

2020 DIA Announcement

1 About DIA

Design Intelligence Award (DIA) is an international academic award in industrial design established in China, since 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 the core value of “Intelligence of Humanity, Wisdom of Life, Fusion of Tech & Art, Brain of Industry”, and plays the role of bringing world-wide creativity to an intelligent future.

2 Awards Setting

“DIA Award” sets two groups: Product and Concept . Product Group sets Gold Award (2 Prizes, 1,000,000RMB/Prize), Silver Award (8 Prizes, 200,000RMB/Prize), Bronze Award (10 Prizes, 100,000RMB/Prize). Concept Group sets Future Talents Award(2 Prizes, 80,000RMB/Prize) and Young Talents Award(8 Prizes, 30,000RMB/Prize). Meanwhile, Honorable Mention (around 300 prizes) will be selected from both Product Group and Concept Group (the actual quantity shall be subject to the results of evaluation).

Several “Best Organization Award” will be added to commend the organizations that made outstanding contributions in DIA collection and promotion.

Product Group (20 Prizes, 46,000,000RMB)	Concept Group (10 Prizes, 400,000RMB)
Gold Award (2 Prizes, 1,000,000RMB/Prize) Silver Award (8 Prizes, 200,000RMB/Prize) Bronze Award (10 Prizes, 100,000RMB/Prize)	Future Talents Award(2 Prizes, 80,000RMB/Prize) Young Talents Award(8 Prizes, 30,000RMB/Prize)
Honorable Mention (around 300 prizes)	
“Best Organization Award”	

3 Participating Entities

3.1 Participants

Both Product Group and Concept Group are open to all enterprises, colleges, institutions and individuals.

3.2 Entry Requirement

Product Group: Entries should be launched on the market within 2 years , for those not in the market yet, should be able to provide full-function prototype before Second Evaluation.

Concept Group: Entries are not in the market but able to provide its design model before Second Evaluation.

All kinds of design such as product, software, service and etc. are open for submission. DIA Committee has the right to adjust the group and categories for entries.

4 Entry Categories

4.1 Product Group

(1) Cultural Innovation

It emphasizes culture as the internal driving force, focusing on the contemporary revival of traditional culture, the realization of design aesthetics and cultural IP value, and the sustainable development of society, etc.;

It includes product and service from the fields of souvenirs, stationery, packaging, fashion&clothing, tableware, furniture & lighting, social innovation, etc.

(2) Living Wisdom

It emphasizes life as the internal driving force, focusing on the wisdom in daily life, the intelligence of living appliances, and the care to vulnerable groups, etc.;

It includes products and services from the fields of digital devices, household appliances, kitchen&bathroom, elderly care, mother&baby, toys&musical instrument, sports&leisure, disaster prevention, etc.

(3) Industrial Equipment

It emphasizes production as the internal driving force, focusing on the transformation and upgrading of industrial equipment, strategic development of emerging industries, efficiency optimization of production system, etc.;

It includes products and services from the fields of transportation, medical, construction, agricultural & forestry, military, office, mechanical tools, etc.

(4) Digital Economy

It emphasizes digital as the internal driving force, focusing on the digital upgrading of agriculture, manufacturing and service industry, etc.;

It includes digital products and services from the fields of smart city, smart business, smart medical care, smart education, smart community, industrial Internet, artificial intelligence and block chain application.

4.2 Concept Group

The entry categories of Concept Group are same as those of Product Group.

The annual theme of Concept Group is “Design Transformation”. Our world is becoming more and more inclusive and complex, and the mission of design is no longer limited in producing but in creating value, including personal value, social value and even the value of changing people’s future. DIA encourages bold innovation and looks forward to exploring the expression form, organization mode and subversive transformation of future design.

DIA focuses on the theme of “Design Challenge for COVID-19” , which encourages designers to create and transcend themselves. The crisis will be a driving force for people to consider of design values and innovation transformation in the future. Designing for the world, creating the future.

5 Registration

5.1 Registration

DIA accepts entries through both public registration and expert nomination. Public registration entries will be reviewed in Preliminary Evaluation. Expert nomination entries approved by DIA Committee have the access to skip Preliminary Evaluation. To be fair, experts for nominating and judging will work independently. The same entry is not allowed to apply for both Product Group and Concept Group.

Participants shall register/log in via DIA official website (www.di-award.org).

5.2 Entry Collection Period and Fees

Registration system is only open from Jan. 8, 2020 to July 6, 2020(24:00, UTC+8).

Late submission will not be accepted.

No registration fee will be charged. The logistics, insurance and customs clearance expenses incurred by participants shall be borne by themselves.

6 Evaluation

6.1 Evaluation Process

Independent evaluation will be adopted for Product Group and Concept Group that are both composed of Preliminary Evaluation (online image and text review), Second

Evaluation (online demo video review) and Final Evaluation (on-site presentation review).

6.2 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.

6.3 Jury

DIA invites authoritative experts from all over the world. In order to highlight the cross-border integration of design and strengthen the comprehensiveness of evaluation, in addition to inviting experts in design, experts in other related fields such as science and technology, commerce and media are also introduced to be DIA judges. Winners of previous Product Group will have the opportunity to be invited as judges of Concept Group.

7 Winners' Benefits

7.1 Trophy and Certificate

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

7.2 Logo Usage

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

7.3 Industry Communication

All winners will be invited to participate in DIA Award Ceremony and other series of activities, and to engage in face-to-face exchanges and cooperation with representatives globally from various industries such as design, academic circles and media, etc. At the same time, they will have the opportunity to be the speakers of

“D·WILL” Lectures.

7.4 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 and DIA Ceremony, and media interviews for winners’ priority will further enhance the social influence of excellent design.

7.5 Exhibitions

All award-winning entries will participate in the annual exhibition and have the opportunity to be displayed in other domestic and overseas exhibitions.

8 Agenda

Events	Date
Entry Collection Period	Jan. 9, 2020 - July. 6, 2020
Preliminary Evaluation	July.13, 2020 - July. 24, 2020
Results Announcement	July 27, 2020
Demo Video Submission	July. 27, 2020 - Aug. 14, 2020
Second Evaluation	Aug. 17, 2020 - Aug. 28, 2020
Results Announcement	Aug. 31, 2020
Entry Delivery	Sept. 7, 2020 - Oct. 9, 2020
Final Evaluation	Oct. 18, 2020 - Oct. 19, 2020
Award Ceremony	Oct. 20, 2020
DIA Exhibition	Oct. 20, 2020 - Dec. 2020

DIA Instructions for Participants

1 Protection of Intellectual Property Rights

1.1 All participants must be the owner of the intellectual property or the designer with no dispute over the entry. For entries in intellectual property application, participants need to submit application (records) materials in registration. For entries without related intellectual property certification, after winning DIA award, DIA Committee has the right to require the written promise to guarantee the originality of the entries.

1.2 DIA Committee has the right to invalidate the award-winning qualification of the entry with intellectual property disputes, including the certificate, trophy and prize etc. If economic or reputational losses are caused by the defective entries, the host and the organizers have the right including but not limited to demanding economic and reputational compensations, litigation costs, attorneys' fees, insurance fees, appraisal fees, etc.

1.3 The intellectual property of all entries is owned by the participants.

2. Publicity and Confidentiality

DIA Committee has the right to use the registration information for award promotion, including but not limited to shooting, exhibiting, news reporting, publishing for the entries. Participants shall provide the written application for confidential requirement within 5 working days after registration, or the entry information will be deemed as non-confidential. DIA Committee will not bear the loss caused by the publicity of the entries.

3 Registration Information

The registration information is not allowed to be modified once submitted. DIA Committee have the right to refuse any request of modification. The participants shall ensure the correctness and truthfulness of the registration information(Pseudonym is not allowed in registration). DIA Committee shall have the right to revoke the award qualification, honor and on account of the exaggerated information. In order to ensure the orderly conduct of the evaluation, DIA Committee and the jury have the right to adjust the entry category accordingly.

4 Registration Qualification

Only the designer and the owner of the entry are eligible for registration, the participant should confirm and coordinate with the relevant units to avoid the duplicate registration. DIA Committee shall bear no legal responsibility for the problems intrigued by the duplicate registration and have the right to invalidate the award-winning qualification and honor, and to recover bonus if the problems are not coordinated timely. Same entry is not allowed to apply for Product Group and Concept Group at the same time.

5 Results Notification

All DIA notifications will be released on official website and registration system, and participants shall pay close attention to related channels and respond promptly. Otherwise participants shall assume the liability to any negative consequences of missing information or delayed-reply.

6 Delivery

6.1 According to DIA Regulations, shortlisted entries are required to send the physical product or prototype for Final Evaluation. Candidates must strictly comply with “Entry Delivery Instructions” for delivering. “Entry Delivery Instructions” will be released with results announcement of Second Evaluation. Any overdue delivery will be deemed as withdrawing the qualification.

6.2 All costs regarding to transportation, tariffs, insurance, customs, etc. shall be borne by participants.

6.3 At the stage of “Inputting Delivery Information”, candidates should fill in the delivery information in registration system. DIA Committee shall only be responsible for the safety, security of the entry according to the delivery information. Please see detailed information about “Inputting Delivery Information” in “DIA Delivery Instructions for Shortlisted Entries”.

6.4 All DIA evaluations and exhibitions will take place at professional venues and entries will be transported, safeguarded and reviewed in accordance with relevant

industry standards. If there is insurance demand, participants shall purchase it themselves.

6.5 Participants should install the product to ensure the fully functional performance for jury's experience. If participants entrust DIA Committee to install the product, the detailed installation video or instructions must be provided.

7 Return

7.1 Participants shall provide returning information in the period of "Inputting delivery information". DIA Committee bears no responsibilities for no submission or overdue submission.

7.2 DIA Committee only returns entries two times:

- (1) Unawarded entries will be returned after DIA Ceremony.
- (2) Awarded entries will be returned after DIA Exhibition. To ensure the progress of evaluations and exhibition, entry returning requests will be rejected during non-return time.

7.3 Participants shall bear all costs regarding transportation, tariffs, etc. For entries to domestic cities, DIA Committee will use freight collect payment for returning. For entries to overseas countries, participants should provide the delivery files(including but not limited in express waybill, proforma invoice, cargo packing list, etc.) and contact express company staff to designated venue for taking the entry.

7.4 Participants shall bear the "Deferred Management Fee" if applying after returning period according "DIA Delivery Instructions for Shortlisted Entries". The returning time shall be specified by the DIA Committee after receiving "Deferred Management Fee", and urgent items are not accepted.

7.5 Participants will automatically be deemed as waiving the ownership of the entry without complete returning information by Oct. 31st, 2020.

8 Donation and Collection

8.1 DIA Committee only collects the qualified awarded entries and DIA Collection Certificate will be issued.

8.2 All prized winners shall donate the entries to DIA Committee. With concerns of further research and development, shipment difficulty of oversized entry, the worth over the prize, participants must submit a written application and related materials, then prototype or model shall be delivered approved by DIA Committee.

9 Final Evaluation and DIA Ceremony

All prized-winner candidates should be present at Final Evaluation for prize qualification or it will be deemed as disqualifying for awards and bonus. Winners will be invited to DIA Ceremony and all travel expenses shall be borne by participants.

10 Certificate, Trophy and Bonus

10.1 DIA provides electronic certificates for winners. All certificates are automatically generated in the registration system for download after Final Evaluation. One trophy for each awarded entry will be awarded at DIA Ceremony. Participants who are unable to attend the event will be deemed as giving up the trophy.

10.2 Prize money will be wire transferred after DIA Ceremony in accordance with the national tax provisions and processes in the current year.

Prize money will be transferred to the nominated personal account or the company(including the branch company) account. Domestic recipient can be a company or individual, while foreign recipient can only be an individual. If the recipient is not the system registrant, a written authorization is required.

11. Participants shall be deemed to agree above terms once submitting the entry. DIA Committee reserves the right of final interpretation.

Disclaimers

1. DIA Committee shall not be responsible for the wrong information in publicity, printing and exhibition because of wrong information submission by participants.
2. DIA Committee shall not be responsible for any disputes on rights and interests between participants, winners or other third parties.
3. DIA Committee shall not be responsible for non-human intentional damages caused by potential hazards such as fragility, suspensibility, peeling and complicated structure.
4. DIA Committee shall neither be responsible for safekeeping the packages of all entries, nor for damage and loss of packages.
5. DIA Committee shall neither be responsible for safekeeping the entry without the efficient delivery information, nor for any loss or damage during the shipment.
6. DIA Committee shall not be responsible for: (1) failure of certificate generation due to the late submission; (2) the wrong certificate information due to the incorrect submission.
7. DIA Committee shall not be responsible for any damage or loss during conducting the evaluation, exhibition, move and storage abiding by the Clause 6.4 in “DIA Instructions for Participants”.
8. DIA Committee shall not be responsible for any damage caused by installing, disassembling by Clause 6.5 in “DIA Instructions for Participants”.
9. DIA Committee shall not be responsible for any damage or loss due to force majeure as natural disaster, war and country policy.
10. Participants shall be deemed to agree above terms once submitting the entry. DIA Committee reserves the right of final interpretation and jurisdiction.