

2019 DIA Announcement

1. About DIA

Design Intelligence Award (DIA) is an international academic award in industrial design established in China, 2015. It is a platform for evaluation, promotion and communication of design, an accelerator bringing innovation to the industry and the future.

DIA returns to the origin of design with human intelligence, advocates that design is “Intelligence of Humanity, Wisdom of Life, Brain of Industry, Fusion of Tech & Art”, and plays the role of bringing world-wide creativity to an intelligent future.

2. 2019 Focused Issues

2019 DIA focuses on the extensive transformation of society and industry under the influence of digital economy, and discovers the design paradigm in the field of intelligent manufacturing, social innovation, etc.

3. Awards Setting

“DIA Award” sets awards of Gold Award (2 Prizes, 1,000,000RMB/Prize), Silver Award (10 Prizes, 200,000RMB/Prize), Bronze Award (10 Prizes, 100,000RMB/Prize), Honorable Mention (around 300 prizes).

“DIA Special Award - Design Yiwu” sets awards of First Prize (2 Prizes, 150,000RMB/Prize), Second Prize (3 Prizes, 100,000RMB/Prize), Third Prize (5 Prizes, 50,000RMB/Prize), Excellent Prize (10 Prizes, 10,000RMB/Prize).

4. Entry Categories

4.1 DIA Award

1. Cultural Innovation

Product and service emphasizes humanistic aesthetics and the sustainable development, in the areas of souvenirs, stationery, packaging, fashion, tableware, furniture & lighting, social innovation, etc.

2. Living Applies

Product and service emphasizes function and interaction, in the areas of digital devices, household appliances, kitchen& bathroom, elderly care, mother and baby, toys & musical instrument, sports & leisure, disaster prevention, etc.

3. Industrial Equipment

Product and service emphasizes efficiency and user-friendly, in the areas of transportation, medical, construction, agricultural & forestry, military, office, mechanical tools, etc.

4. Frontier Technology

Product and service emphasizes application of high technology (artificial intelligence, block chain, 3D printing, mixed reality, etc.), in the areas of smart wear, smart home, smart city, smart agriculture, intelligence manufacturing, robots, etc.

5. Digital Interaction

The software product emphasizes user experience and business model, in the areas of industrial production, office services, urban services, health care, transportation, recreation & entertainment, social communication, house living, education & training, etc.

4.2 “DIA Special Award - Design Yiwu” (Theme: Original Branding)

1. Stationery and Sporting Goods

Including stationery and sporting goods.

2. Toys

Including decoration toys, art toys, scientific & educational toys, etc.

3. Bags and Luggage

Including wallets, crossbody bag, shoulder bag, backpack bags, suitcase, etc.

4. Others

Other commodities including packaging, fashion, living applies, outdoors, etc.

5. Participating Entities

5.1 Participants

Enterprises, design agencies, research institutions and individuals are all qualified for participation. All the participants should abide by the principle of “DIA Instruction of Participants”.

5.2 Entry Requirement

Product, software and service design is qualified without intellectual property dispute.

Unlisted entry should be able to send the prototype or demo for Second Evaluation. The listed entry should be in the market within two years.

6. Registration

6.1 Registration

The entry is accepted either by public registration or expert nomination. Entries through public registration need to be reviewed in Preliminary Evaluation. Entries through expert nomination approved by DIA Committee have access to skip Preliminary Evaluation. To be fair, experts for nominating and judging work independently. The same entry is not allowed to apply for “DIA Award” and “DIA Special Award” at the same time.

Participants shall register/login via DIA official website (www.di-

award.org).

6.2 Entry Collection Period and Fees

Registration system is only open from Feb. 28, 2019 to 24:00 May 28, 2019(UTC+8). No registration fee will be charged, and late submission will not be accepted.

7. Evaluation

7.1 Evaluation Process

“DIA Award” is composed of Preliminary Evaluation (online review), Second Evaluation (onsite review) and Final Evaluation (oral defense). “DIA Special Award - Design Yiwu” is composed of Preliminary Evaluation (online review) and Second Evaluation (onsite review).

7.2 Evaluation Criteria

DIA evaluation criteria includes 3 layers: 1) The fundamental layer emphasizes the “Principles of Design”, covering functionality, aesthetics, technicality, user-experience and sustainability. 2) The advanced layer emphasizes the “Direction of Design”, spanning contribution to humanity, industry and the future. 3) The top layer emphasizes the “Impact of Design” in regards to social influence and industrial development.

“DIA Special Award - Design Yiwu” focuses on the originality, feasibility and commercial value on the basis of DIA evaluation criteria.

7.3 Jury

DIA Jury are elected worldwide from diverse fields such as design, technology, commerce and media, etc.

8. Winners' Benefits

8.1 Trophy and Certificate

All winners will receive a trophy and a certificate. Participants whose entries are displayed in DIA Exhibition will receive DIA Exhibition Certificate. Winners whose entries are donated to DIA Committee will receive DIA Collection Certificate.

8.2 Logo Usage

Winners will be authorized to use DIA logo on the awarded entry.

8.3 Communication & Cooperation

Winners have access to DIA Award Ceremony to communicate with experts from various fields around the globe.

8.4 Industrial Cooperation

“DIA Industry Platform” integrates hundreds of venture capitals, incubators, manufacturing enterprises and governments. Excellent participants will be invited to industrial events including capital docking, product hatching, intellectual property auction, etc.

Meanwhile, qualified participants in “DIA Award - Design Yiwu” will receive “Innovative Design Coupon” (equal to 200,000 RMB at most, issued by Yiwu Government) according to the performance in industrial transformation activities after Second Evaluation. (Please login DIA Official Website(Contact Us-Download) for more information,)

8.5 Media Promotion

DIA has established global promotion network with hundreds of mainstream media covering a variety of fields and channels. Internet broadcast of DIA events such as Final Evaluation, DIA Award Ceremony will further enhance the social influence of excellent design.

9. Agenda

Main Timeline	Dates
Entry Collection Period	Feb. 28, 2019 - May. 28, 2019
Preliminary Evaluation	June.3, 2019 - June. 10, 2019
Results Announcement	June. 13, 2019
Shortlisted Entry Delivery	June. 28, 2019 - Jul. 10, 2019
Second Evaluation	Jul. 13, 2019 - Jul. 15, 2019
Results Announcement	Jul. 19, 2019
Final Evaluation (DIA Award)	Sept., 2019(to be notified)
Award Ceremony	Sept., 2019(to be notified)
DIA Exhibition	Sept., 2019 - Dec., 2019(to be notified)