

## **2023 DIA Announcement**

### **1. About DIA**

Established in 2015, the Design Intelligence Award (DIA) is an international academic award for design and innovation in China. It is a platform for the evaluation, promotion and cooperation of contemporary innovative design, and an innovative accelerator that turns ideas into realities for future development. 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. Theme**

2023 DIA focuses on the theme of "Design Evolution". The evolutionary history of design is a history of human life, and design exists in continuous evolution. The evolution of design is the evolution of practice in appearance, but the qualitative change in practice is the evolution of values and design thinking system. Design is constantly evolving in the interweaving of technology and concept; From hand-made in the handicraft age to industrial manufacturing in the industrial age, to manufacturing in the information age and intelligent manufacturing in the AI age, the way of design creation is constantly evolving. Design is evolving from meeting basic needs to creating new demands, from independent existence to integrated community. DIA hopes to take the past seven years as a window, and as we move towards the eighth year, it will link global designers to explore "design evolution", and touch the new patterns of design ontology evolution together in the era of rapid social changes and the world of continuous evolution.

### **3. Awards setting**

The Awards are granted to the winners in both the Product Group and Concept Group. Gold Award (2 winners, RMB 1,000,000/winner), Silver Award (8 winners, RMB

200,000/winner) and Bronze Award (10 winners, RMB 100,000/winner) are set for the Product Group; The Future Talents Award (2 winners, RMB 80,000/winner) and the Young Talents Award (8 winners, RMB 30,000/winner) are set for the Concept Group; In addition, the Honorable Mention Award will be granted to about 300 entries selected from the two groups (the actual number of award winners is subject to the appraisal results).

| <p align="center"><b>Product Group</b><br/><b>(20 awards, 4,600,000RMB)</b></p>   | <p align="center"><b>Concept Group</b><br/><b>(10 awards, 400,000RMB)</b></p>  |
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| <p align="center">Gold Award ((2 winners,<br/>1,000,000RMB/winner)</p> <p align="center">Silver Award (8 winners,<br/>200,000RMB/winner)</p> <p align="center">Bronze Award (10 winners,<br/>100,000RMB/winner)</p> | <p align="center">Future Talents Award (2 winners,<br/>80,000RMB/winner)</p> <p align="center">Young Talents Award (8 winners,<br/>30,000RMB/winner)</p> |
| <p align="center">Honorable Mention Award (around 300 winners, and the actual number of award winners is subject to the appraisal results)</p>  |  |

#### **4. Participants**

##### **(1) Participants**

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

##### **(2) Entry requirement**

The Product Group is for design of products that have been commercially available for less than 2 years, or unlaunched products for which prototypes or samples can be provided for the Second Evaluation and the Final Evaluation. It is open to all kinds of design works such as product, software, integrated service, etc.

The Concept Group is for design ideas from all industries and sectors. Cross-border innovations are encouraged and there are no limitations in forms. Entries should represent the future trend, physical prototype and videos that explain the conceptual ideas in details are required for the Second Evaluation and the Final Evaluation this year.

The DIA Committee observes the right to adjust the group and category of entries.

## **5. Entry categories**

The Product Group and the Concept Group fall in the same entry category.

The design works have the characteristics of inclusiveness and cross-domain. Entries of this category are mainly classified according to their core innovation points.

### **(1) Cultural Innovation**

Recognizing 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 culture IP and the green sustainable development. This category is open to products and services from the fields of souvenirs and gifts, stationery, packaging, fashion and clothing, tableware, furniture and lighting, social innovation, etc.

### **(2) Life Wisdom**

Recognizing the way we live as a driving force behind the idea, we look at the wisdom intelligence 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 electronic and digital devices, household appliances, kitchenware and bathroom products, elderly care products, mother and baby products, personal care products, pets supplies, toys and musical instruments, sports and leisure products, disaster prevention and protection products, new technologies and new materials, etc.

### **(3) Industrial Equipment**

Recognizing 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 facilities, medical equipment, construction equipment, agriculture and forestry equipment, military equipment, office equipment, mechanical tools, robots, etc.

#### (4) Digital Economy

Recognizing data intelligence as the driving force behind the idea, we look at the digital transformation and upgrading of industry. This category is open to digital products and services from the fields of smart city, smart mobility, smart business, smart medical care, smart education, smart community, smart culture and tourism, industrial IOT, artificial intelligence and block-chain applications, etc.

## **6. Registration**

### (1) How to register

DIA adopts the selection mechanism of direct application and expert nomination. Direct applications will be reviewed in the Preliminary Evaluation. Expert nominations, which have been approved by the DIA Committee, will directly enter the Second Evaluation. To ensure the impartiality, the experts who nominate the entries will not serve as the judges of their nominations. The same entry is not allowed to apply in both the Product Group and Concept Group.

Participants should register/login via the DIA official website ([www.di-award.org](http://www.di-award.org)).

### (2) Registration period and fees

The registration system has been open from March 12, 2023 and will close on June 30, 2023(24:00, UTC+8). Late submissions cannot be accepted.

No registration fee is charged. The logistic fee, insurance premium, customs duties and other expenses incurred in sending entries should be borne by applicants.

## **7. Evaluation**

### (1) Evaluation process

There are three rounds of evaluation, namely, Preliminary Evaluation, Second Evaluation and Final Evaluation. In the Preliminary Evaluation, the images and text descriptions of your design works will be evaluated; in the Second Evaluation, the physical works and video introduction will be evaluated, and the Final Evaluation, the participants is required to participate in the oral defense on site.

### (2) Evaluation criteria

In the context of the intelligent manufacturing era, the unique “DIA Evaluation System” includes three layers of criteria: a) The fundamental layer emphasizes the “Principles of Design”, covering evaluation factors such as functionality, aesthetics, technicality, user-experience and sustainability. b) The advanced layer emphasizes the “Direction of Design”, covering evaluation factors such as contribution to humanity, industry and the future. c) The top layer emphasizes the “Impact of Design”, covering evaluation factors such as social influence and exemplary role for the industry.

### (3) Jury

DIA invites authoritative experts from all over the world to serve as judges. In order to highlight the cross-border integration of design and strengthen the comprehensiveness of evaluation, experts in other related fields, besides those in the design industry, such as science and technology, commerce and media are also introduced to be DIA judges.

## **8. Winners' benefits**

### (1) Trophy and certificate

Each award winner will receive a trophy and a certificate. The winners whose works are displayed in the annual DIA Exhibition will receive a DIA Exhibition Certificate. The winners whose works are donated to the DIA Committee will receive a DIA Collection Certificate.

(2) Logo usage

All winners are entitled to lifetime free use of the DIA logo on their awarded works.

(3) Industry communication

All winners will be invited to participate in the DIA Award Ceremony and other series of activities, and to have face-to-face exchanges and cooperation with global representatives from various industries such as design, academia, media, and industry. Moreover, they will have the opportunity to be the speakers of “D·WILL” Lectures.

(4) Industrial support

DIA, together with professional industrial comprehensive service organizations and industry experts, sets up the Working Group of Industrial Transformation Service to provide industrial transformation services for DIA entries, including implementation of industrial transformation projects, investment and financing, entrepreneurship empowerment and guidance, product design improvement, marketing promotion, and sci-tech achievement transformation.

(5) Media promotion

DIA, together with more than one hundred of mainstream media, has established a global promotion network covering a variety of industries and channels. Live streaming of DIA events such as DIA Award Ceremony will further enhance the social influence of excellent design.

(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.

### **9. Agenda**

| <b>Event</b>   | <b>Date</b>  |
|--|--|
| Call for Entry   | March 12, 2023 (Sunday) - June 30, 2023 (Friday)         |
| Preliminary Evaluation<br>(including overseas divisions) | July 7, 2023 (Friday) - July 23, 2023(Sunday)            |
| Receipt of Shortlisted Entries                           | August 21, 2023 (Monday)- September 1, 2023 (Friday)     |
| Second Evaluation  | September 8, 2023 (Friday) - September 10, 2023 (Sunday) |
| DIA Exhibition   | September-October, 2023                                  |
| Final Evaluation   | November, 2023   |
| DIA Awards Ceremony                                      | November, 2023   |

## **DIA Instructions for Participants**

### **(I) Protection of Intellectual Property Rights**

1. All participants must be the designer or owner of your works, and there is no intellectual property dispute between the works and others (no intellectual property dispute has occurred or has been properly handled). For entries applying for (filing) relevant intellectual property certificates but have not yet obtained the authorization, participants should submit relevant certificates when registering. For entries without related intellectual property certificates after winning the DIA award, the DIA Committee has the right to require the written promise from the designer or owner to guarantee the originality of the works.
2. The DIA Committee has the right to invalidate the award-winning qualification of the entries with intellectual property disputes, including recalling the certificate, trophy and bonus, etc. If economic or reputation losses are caused by defective entries, the host and the organizers have the right to claim compensation from the participants, including but not limited to demanding economic and reputation compensations, litigation costs, attorneys' fees, insurance fees, appraisal fees, etc.
3. The intellectual property of all entries is owned by the participants.

### **(II) Publicity and Confidentiality**

The DIA Committee has the right to use the registration information for award promotion, including but not limited to shooting, exhibiting, news reporting, publication of 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. The DIA Committee will not bear the loss caused by the publicity of the entries.



### (III) Registration Information

The participants shall ensure the correctness and truthfulness of the registration information (Pseudonym is not allowed in registration). The registration information is not allowed to be modified once submitted. If the participants find that the registration information is incorrect after submission, the DIA committee has the right not to make any modification. If the registration information is inconsistent with the actual situation, the DIA Committee shall have the right to revoke the award qualification, honor and recover the bonus. In order to ensure the orderly conduct of the evaluation, the DIA Committee and the judging committee have the right to adjust the entry category according to the competition rules and the actual situation of the entries.

### (IV) 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 duplicate registration. The DIA Committee shall bear no legal responsibility for the problems caused by duplicate registration and have the right to invalidate the award-winning qualification and honor, and to recover bonus if the problems are not solved timely through coordination. The same entry is not allowed to apply for Product Group and Concept Group at the same time.

### (V) Results Notification

All DIA notifications will be released on the official website and through the registration system, and participants shall pay close attention to related channels and respond promptly. If the participants miss important information or fail to respond timely as required, which affects the evaluation and award acceptance, all the

consequences will be borne by the participants themselves.

#### (VI) Delivery

1. According to the DIA evaluation regulations, for all shortlisted entries in Second Evaluation, the participants are required to send the physical products or prototypes for Second Evaluation. The mailing address, period and delivery requirements will be specified in the “Entry Delivery Instructions” of this year, which will then be published one month before the Second Evaluation. Participants who fail to send their entries on time as required will be deemed as giving up the Second Evaluation Qualification.

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

3. Participants must truthfully input the sending and returning information within the time specified in the Entry Delivery Instructions, which will be used by the DIA Committee for delivery check and entry return. The DIA Committee will only assume responsibility for the safekeeping of the work as it is received.

4. All DIA evaluations and exhibitions will take place at professional venues and the entries will be transported, safeguarded and reviewed in accordance with relevant industry standards. If insurance is required, participants shall purchase it themselves.

5. The judging committee will use and operate all the entries at the site of Second Evaluation, and the participants must install and debug the entries to the usable state by themselves. If any participant needs to entrust the DIA Committee to install and debug the product, the detailed installation video or instruction must be provided.

#### (VII) Return

1. In principle, the DIA Committee will not assume the responsibility of return. If any

participant needs the DIA Committee to send back the entries, please fill in the return information before sending. Late submission will not be accepted.

2. The DIA Committee only arrange the return of entries in two times: partial unawarded entries will be returned after the Second Evaluation; awarded entries and the rest unawarded entries will be returned after the DIA Exhibition. To ensure the progress of evaluations and exhibition, entry returning requests will be rejected during non-return period.

3. All the costs, including transportation, tariffs, etc. incurred in return of the entries shall be borne by the participant. For entries returned to domestic cities, the DIA Committee will choose freight collect payment. For entries sent back to overseas, the participant should provide the delivery files (including but not limited in express waybill, proforma invoice, cargo packing list, etc.) within the time specified by the DIA Committee and contact express company to pick the entries at the designated place.

4. If the entries are not returned within the specified time due to the participant's own reasons, the DIA Committee will charge the "deferred management fee", which is based on the Entry Delivery Instructions of the year. The DIA Committee can only arrange the return of the entries after confirming the receipt of the payment, and the return time will be specified by the DIA Committee, and no urgent dispatch will be accepted.

5. The participants will automatically be deemed as waiving the ownership of their entries without complete returning information by December. 20, 2023.

#### (VIII) Donation and Collection

1. The DIA Committee will only accept the qualified award-winning entries and then

issue the corresponding DIA Collection Certificate.

2. All winners shall donate their entries to the DIA Committee. For entries that need to be used for follow-up research and development, are too large to transport, or whose value exceeds the bonus, the winners must submit a written application and relevant certification materials, and then the entries can be changed to proportional models or prototypes after being confirmed by the DIA Committee.

#### (IX) Final Evaluation and DIA Ceremony

All finalists must participate in the Final Evaluation personally, otherwise they will be deemed as giving up the qualification for the awards and prizes. All winners will be invited to the DIA Award Ceremony and all travel expenses shall be borne by the participants.

#### (X) Certificate, Trophy and Bonus

1. The DIA Committee will provide electronic certificates for winners. All certificates are automatically generated in the registration system for download after the DIA Award Ceremony. One trophy will be awarded for each awarded entry at the DIA Award Ceremony. Participants who are unable to attend the event will be deemed as giving up the trophy. Those who can't receive the trophy for special reasons should provide a statement and the DIA Committee will discuss and decide whether to arrange the delivery.

2. According to the evaluation results and the relevant fiscal and taxation regulations and procedures of the People's Republic of China, the bonus will be transferred to the winners' personal accounts or the company (including the branch company) account. Domestic recipient can be a company or an individual, while foreign recipient can only be an individual. If the recipient is not the system registrant, a written

authorization with the system registrant's signature and seal is required.

(XI) Participants shall be deemed to have agreed the above terms once submitting the entries. The DIA Committee reserves the right of final interpretation.

## **Disclaimers**

(I) The DIA Committee shall not bear any responsibility if the information is mistakenly publicized in publicity, printing, exhibition and other events due to the incorrect information submitted by themselves.

(II) The DIA Committee shall not be responsible for any disputes on the rights and interests between participants, winners or other third parties.

(III) The DIA Committee shall not be responsible for non-human and unintentional damages caused by potential hazards such as fragility, scratching, peeling and complicated structure.

(IV) The DIA Committee shall neither be responsible for safekeeping the outer packages of all entries nor for the damage and loss of the packages.

(V) The DIA Committee shall neither be responsible for safekeeping the entry without the efficient delivery information, nor for any loss or damage during the shipment.

(VI) The DIA Committee shall not be responsible for: (1) failure of certificate generation due to late submission; (2) wrong certificate information due to incorrect submission.

(VII) According to the Clause 6.4 in the “DIA Instructions for Participants”, the DIA Committee shall not be responsible for any damage or loss while conducting the evaluation, exhibition, move and storage of the entries.

(VIII) According to Clause 6.5 in the “DIA Instructions for Participants”, the DIA Committee shall not be responsible for any damage caused by installing and disassembling the entries.

(IX) The DIA Committee shall not be responsible for any damage or loss due to force majeure such as natural disaster, war and national policy.

(X) Participants shall be deemed to have agreed the above terms once submitting the entry. The DIA Committee reserves the right of final interpretation and jurisdiction.