

WATCHES AND JEWELRY

Blancpain's China literary prize calls for entries to spot homegrown talent

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First of its kind: Blancpain-Imaginist Literary Prize 2020. Image courtesy of Blancpain

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Blancpain and Chinese publisher The Imaginist are calling for submissions to their joint literary prize that aims to discover and encourage Chinese authors under the age of 45.

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The 3rd Blancpain-Imaginist Literary Prize, themed "Joining the Ranks of Contemporaries," is open for entries through May 15. It is the first literary gong of its kind in the Chinese market.

In a unique twist, entries can be submitted by a publisher or publishing organization of any kind as well as directly by the author.

The grand winner will be announced at the award ceremony to be held in late October. The literary prize includes a cash award of \$43,675 (300,000 yuan).

The jury includes Chinese authors Su Tong, Sun Ganlu, Xi Chuan and Yang Zhao as well as Chinese musician Zhang Yadong.

Watch out

The [Blancpain-Imaginist Literary Prize](#) was launched two years ago.

A highlight of the Blancpain-Imaginist Literary Prize is bringing on board new judges and a new theme each year.

Per [Blancpain](#), the theme is not only a topic connecting different generations of authors, but also serves as a bridge for building the spirit of intercommunity and contemporaneity among young authors from the latest up and coming generation.

This year's theme of Joining the Ranks of Contemporaries follows the 2018 edition themed No Regrets About Early Works and 2019's The Passion of Reconstructing World Prospects.

"This year started under the most extraordinary of circumstances, obliging us to observe, examine and think about things from the perspective of the human community," Blancpain said in a statement. "In these times of drastic and uncertain change, the younger generation has the strongest and most vivid perception of survival."

"The era that was referred to as the "tiny times", something the authors of the era either claimed as their own, or talked about in a self-deprecating manner, is now clearly over. Today everyone has embraced what is being called the "great times" as, as result, the question becomes, how should we characterize it and how do we face the challenges that it engenders?

"We must become contemporary authors. This forces us to confront and answer questions such as "What is it that defines us as living in the same era?" It serves to give a whole new meaning to literature."

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