

DESIGN
INTELLIGENCE
AWARD
中国设计智造大奖



文化创新 CULTURAL INNOVATION
生活智慧 LIVING WISDOM
产业装备 INDUSTRIAL EQUIPMENT
数字经济 DIGITAL ECONOMY

产业组 PRODUCT GROUP
概念组 CONCEPT GROUP

CALL FOR ENTRY 作品征集

报名时间 SUBMISSION PERIOD
2021.01.20-06.25

报名入口 SUBMISSION WEBSITE
www.di-award.org

2021

总奖金 TOTAL PRIZE:
¥5,000,000

金奖 GOLD PRIZE:
¥1,000,000



主办单位
中国美术学院

HOST
China Academy of Art

协办单位
中国工业设计协会
教育部高等学校工业设计专业教学指导分委员会
Co-organizer
China Industrial Design Association
Industrial Design Professional Teaching Steering Sub-Committee
in Colleges and Universities of Ministry of Education

支持单位
中华人民共和国工业和信息化部
浙江省人民政府
Supporter
Ministry of Industry and Information
Technology of the People's Republic of China
People's Government of Zhejiang Province

2021 Design Intelligence Award Registration Instruction

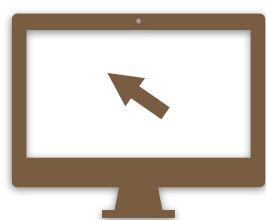
Entry Collection Period: 20, Jan. 2021-25, June. 2021

Last year is an unprecedented year in human history,
We have been fighting with COVID-19 for a whole year from the spring to the winter.
Since DIA started to call for "COVID-19 design solutions", we have received thousands of excellent design cases from various industries all over the world and held the special exhibition successfully, including the fields from public administration to medical devices, from daily trips to online meetings, from industrial ecology to sustainable development, which reflects the courage, unity and strength of the international design community while facing the challenge.

Facing the new normal of coexistence between COVID-19 and human beings, we particularly encourage innovation that goes beyond traditional shackles and self-imposed barriers, taking crisis as driving force to think about the value of future design and disruptive transformation. Design has no barrier. We look forward to receiving more imaginative and innovative works combining art and technology together.

- New ecology: whether industrial ecology or natural environment...
- New security: whether public security or social ethics...
- New space: whether human space, or virtual world...
- New social: whether online or local community...
- New office: whether Solo office or MR meeting...
- New education: whether higher education or child cultivation...
- New medical care: whether professional medical care or rehabilitation...
- New traffic: whether highway or smart city...
- New possibilities: all other design innovations related to the future vision.

Everything would be better eventually. Looking forward to receiving your excellent design.



All required materials
for 2021 DIA

Registration should be submitted on DIA official website:

Registration			
Type	Content	Requirement	Check
Text	Work Description	English, within 50 words with punctuation	<input type="checkbox"/>
	Innovation Point	English, within 300 words with punctuation	<input type="checkbox"/>
	Demand & Market Analysis(Product Group) Pain Point(Concept Group)	English, within 300 words with punctuation	<input type="checkbox"/>
	Core Technology(Product Group) Potential & Feasibility (Concept Group)	English, within 300 words with punctuation	<input type="checkbox"/>
	Key Words	Auto-generation, edit available	<input type="checkbox"/>
Picture	Main Effect Sketch	Form at: 300dpi, RGB, JPG, less than 3MB/ pic Size : 210mm * 210mm(No Text) Quantity: 1-3	<input type="checkbox"/>
	Design Illustration	Size : 210mm * 297mm(No limit for image direction and text) Quantity: 1-4	<input type="checkbox"/>
	Scanned Copies of Patent Certificate(Optional)	Size: 210mm * 297mm Quantity: 1-3	<input type="checkbox"/>
	Scanned Copies of Awarded Certificates(Optional)		<input type="checkbox"/>
Video	*Works in Digital Economy must submit the video. It's optional for other category.	Time: within 3 minutes Format Code: MP4, H.264 Resolution: 1280*720(720p) Volume: less than 100MB Subtitle: English	<input type="checkbox"/>



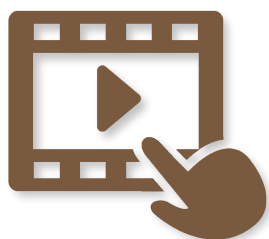
Preliminary Evaluation

Date: 6, July. 2021-16, July. 2021

The Preliminary will be hybrid evaluation, jury members from national and international professional fields will review all the works online and discuss offline with other jury members from international divisions.

Evaluation Result Query

Login DIA official website (www.di-award.org) and enter the registration system, then you could click on Work Management to check your work status. Both "Shortlisted" or "Approval" mean your work is shortlisted.



Required Materials for
Final Evaluation

All participants shortlisted for Final Evaluation should submit following materials on Delivery System of DIA official website.

Final Evaluation			
Type	Specific Requirement	Format	Check
Video	Physical works: Video should completely demonstrate product function and working process. The work in video should be physical(Concept Group works could be functional prototype or appearance model) rather than digital modelling work.	Time: within 3 minutes Format Code: MP4, H.264 Resolution: 1280*720(720p) Volume: less than 100MB Subtitle: English.	<input type="checkbox"/>
	Software or service design works: Video should completely demonstrate software or interactive prototype operation process and functions.		<input type="checkbox"/>
Physical Works	Industry Group: Deliver physical product or complete function prototype Concept Group: Deliver complete functional prototype or appearance model Participants should fill in related information on DIA Registration System according to “ DIA Delivery Instruction ” which will be issued 1 month before the Final Evaluation.		<input type="checkbox"/>

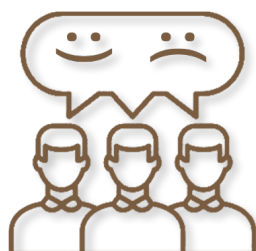


Works Delivery

Duration: 18, Aug. 2021-8, Sept. 2021

All shortlisted works for Final Evaluation must be delivered physical works or prototype to DIA Committee. Participants should fill in related information on DIA Registration System according to “DIA Delivery Instruction” which will be issued 1 month before the Final Evaluation. Overdue delivery will be deemed as waive the qualification.

All costs of transportation, insurance and customs duties incurred in work delivery shall be borne by the participants.



Final Evaluation

Date: 10, Sept. 2021-17, Sept. 2021

All physical works and videos will be reviewed by jury members from all over the world.

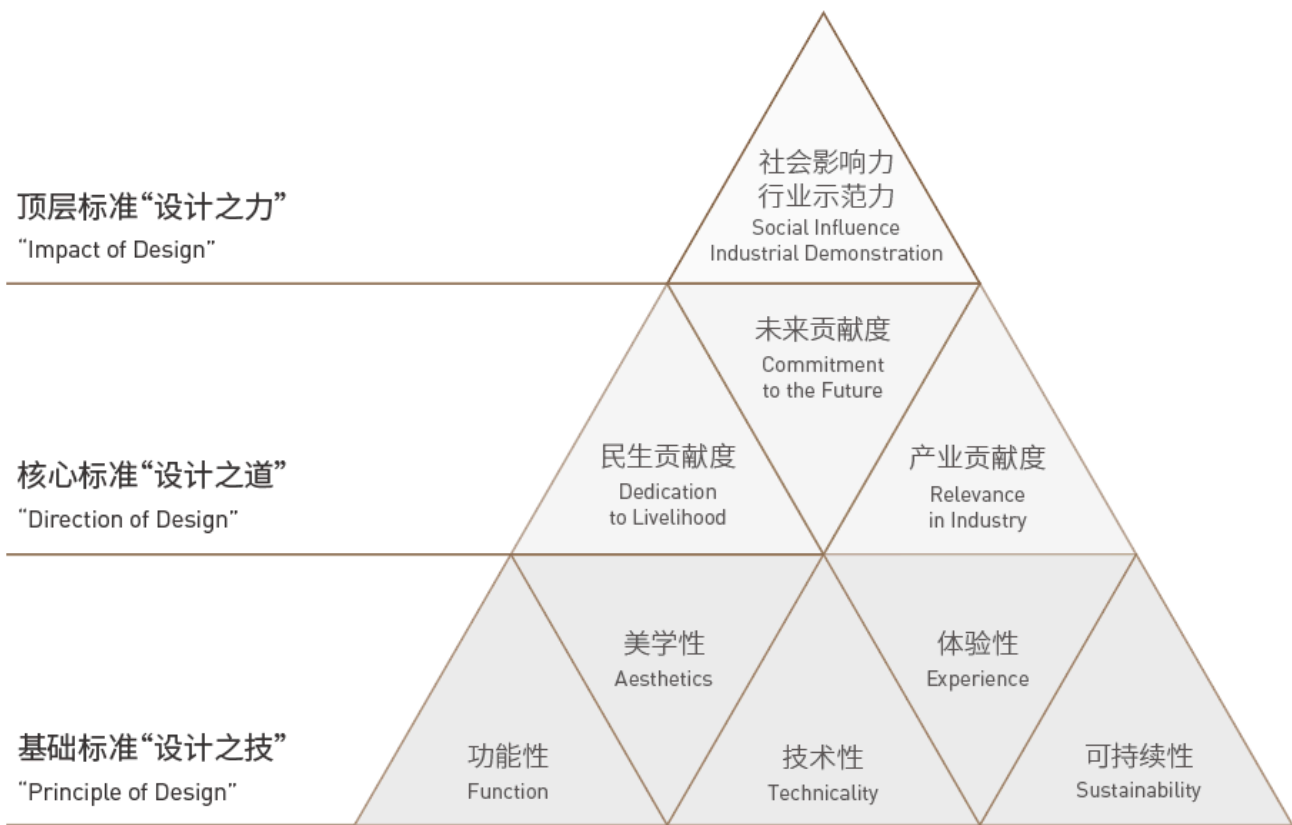
Result Notification

The result will be released on Registration System and DIA official website, please pay close attention to the above information channels.

Evaluation Criteria

Based on the era of intelligence and manufacture, DIA created evaluation criteria, which 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.



“金智塔”评价体系
“DIA Evaluation System”

Registration Fee and Award Setting

Registration Fee:

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

2021 DIA Award Setting

Product Group (20 Prizes, 4,600,000RMB in total)	Concept Group (10 Prizes, 400,000RMB in total)
Gold Award (2 Prizes, 1,000,000RMB/Prize)	Future Talents Award (2 Prizes, 80,000RMB/Prize)
Silver Award (8 Prizes, 200,000RMB/Prize)	Young Talents Award (8 Prizes, 30,000RMB/Prize)
Bronze Award (10 Prizes, 100,000RMB/Prize)	
Honorable Mention(Around 300 prizes)	

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

Winners' Benefits

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.

2. 2021 DIA Logo Usage

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

3. Big bonuses

There are 5 million RMB bonus for participants, and 1 million for Gold Award winner. Top 20 in Industry Group and Top 10 in Concept Group will also be granted with corresponding bonus.

4. 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.

5. 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.

6. 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. 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. DIA Yearbook Publication

Award-winning works will be included in DIA Yearbook.

Follow DIA Official

Twitter Account for more information:
DIA94392497

Contact Us:

DIA China

p.+0571-87200196/87200197

e. info@di-award.org

DIA Japan

org.Japan Design Consultant Association

add. Higashi-Gotanda, Shinagawa City, Tokyo, 141-0022 Japan

DIA UK

org.British Design Fund

add. 15, Strauss Road, Chiswick, London, United Kingdom W4 1DL

DIA Italy

org.POLI. design Società consortile a responsabilità limitata

add. Via Don Giovanni Verità, 25, 20158-Milano

DIA India

org.Confederation of Indian Industry

add. Bhat-koteshwar Link Road, Ahmedabad, Gujarat, India

DIA Austria

org.designaustria

add. Hi-pe.at, impacthub, Lindengasse 56, 1070 Vienna Austria

www.di-award.org