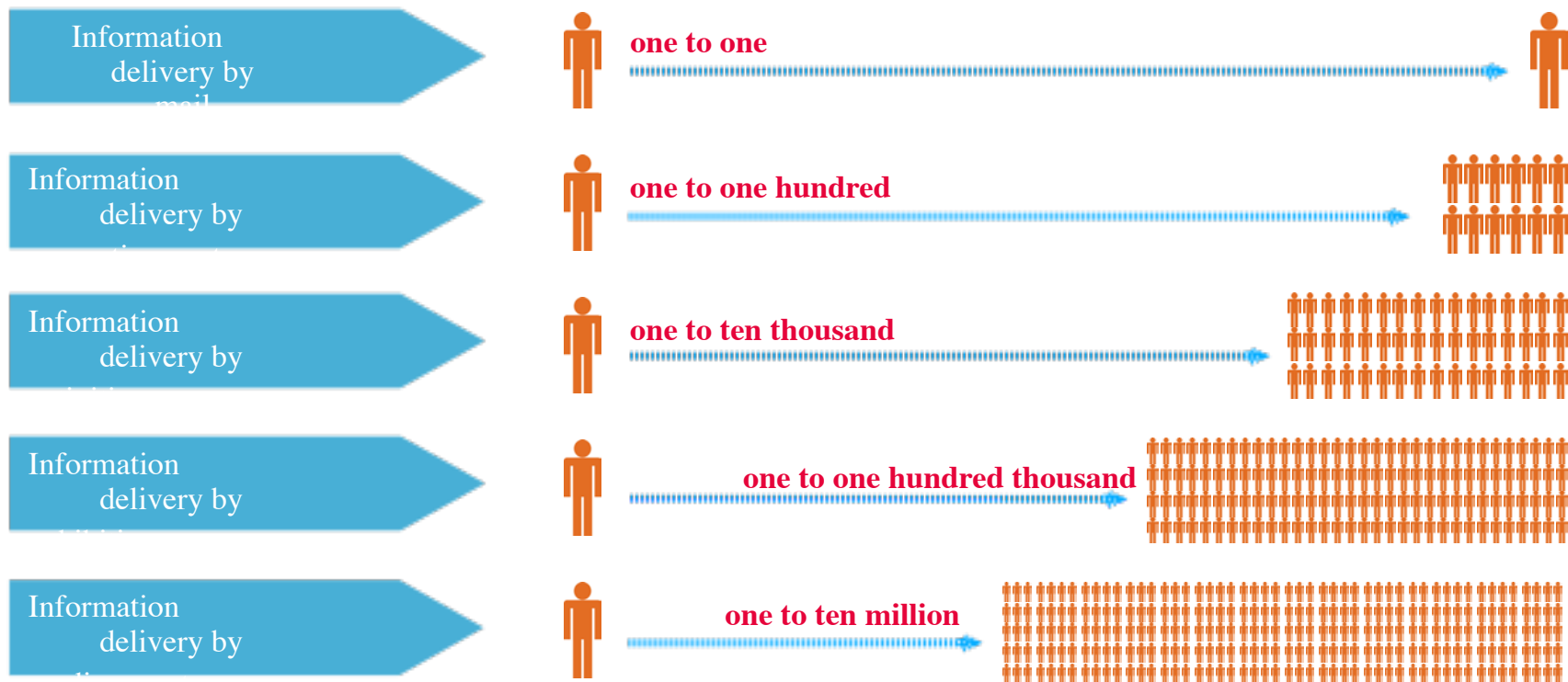


Tianjin TV



3. Media

3.7 Data analysis and conclusion



3. Media

3.7 Data analysis and conclusion

Throughout the nationwide road show of FRF prize-winning artworks, media including printing press, internet media, television and magazines, had played a significant part in conveying the idea of FASHION REFUSES FUR to the public, with the total page view of FRF award reaching 3,355,119,642 times.

As internet media has become an important media for social information transfer, it has taken 64% of all media report about the whole campaign. But we shouldn't forget to attract more attention from traditional media while using the power of internet media. Not only as television media is more persuasive and pervasive, it is also a vivid form of presentation, making it easier to present the actual circumstances to the audience and learn the response of the visitors. However, printing media has more longstanding viewers.

In order to publicize the idea of FRF, reach the citizens and communicate with them, media report is definitely indispensable.

4 Nationwide Road Show

All the cities were active in conveying the idea of “Fashion refuses fur” to the public.

4. Nationwide Road Show

4.1 Route



4. Nationwide Road Show

4.2 Cooperating Universities



Beijing Institute of Graphic Communication
www.bigc.edu.cn



Shandong University
www.sdu.edu.cn



Jilin Animation Institute
www.jldh.com.cn



Chengdu Academy of Fine Arts
www.cycdmy.edu.cn



Eastern International Art College
www.estedu.com



Hebei University of Technology
www.hebut.edu.cn



Hubei Institute Of Fine Arts
www.hifa.edu.cn



Northwest Normal University
www.nwnu.edu.cn



Donghua University
www.dhu.edu.cn



Central South University
www.csu.edu.cn

4. Nationwide Road Show

4.3 At the scene of some exhibitions

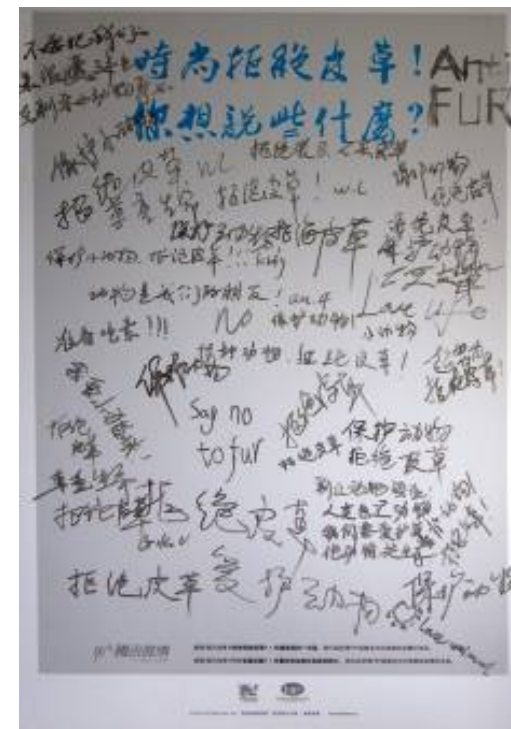
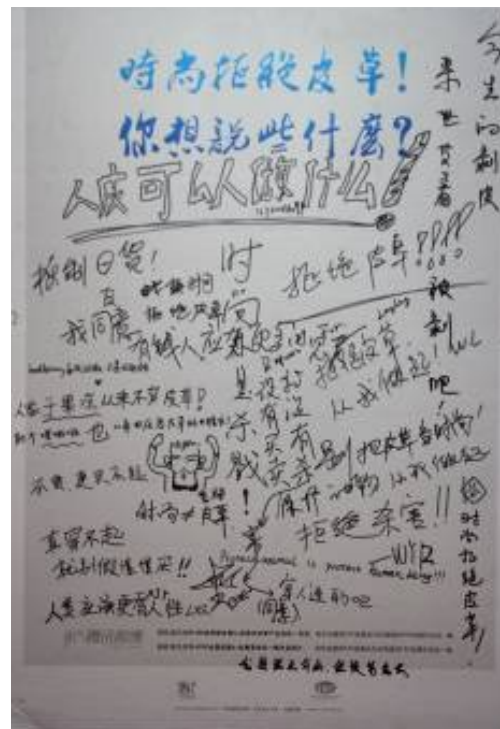
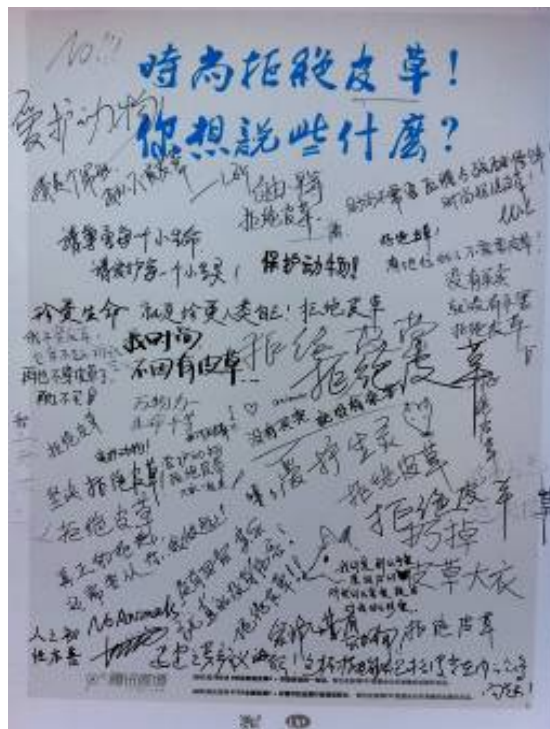
The audiences were deeply affected by the artworks and left their signatures to show their support to anti-fur campaign.



4. Nationwide Road Show

4.3 At the scene of some exhibitions

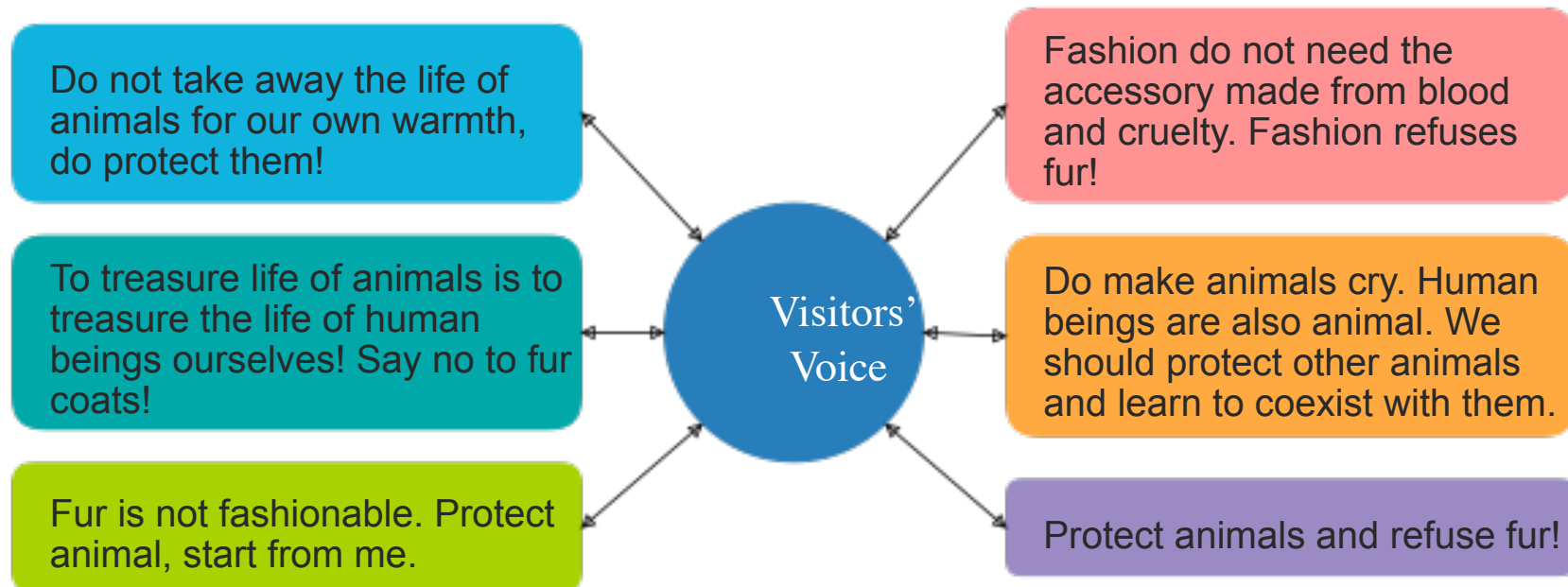
What the audiences left on the message boards.



4. Nationwide Road Show

4.3 At the scene of the road show

Extracted from the message boards.



FRF Exhibition publicity

Promotion materials and souvenirs for the road show.



Photo gallery of the exhibition in Beijing

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Beijing

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Jinan



Photo gallery of the exhibition in Jinan



Photo gallery of the exhibition in Chang Chun

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Chang Chun

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Chengdu

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Chengdu

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Zhengzhou

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Zhengzhou

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Changsha



Photo gallery of the exhibition in Changsha

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Shanghai



Photo gallery of the exhibition in Shanghai

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Lanzhou

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Lanzhou

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Wuhan



Photo gallery of the exhibition in Wuhan

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Tianjin

FASHION
REFUSES
FUR



Photo gallery of the exhibition in Tianjin



4. Nationwide Road Show

4.4 Prize-winners' Voices



Extracted from the speech by winner Xuzi Yang from JINGPIN Media at the opening ceremony

In my opinion, one of the significances of the FRF award is that it greatly influenced designers at the forefront of fashion, who are very likely to be the future of fashion industry and make huge contribution to animal protection by recognizing the idea of anti-fur fashion.



Extracted from the speech by Yangyang Zhang, a graduate student from Shandong Polytechnic University at the opening ceremony

I believe that every participant has opening expressed their ideas from the bottom of their hearts, conveying the idea of pursuing kindheartedness, respect for life and preservation for ecology in a innovative way to the world. It's more than a design competition but a demonstration of the great humanity.

4. Nationwide Road Show

4.4 Prize-winners' Voices



Extracted from the speech by Weiwei Song, designer of Suzhou Mochi Advertising Company, at the opening ceremony

Although we are not philanthropist, we also want to do our part for charity as designers, using our brain to create, and that is the most important reason we participated. FRF makes the chance to use our creativity to bring positive power to the society.



Extracted from the speech by Tianjiao Zhou from East China University of Science and Technology

An artwork of a designer must be originate from his own real feeling. An artwork has no soul if it is not made with strong feeling. I hope that my poster could affect more people to join us in refusing fur.

4. Nationwide Road Show

4.5 Speeches by cooperating universities



Extracted from the welcoming speech by vice president of Beijing Institute of Graphic Communication Guanyi Wang at the opening ceremony

Co-hosting the FRF nationwide road show with ANIMAL GUARDIANS shows that our school actively encouraged our students and staffs to take part in charity designing activities. I have no doubt that the exhibitions starting from our school will attract widespread attention from designers all over the country and raise their awareness on environmental protection and animal protection.



Extracted from the welcoming speech by assistant to the dean of Jilin Animation Institute Shoumin Wang at the opening ceremony

ANIMAL GUARDIANS shows its environmental awareness and nobility by hosting such a nationwide road show and benefiting the future generation. I truly believe that, in time, the public will pay more and more attention to animal protection and charity. We are also expecting a more harmonious relationship with our mother nature without blind pursue to fashion and consume of fur.

4. Nationwide Road Show

4.5 Speeches by cooperating universities



Extracted from the welcoming speech by Professor Xiangming Sun of Scholl of Architecture and Art Central South University at the opening ceremony

FRF is not only an idea but also a kind of life style. It echoes with the idea of a harmonious and ecological society. I hope that our students could take more part in this activities.



Extracted from the welcoming speech by Vice president of Donghua University Professor Chunhong LIU at the opening ceremony

This exhibition is a wonderful chance for our students and staffs to learn more and improve themselves as well as a great platform for art educators, students and artists in Shanghai to communicate with each other. We are looking forward to taking part in more activities like this in the future.

4. Nationwide Road Show

4.5 Messages from the cooperating universities



Central Academy of Fine Art Seventh studio tutor Yong Xiao: [Love nature, love animal and love design!](#)

Northwest Normal University deputy director of the office Zhihe Wang: [SAY NO TO FUR!](#)

Northwest Normal University Vice minister of the propaganda department Xinhua Lai: [Say no to fur, fill your heart with kindness!](#)

Northwest Normal University College of Educational Technology Secretary of the party committee Fajun Li: [Human, nature, beauty.](#)

Northwest Normal University College of Fine Arts dean Yuquan Zhang: [Let animals coexist with human beings!](#)

4. Nationwide Road Show

4.5 Messages from the cooperating universities



Hubei Institute of Fine Arts vice dean Fen Xu: The history of fur and fashion in the world should be studied more closely.

Huazhong Normal University College of Fine Arts Display space design department Yong Wei: Let art be filled with love and respect for life!

Hubei Institute of Fine Arts of the director of office Maoping Xu: Wuping is a fashionable lady but she never wears fur.

Hubei Institute of Fine Arts deputy director of design department Ping Wu: Love is not possession.

4. Nationwide Road Show

4.5 Messages from the cooperating universities



Hebei University of Technology vice principal、 doctoral tutors Bing Li: [Loving animals and the environment is loving yourself.](#)

School of architecture & art design of Hebei university of technology, dean Saihong Zhu: [Design determines fashion, fashion refuses fur.](#)

ANIMAL GUARDIANS Executive Director Judy: [I hope that more and more people to pay attention to protecting animals, protecting the environment and protecting the planet we are living on.](#)

4. Nationwide Road Show

4.6 Messages from prize-winners

Prize-winners from all over the country shared their thoughts with us, proclaiming “You are fashionable without fur.”



Message from the winner of special recommendation award Jing Li

“Fashion refuses fur” is more than calling to stop the production of fur. It’s an awakening of the asleep conscience of the public, to open the window to let out our most tender and kind humanity. If there’s no consume of fur, then there will be no production of fur and therefore less slaughter of animals. I sincerely hope that people could have a kind heart to respect lives and maintain the balance of ecological which is actually protecting human beings himself, while pursuing fashion and leading the society.



Message from the winner of special recommendation award Qiu Yu

Those blood-stained fur coats are bloody and horrible. I hope that while our country and society continue to grow stronger, we could also have a more harmonious relationship with nature.

4. Nationwide Road Show

4.6 Messages from prize-winners

Prize-winners from all over the country shared their thoughts with us, proclaiming “You are fashionable without fur.”



Message from the winner of recommendation award Luqun Liu

I'd like to express my appreciation to the host of FRF award for giving us this chance to dedicate our effort to animal protection. With our art works, we conveyed the idea of “Protect animal and refuse fur” to the public and called for more people to join us.



Message from the prize-winning media assistant Li Yang and Jing Wang

Animals are so weak comparing with human beings. Their lives are worthy for our cherishment and protection. In fact they don't have the power to fight back, but human beings don't have the right to harm and kill them for our own desire. Refuse fur, say no to fur, join us for animal protection.

Prize-winners from all over the country shared their thoughts with us, proclaiming “You are fashionable without fur.”



4. Nationwide Road Show

4.7 Messages from the Media



If there's no consumption, there will be no killing. We hope that more and more people could see the cruel truth behind fur coats. Don't end the life of an animal just for a clothes.



郑州电视台

While appreciating this artworks, we learnt how many animals with beautiful fur were hurt for the production of fur. Refusing fur is more than beautiful slogans. Only when we fully realized the hurt we have brought to the animals, will we change our mind and pursue a more merciful kind of fashion.

4. Nationwide Road Show

4.7 Messages from the Media



武汉电视台

The exhibited artworks told us “ If there’s no consumption, there will be no killing. “ We should stop pursuing this kind of so-called fashion which is built on the lives of animals.



天津电视台
天视网 TJTV.com.cn

We should pay attention to the lives, living conditions and the ecological significance of animals with our most tender humanity and bring the idea of animal protection into our daily lives.

4. Nationwide Road Show

4.8 Messages from viewers



Judge, Yong Xiao

We should think about the different lives involved when buying a product, like a fur product. we need to cherish the thing that we choose and our mother nature.



Participant Wenjia Wang

If you think about the bloody truth behind a fur coat, you won't feel comfortable in it, as outer beauty is not real beauty.



Visitor

A: I think it's really cruel, I won't buy it.
B: I have bought some before but I won't ever.
C: I won't choose fur coat if I already have regular coats.

4. Nationwide Road Show

4.9 Be grateful to the cooperating universities



5 Ending words

Create a new professional designing brand on the base of charity and social benefit, publicize a new concept of fashion.

5. Ending words

Fashion Refuses Fur has attracted much participation and attention from the public since started in June 2012. The exhibitions show that many designers have correct awareness of fur, art and cultural activities greatly promoted the brand-new idea of FRF. The campaign brought innovative thoughts, ideas and consuming concept to the cities, promoting the idea of fashion without fur.



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Thank you!

