

[Seoul Design AI Film Festival]

The Seoul Design Foundation aims to redefine DDP (Dongdaemun Design Plaza) as a world-renowned mecca for media art through the innovative convergence of AI technology and design.

'Seoul Light DDP' is a peerless global canvas that has not only reached the pinnacle of design by sweeping the world's top three design awards (iF, Red Dot, and IDEA) but has also been officially listed in the Guinness World Records for the "World's Largest 3D Mapping on an Atypical Building."

This competition awaits high-quality works that combine your artistic inspiration with cutting-edge AI technology. Selected works will be granted the extraordinary opportunity to be projected directly onto the overwhelming 222-meter curved exterior wall recorded in the Guinness Book of World Records. We invite you to become the protagonist who realizes their imagination on this globally recognized stage and joins us in writing a new chapter in the history of media art.

1. Competition Overview

- Title : Seoul Design AI Film Festival
- Theme : Artistic and popular AI video content
- Eligibility : Domestic and international individuals or groups capable of producing AI video content
- Categories : 2 sectors
 - ① Artistic works based on the theme of K-Culture
 - ② Popular works that the public can enjoy, themed around Christmas, year-end festivals, and DJing
- Production Method : Use of AI platforms for video/music production (e.g., Midjourney, Suno, etc.)
- Final Selection : Total of 10 individuals or teams (Maximum of 1 work per participant)
- Utilization Plan : The screening of the grand prize-winning works during Seoul Light DDP 2026 and the provision of opportunities for excellence prize-winning works to be showcased on DDP media

2. Projection Space Information

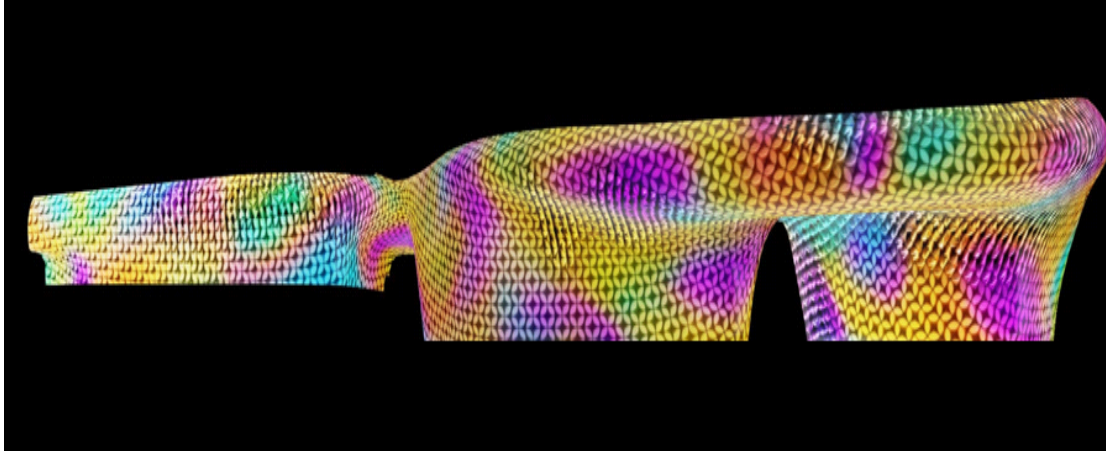
- Event Name : Seoul Light DDP 2026
- Location : 222m of the DDP exterior wall
- Equipment : 26 projectors (40,000 ANSI / 4k level) scheduled for operation



Example of Seoul Light DDP fall 2025 projection

3. Application and Submission

- Submission Period : June 30, 2026 (Tue) by 11:00 AM(KST)
- Method : Email submission using designated forms (hyunseok_jang@seoul.design.or.kr)
- Required Materials
 - ① Application form, Personal Information Collection/Use Consent and Pledge (designated format)
 - ② Seoul Light DDP 2026 Video Production Proposal(Free Format)
 - PDF or images
 - Proposal for DDP application ideas
 - ③ Video Submission File
 - Running Time : 3-5 minutes
 - Format : mp4 (h.264), includes sound(wav, mp3)
 - Resolution : 1,920 x 1,080px (including top and bottom black bars)
 - File size : Under 500MB
 - File name : [Title]_[Individual/Team name].mp4
 - How to submit: Upload files to cloud storage (Google Drive, OneDrive, etc.) and share the URL with access permissions
- ※ Considering potential cropping during actual screening, please place key elements within the Center Safe Area as shown below. (For the Grand Prize winner, the final screening version will be modified and optimized by the winning team after consultation with the Foundation.)



Place key subjects and text within the 1:1 Safe Area, centered on the screen.

④ Production Guidelines

- 1) Video: AI platforms must be used for major parts; other video editing software may be used for remaining parts.
- 2) Music: Use of AI is optional; traditional composition methods are allowed.

4. Schedule

Category	Date	Note
Submission	Jun 30, 2026 (11:00 AM, KST)	Detailed schedules will be sent to applicants via email
Evaluation	July 2026 (tentative)	
Announcement	July 2026 (tentative)	
Modification/Optimization	July – November 2026 (tentative)	
Awards & Performance	Planned for Seoul Light DDP 2026	

※ The above schedule is subject to change depending on circumstances.

5. Evaluation Criteria

- Selection will be made through a document review by an evaluation committee composed of internal and external experts.

Criteria	Score	Details
Subject Suitability	30	Harmony with the theme and direction
Artistry & Creativity	30	Originality and artistic/public appeal
AI Technical Execution	20	Use of AI prompts and technical proficiency
DDP Feasibility	20	Understanding of the space and overall completeness
Total	100	

6. Prizes and Benefits

- Grand Prize(1 team): 10,000,000 KRW prize, work screening at Seoul Light DDP 2026 event ***If the quality of the submission fails to meet the required standards for broadcast, it will be exclude from the screening**
- Top Excellence Prize (1 team): 3,000,000 KRW prize, provision of opportunities for DDP media screening ***If the quality of the submission fails to meet the required standards for broadcast, it will be exclude from the screening**
- Excellence Prize (3 teams): 2,000,000 KRW prize, provision of opportunities for DDP media screening ***If the quality of the submission fails to meet the required standards for broadcast, it will be exclude from the screening**
- Encouragement Prize (5 teams): 1,000,000 KRW prize

Note: Prizes are paid after tax deduction

※ The scale of the awards is subject to change depending on the outcome of the evaluation.

7. Key Precautions

- Important notes and regulations
 - Submission Compliance: Participants must strictly adhere to the submission methods and entry specifications of the competition. Any issues arising from a lack of understanding of the guidelines or regulations are the sole responsibility of the participant.
 - Originality and AI Use: Entries must be original content created by the participant using generative AI during the submission period. There must be no legal issues regarding copyright or usage. In the event of a dispute, all responsibility lies with the participant. Even after final selection, if controversies such as plagiarism or forgery arise, the selection will be

canceled.

- Content Optimization (Grand prize): The winner of the grand prize must agree to content modifications for optimization purposes for the Seoul Light screening. The winner of the grand prize is required to cooperate with modification tasks and attend related meetings.
- Direct Execution of Modifications: The grand prize winner must directly perform optimization tasks, including the modification and supplementation of video and music content for the 222m DDP exterior wall, in accordance with the Seoul Design Foundation's guides and consultations. The Seoul Design Foundation will not directly participate in these modification tasks.
- Cancellation of Screening: If a Grand prize-winning team is unable to directly perform content optimization for the broadcast, the screening at the Seoul Light event may be canceled.
- Operational Cooperation: The grand prize winner must cooperate with the Seoul Design Foundation to ensure all procedures—from the award announcement to rehearsals and the event date—proceed smoothly.
- The Top Excellence and Excellence award-winning teams must directly perform the content optimization tasks for DDP media screening in accordance with the Seoul Design Foundation's guides and consultations; the Seoul Design Foundation will not directly participate in the production process.
- If the Top Excellence or Excellence award-winning teams are unable to directly perform the content optimization tasks, or if the quality of the modified content fails to meet the required standards, the DDP media screening may be canceled.
- If the Top Excellence and Excellence award-winning teams participate in the DDP media screening, they must cooperate with the Seoul Design Foundation to ensure all procedures proceed smoothly after the winners are announced.
- Technical Adjustments: The projection space and specifications may be adjusted or changed after the final selection.
- UV mapping guides: Resources such as UV mapping guides for content optimization will be provided only to the Grand prize winner after the announcement of the results.
- Evaluation and Scale: Individual evaluation scores will not be disclosed. If entries do not meet the evaluation criteria, the scale of the awards may be changed.

- Schedule Adjustments: The submission period and the result announcement date may be adjusted according to the organization's circumstances.
 - Multiple Entries and Duplicate Awards: While multiple entries per person (individual/team) are allowed, duplicate awards are not. Only the highest-ranking award will be granted.
 - If plagiarism is confirmed after the announcement of the winners, the award may be canceled and the prize money may be revoked.
 - Detailed schedules for each stage of the process will be sent to applicants via email
 - Taxes and Certificates: Taxes and public utility charges on prize money are the responsibility of the winner and will be paid after tax deduction. Only one award certificate will be issued per person/team.
 - Required documents for prize payment will be announced separately.
 - Copyright and Ownership: Winners (authors) agree to grant the organizer the right to reproduce, transmit, and create derivative works of the entry. On the premise of providing reasonable compensation (certificates and prizes), winners agree that the property rights of the winning work (including the right to create derivative works) belong to the organizer.
 - Promotional Use: Winning works may be produced as videos or images by the organizer. They may be used for the Seoul Design Foundation's public interest promotional projects, including offline events (presentations, exhibitions, campaigns) and online promotion (YouTube, SNS channels).
- Inquiries : hyunseok_jang@seouldesign.or.kr