

2021 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 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

There are Awards for the winners in both the Product Group and Concept Group. In the Product Group, two Gold Awards are given, each for 1,000,000 RMB, eight Silver Awards, each for 200,000 RMB and 10 Bronze Awards, each for 100,000 RMB. In the Concept Group, two Future Talent Awards are given, each for 80,000 RMB and eight Young Talent Awards, each for 30,000 RMB. Meanwhile, Honorable Mention Award(around 300 prizes) will be selected from across both Groups(the actual quantity shall be subject to the evaluation results).

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 Award (around 300 prizes)	

3 Participating Entities

3.1 Participants

Both Product Group and Concept Group are open to original works from individuals, enterprises, universities/colleges and institutions.

3.2 Entry Requirement

Product Group: Entries should have been launched within the previous two years or, if not yet on the market, a fully functioning prototype needs to be available for viewing. All kinds of design such as product, software, integrated service and etc. are open for participation.

Concept Group: Entries ideas which have not been launched but which need to be capable of being manufactured and brought to market. Cross-border innovation is encouraged and a physical prototype or complete

design-concept video is required before the final evaluation this year.

DIA Committee observes the right to adjust the group and category of entries in case of confusion.

4 Entry Categories

The design has the characteristics of inclusiveness and cross-domain. The category of DIA is mainly classified according to the core innovation points of the entry.

4.1 Product Group

(1) Cultural Innovation

Recognising and emphasizing culture as the internal driving force behind the idea, we look at the contemporary revival of traditional culture, the design crafting of the idea, the value created both in cultural IP and in societal terms.

This category is open to products and services from the fields of packaging, fashion, furniture and lighting, tableware, stationery, souvenirs and social innovation, etc.

(2) Living Wisdom

Recognising the way we live as a driving force behind the idea, we look at the wisdom they bring to daily life, intelligent approaches to everyday

appliances and how they care for vulnerable groups in society.

This category is open to products and services from the fields of digital electronics, household appliances, kitchen and bathroom, elderly care, mother and baby, personal care, pets supplies, toys and musical instruments, sports and leisure, disaster prevention and protection, application of new technologies and materials, etc.

(3) Industrial Equipment

Recognising production as a driving force for the idea, we look at how equipment has been upgraded or transformed, how strategic new industries are emerging and how production systems are optimized for maximum efficiency.

This category is open to products and services from the fields of transportation, medical, construction, agriculture and forestry, military, office, mechanical tools, robots, etc.

(4) Digital Economy

Recognising big data as the driving force behind the idea, we look at how digital is changing the way we live our lives, how the service industry is changing and how traditional industries such as manufacturing and agriculture are being upgraded.

This category is open to digital products and services from the fields of

smart cities, smart business, smart medical care, smart education, smart community, AI, industrial internet and block chain technology.

4.2 Concept Group

Whilst the entry categories for this group are the same as for the Product Group, there is always a different theme every year. This theme of 2021 is

“Design Symbiosis” —Scientific and technological innovation is the first driving force of economic development, and design is an effective way to graft sci-tech into the real world. DIA hope to explore the symbiotic value of design, seek the concurrence of design with new technology, new materials, new technology and new equipment. Designing for the world, creating the future.

Facing the new normal of COVID-19 and human coexistence, DIA will continue to focus on **“Challenge Post Covid-19”** , where we will be looking for new revolutionary design that makes a real innovative transformation for the future. In particular, DIA encourages innovation that goes beyond the shackles of tradition and self-constant barriers, promotes taking crisis as the source of future design value and subversive transformation. Design has no boundaries.

5 Registration

5.1 Registration

DIA receives applications directly from individuals, institutions, colleges/universities. It also receives nominations directly from the Design Experts. Direct applications will be reviewed in the Preliminary Evaluation phase. Nominations from the Design Experts, which have been approved by the DIA Committee, will move directly to the Final Evaluation phase. To ensure impartiality, Design Experts who nominate will not then be able to judge their nominations. The same entry is not allowed to apply in both the Product Group and Concept Group categories.

Applications should register/login via the DIA official website (www.dia-award.org) or via a local representative (if any) .

5.2 Entry Collection Period and Fees

The Application system has been open from Jan. 20, 2021 and will close on June 25, 2021(24:00, UTC+8). Unfortunately late submissions cannot be accepted.

No Application fee will be charged, however we ask that any logistical, insurance or customs clearance expenses incurred by Applicants be borne by them.

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) and Final Evaluation (on-site entry demonstration and videos 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.

DIA set up Industry Transformation Service Group with professional industry organization and experts to provide industry transformation support including brand promotion, project landing, marketing channels, financing and investment, etc.

7 Winners' Benefits

7.1 Trophy and Certificate

All the award winners will receive a trophy and a certificate. Those winners whose works are displayed in the annual DIA Exhibition will also receive a DIA Exhibition Certificate. Those winners whose works are donated to DIA Committee will receive DIA Collection Certificate.

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 Industrial Support

DIA set up Industrial Transformation Service Group with professional industry organization and experts, to provide industrial transformation support including project landing, financing and investment, entrepreneurship guidance, product design refinement, marketing promotion, sci-tech achievements transformation, etc.

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

7.6 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.20, 2021 - Jun.25, 2021

Preliminary Evaluation	Jul.06, 2021 - Jul.16, 2021
Shortlisted Entry Delivery	Aug.18, 2021 - Sept.08, 2021
Final Evaluation	Sept.10, 2021 - Sept.17, 2021
Award Ceremony and Series of Activities	Sept.27, 2021 - Sept.29, 2021

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. The mailing address, period and delivery requirements will be specified in the "Entry Delivery Instructions" , which will be published one month before the Final 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, 2021.

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"

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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.