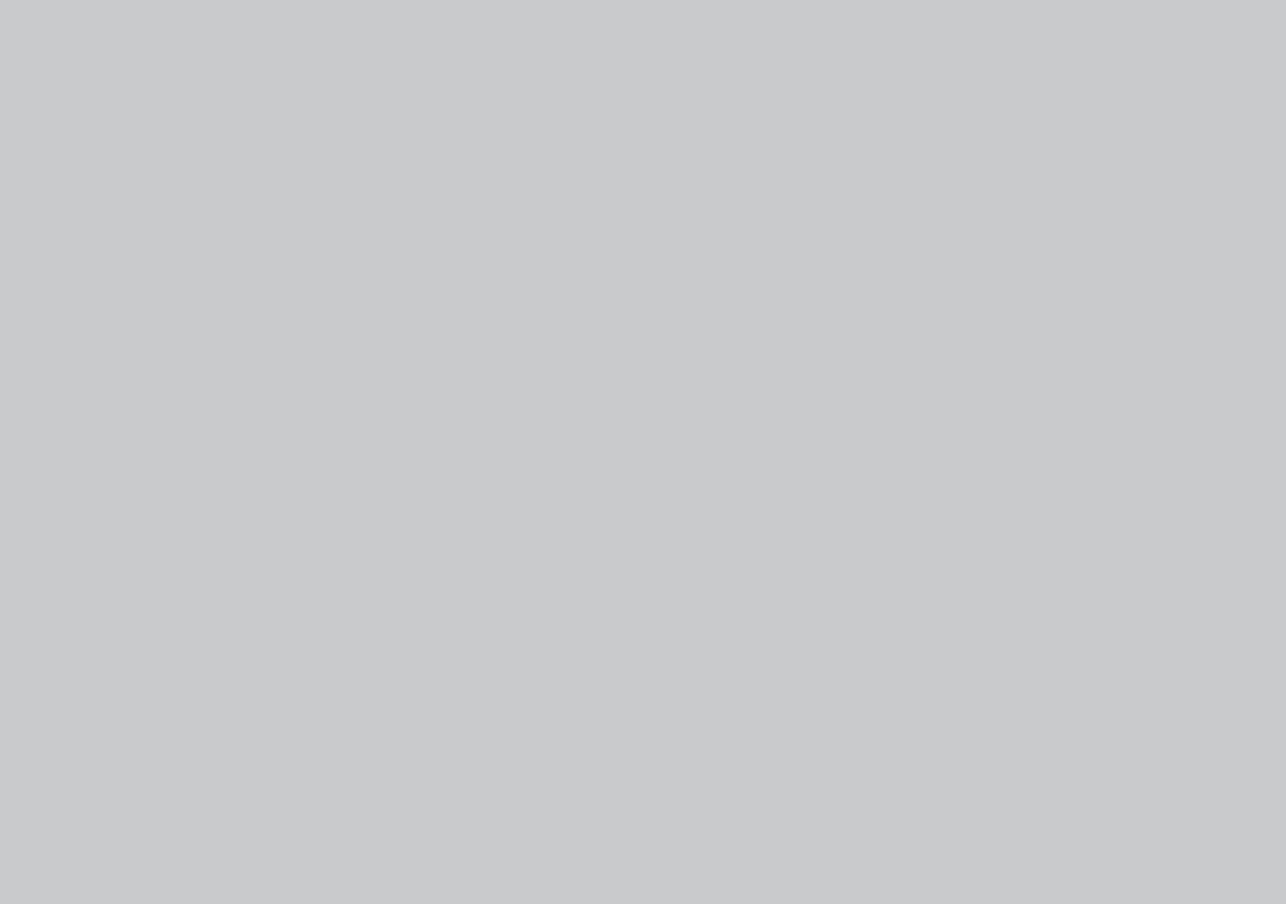


集大成智慧 塑智造未来
Gather Great Wisdom to Shape the Future of Intelligent Manufacturing



## 目录 CONTENTS

国际大奖 International Award	06-23
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# 国际大奖 INTERNATIONAL AWARD



01

## 奖项定位 DIA ORIENTATION

DIA 宣言 DIA Slogan

# 集大成智慧 塑智造未来

Gather Great Wisdom to Shape the Future of Intelligent Manufacturing

DIA 价值观 DIA Values

人文智性 生活智慧

Intelligence of Humanity Wisdom of Life 科艺智能 产业智库

Fusion of Tech & Art Brain of Industry



中国工业设计领域首个国际化的学院奖当代创新设计评价、推广与合作的平台创意转向产业与未来的实验创新加速器

The first international academic award in industrial design in China

A platform for evaluation, promotion and cooperation of contemporary innovative design

Experimental innovation accelerator turning ideas into industry and future

国际大奖 International Award

## 缘起

## **ORIGIN**



2014年10月"最设计"展览现场 "Design Design" Exhibition in October 2014

2014年10月"最设计"展览期间,时任浙江省省长李强与原中国美术学院院长许江提出 创办国际级工业设计大奖的构想,并决定由中国美术学院主办。

2016年1月8日, 时任浙江省常务副省长袁家军宣布启动。

中国设计智造大奖 (Design Intelligence Award, DIA) 是中国工业设计领域首个 国际化的学院奖。

During the "Design Design" exhibition in October 2014, Li Qiang, then governor of Zhejiang Province, and Xu Jiang, then president of China Academy of Art, put forward the idea of establishing an international industrial design award and decided that it would be hosted by China Academy of Art.

On January 8, 2016, Yuan Jiajun, then executive vice governor of Zhejiang Province, announced the launch of the Award.

Design Intelligence Award (DIA) is the first international academy award in the field of industrial design in China.



2016年1月8日首届 DIA 启动并面向全球发布"作品征集令" On January 8, 2016, the first DIA was launched and the "Call for Entry" was released globally

## DIA 金智塔设计评价标准 DIA PYRAMID FOR DESIGN EVALUATION CRITERIA

#### 设计之力 战略层 Impact of Design Strategic Level 未来贡献度 设计之道 应用层 Direction of Design Application Level 美学性 体验性 功能性 技术性 可持续性 设计之技 本体层 Sustainability Principle of Design Noumenal Level

## 奖项设置 DIA AWARD SETTING

总奖金 Total Bonus

5,000,000

**RMB** 

产业组 Product Group

#### 金奖 Gold Award

100 万/项, 2项 2 Awards, RMB1,000,000/Award

#### 银奖 Sliver Award

**20** 万/项, 8项 8 Awards, RMB200,000/Award

#### 铜奖 Bronze Award

10 万/项, 10项 10 Awards, RMB100,000/Award 概念组 Concept Group

#### 明日之星 Future Talents Award

**8** 万/项, 2项 2 Awards, RMB80,000/Award

#### 设计新锐 Young Talents Award

**3** 万/项, 8项 8 Awards, RMB30,000/Award

#### 佳作奖 Honorable Mention Award

约300项, 实际数量以评审结果为准 Around 300 awards, and the actual number of award winners is subject to the appraisal results 国际大奖 International Award

## 参赛类别

### 赛事日程 **ENTRY CATEGORY** DIA SCHEDULE



文化创新 **Cultural Innovation** 



生活智慧 Life Wisdom



产业装备 Industrial Equipment



数字经济 **Digital Economy**  公众报名

**Entry Collection** 

初评

Preliminary Evaluation

入围作品寄送实物

Shortlisted Entry Delivery

复评

Second Evaluation

优秀作品展

DIA Excellent Works Exhibition

总决赛

Final Evaluation

颁奖盛典

**DIA Award Ceremony** 

2023.03.12 (日) - 06.30 (五)

2023.07.07 (五) - 07.23 (日)

2023.08.21 (一) - 09.01 (五)

2023.09.08 (五) - 09.10 (日)

2023.09 - 2023.10

2023.11

2023.11

国际大奖 International Award

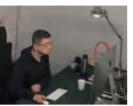
#### 17

## 初评 - 图文评审

## PRELIMINARY EVALUATION--PICTURE AND TEXT REVIEW













美国 U.S

意大利 Italy

意大利 Italy





中国 China



日本 Japan 法国 France

荷兰 Netherlands

复评 - 实物评审 SECOND EVALUATION-ON-SITE ENTRY DEMONSTRATION REVIEW







海外分赛区 **OVERSEAS SUB-DIVISIONS** 



英国、荷兰、法国、意大利、奥地利、韩国、日本 UK、Netherlands、France、Italy、Austria、South Korea、Japan

总决赛 - 现场答辩 FINAL EVALUATION--ON-SITE ORAL DEFENSE











## DIA 国际工作站 DIA INTERNATIONAL WORKSTATIONS





欧中设计促进会 Stichting voor Design Promotion in Europa en China



墨西哥州立自治大学 Autonomous University of the State of Mexico



国际设计研究学会 International Forum for Design Research



意大利米兰理工大学 POLI.design 设计学院 POLI. design Società consortile a responsabilità limitata



Yanko Design



韩国设计协会联合会 Korean Federation of Design Associations



Nairobi Design Week



奥地利设计协会 designaustria

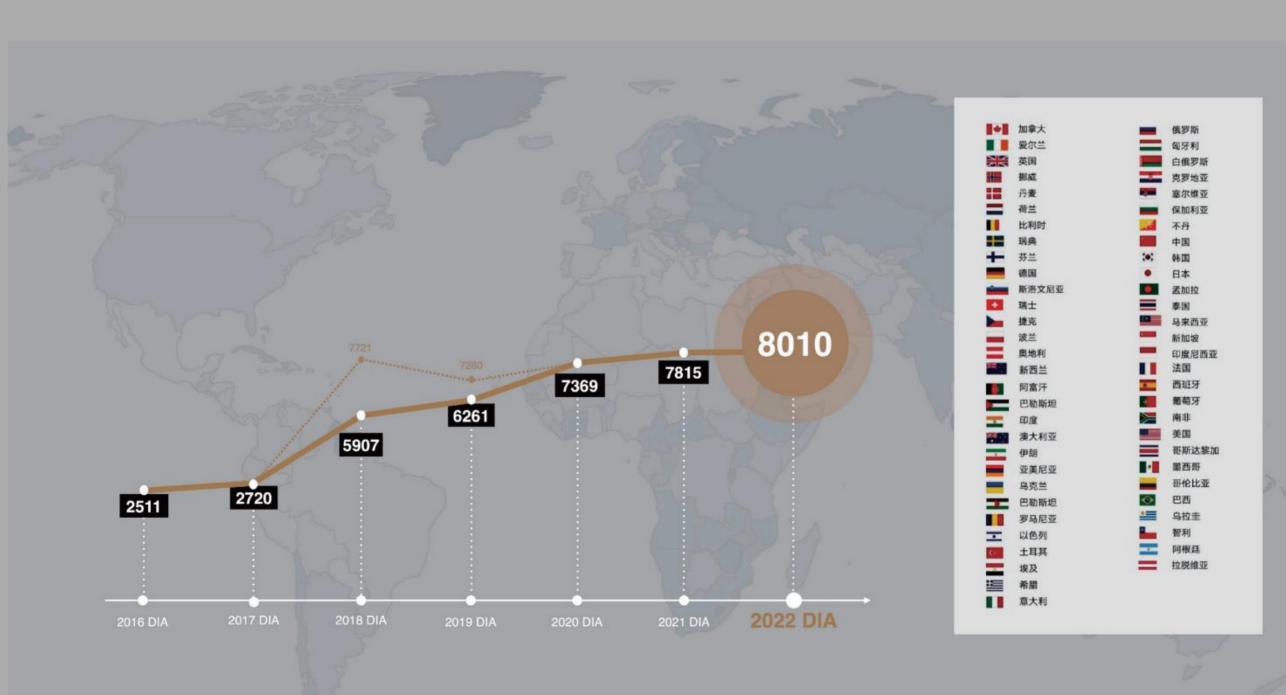


Core77



Blank Group

# DIA 覆盖全球五大洲 70 个国家和地区 DIA COVERS 70 COUNTRIES AND REGIONS ON FIVE CONTINENTS



#### 国际大奖 International Award

## DIA 历届金奖 DIA GOLD AWARD ENTRIES

2016

2017 2018

2019

盲人视觉辅助眼镜 Ⅱ

The visual assisting

glasses for the blind a II

2020

2021

2022



方太水槽洗碗机 Sink Dishwasher

中国 China

小黑侠 Hover Camera Passportr

中国 China

新一代动力集中型动车组 Power-concentrated EMUS

of New Generation

中国

China

中国 China



阿里云 - 工业数字孪生 Alibaba Cloud - Industrial Digital Twin

中国 China



集中式油烟排放系统 Centralized Fume Exhaust System

中国 China



便携式智能光伏清扫 IFBOT X3 Solar Panel Cleaning Robot

中国 China



可以喝的书 Drinkable Book

US

芬兰 美国 Finland



Hello Ruby



泊车 AGV 组 Parking Robot

中国

China

Hero Arm

英国 UK



Toio 专用套件 Papercraft Creature -Gesundroid

日本 Japan



可移动式火眼实验室系列产品 Movable "Huo-Yan" Product Series

中国 China



盘古药物分子大模型智能加速药物研发 Pangu BigMol to Accelerate Drug Discovery with Al

中国 China

# 优质资源 QUALITY RESOURCES



02

## 国际智库资源

### INTERNATIONAL THINK TANKS

# 600+



遍布全球37个国家和地区,涵盖知名院校、设计公司、制造企业、专业媒体、设计博物馆、创投机构等多维领域。

Covering over 37 countries and regions around the world, including well-known universities and colleges, design companies, manufacturing enterprises, professional media, design museums, venture capital organizations and other multi-dimensional fields.



## 参赛设计师 DESIGNERS

# 20000+















优质资源 Quality Resources

## 参赛作品 **ENTRIES**







































































## 国际院校资源 INTERNATIONAL UNIVERSITIES AND **COLLEGES**

#### 国外部分知名参赛院校

Some Well-known Foreign Universities and Colleges













































#### 国内部分知名参赛院校

Some Well-known Domestic Universities and Colleges





































## 企业制造资源 **MANUFACTURERS**

设计公司1200家

制造企业2900家

国内外500强企业50余家

1200 design companies 2900 manufacturing enterprises More than 50 domestic and foreign top 500 enterprises

国外部分知名参赛企业 Some Well-known Foreign Enterprises































国内部分知名参赛企业 Some Well-known Domestic Enterprises

















中国中年 CRRC





中国移动 China Mobile



**MUAWEI** 























34 优质资源 Quality Resources 35

**浙江股权交易中心** 

## 产业创投资源 INDUSTRIAL VENTURE CAPITALISTS

70+

IDG 黑马基金 银杏谷 鼎尼资本 淘富成真 创新牧场 太火鸟 东方富海 中联基金 麒麟会 盈动资本 独角兽孵化器 六合桥路演 帮实资本 浙江科技风险投资有限公司 红杉资本 蜂巢孵化器 浙江创意园 香港京华山一 凤创汇 建信资本 浙商创投 苏宁众筹 银江孵化器 10 +华旦资本 万华纬谷创投 众筹网 原质资本 上海鑫湖资产 孵化机构 浙江智能硬件联盟 40 +普华资本 经纬 Incubation 淘宝众筹等 **Platforms** 和盟创投 创客加速 创投机构 诸暨市工业设计基地 成钧资本 天使汇 Venture Capital Organizations 台州市黄岩区模塑工业设计基地 绍兴县纺织工业创意设计基地 义乌市工业设计中心 20 +舟山市船舶工业设计基地 丽水市工业设计中心 海宁皮革产业设计基地 行业协会重点 浙江省物联网产业协会 宁波和丰创意广场 Industry Associations 中国浙江网上技术市场 浙江省文化产业促进会 & Key Design Bases 永康中国五金工业创意设计中心 浙江省创业风险投资行业协会 中国工业设计协会知识产权交易平台 浙江省智能制造标准联盟

## 设计媒体资源 DESIGN MEDIA

150 +

近10家境内外国家通讯社

110余家境内外权威主流媒体报纸、电视台、广播、门户网站 30余家境内外科技、艺术、设计等行业媒体

10 domestic and foreign national news agencies

More than 110 authoritative mainstream media newspapers, TV stations, radio stations and portal websites at home and abroad

More than 30 domestic and foreign media in science and technology, art, design and other industries



36 优质资源 Quality Resources

### D·WILL 讲堂 D·WILL LECTURES







2019—2022年共举办了68期,演讲嘉宾70余位,包含了国内外企业专家、先锋设计师、获奖选手、大奖专家、高校教师 ...... 线上线下收看人数达约百万人次

From 2019 to 2022, a total of 68 lectures were delivered, with more than 70 speakers participating in it, including domestic and foreign enterprise experts, pioneer designers, DIA winners, DIA experts and university teachers. The number of online and offline viewers reached about millions person-times.

## 品牌合作 DIA BRAND COOPERATION

03



赛事综合创新项目 COMPETITION COMPREHENSIVE INNOVATION PROJECT 开放日对话 DIA OPEN TALK

创投路演

**DESIGN VENTURE CAPITAL ROADSHOW** 

评审展

**REVIEW EXHIBITION** 

佳作展

DIA EXCELLENT WORKS EXHIBITION

设计大展

**DIA EXHIBITION** 

颁奖盛典

**AWARD CEREMONY** 

学术研讨

**ACADEMIC SEMINAR** 

设计之夜

**DESIGN NIGHT** 

新青年计划

**NEW YOUTH PLAN** 

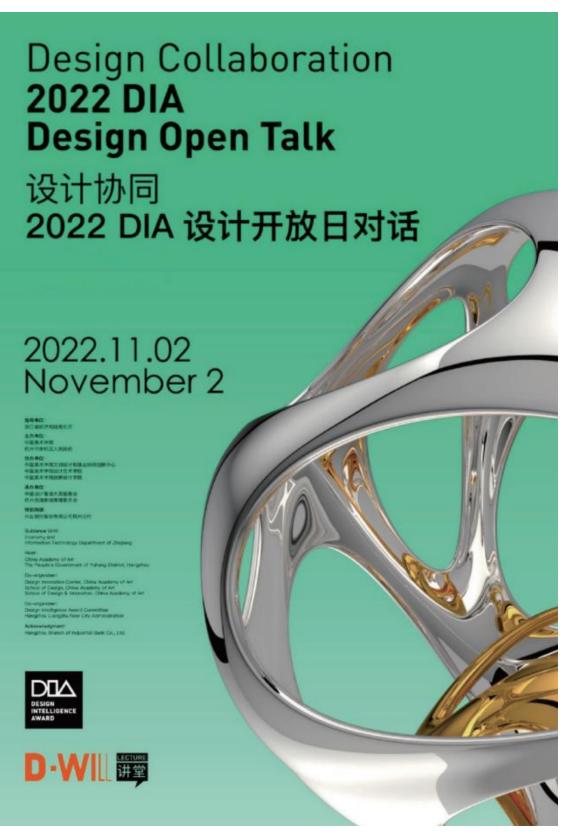
## 开放日对话 DIA OPEN TALK

作为 D·WILL 特别课程, DIA 设计开放日是一次设计的开放 课堂, 传递着 DIA 的设计使命与价值观。这不仅是一场设计 行业的专家诊断, 让企业管理者、创业者、设计师与设计专家面对面, 就企业发展、产品战略、技术创新等问题进行专业诊断; 也是一场产业对接会, 众多来自金融、创投、产业园区的嘉宾, 现场与企业对接, 为有商业需求的参赛者提供产业支持服务。

本次设计开放日对话活动分为"文化创新、生活智慧、产业装备、数字经济"四大类别,活动现场,演讲者积极展示自我,与专家进行思想碰撞。DIA 设计开放日对话为每一位设计人才提供了创新开放的平台,让大家在虚拟世界和真实空间中不断构建自我的价值坐标,激发无限创造力,让世界倾听青年之声。

As a special course of D  $\cdot$  WiLL, DIA Design Open Day is an open classroom designed to convey the design mission and values of DIA. This is not only an expert diagnosis of the design industry, which enables enterprise managers, entrepreneurs, designers and design experts to face each other and make professional diagnosis on enterprise development, product strategy, technological innovation and other issues; It is also an industry matchmaking meeting, where many guests from finance, venture capital and industrial parks connect with enterprises on site to provide industry support services for participants with business needs.

This design open day dialogue activity is divided into four categories: "cultural innovation, life wisdom, industrial equipment and digital economy". On the activity site, the speakers actively displayed themselves and collided with experts. DIA Design Open Day Dialogue provides an innovative and open platform for every design talent, so that everyone can constantly build their own value coordinates in the virtual world and real space, stimulate unlimited creativity, and let the world listen to the voice of youth.

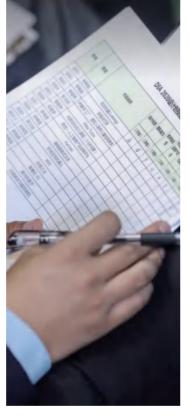


## 设计创投路演 DESIGN VENTURE CAPITAL ROADSHOW

## 评审展 REVIEW EXHIBITION













2022年大奖参赛作品数量与质量再创新高,共收到来自全球44个国家和地区的8010件报名作品,经过中国主赛区及12个海外分赛区的初评评审,共有840件作品成功入围并展开激烈角逐。

13位中外评委遵循 DIA"金智塔"评价体系,通过实物评审、会议讨论两个环节,以严谨的态度综合票选后,评选出本年度的所有奖项。

The number and quality of entries in this year's DIA reached a new high. A total of 8010 entries from 44 countries and regions around the world were received. After the preliminary evaluation of China's main competition area and 12 overseas sub-divisions, 840 entries were successfully shortlisted and fiercely contested.

The 13 Chinese and foreign judges followed the DIA pyramid for design evaluation criteria and selected all the awards of the year after comprehensive voting with a rigorous attitude through the physical evaluation and meeting discussion.

## 佳作展 DIA EXCELLENT WORKS EXHIBITION

## 设计大展 **DIA EXHIBITION**













2022











2021











2017





2021 2020 2022

## 颁奖盛典 **AWARD CEREMONY**



2016/5/8

时任浙江省省长李强为2016DIA 金奖获奖

On May 8, 2016, Li Qiang, then governor of Zhejiang Province, presented awards to the winners of the 2016 DIA Gold Award



2017/5/8

时任浙江省委副书记、代省长袁家军为 2017DIA 金奖获奖者颁奖 On May 8, 2017, Yuan Jiajun, then deputy secretary of the Zhejiang Provincial Party Committee and acting governor, presented awards to the winners of the 2017 DIA Gold Award



2020/10/19

浙江省副省长高兴夫为2020DIA 金奖获奖者颁奖

On October 19, 2020, Gao Xingfu, vice governor of Zhejiang Province, presented awards to the winners of the 2020 DIA Gold Award



2018/5/8

时任浙江省省长袁家军为2018DIA 金奖获 奖者颁奖

On May 8, 2018, Yuan Jiajun, then governor of Zhejiang Province, presented awards to the winners of the 2018 DIA Gold Award



2019/9/19

浙江省副省长高兴夫为2019DIA 金奖获奖

On September 19, 2019, Gao Xingfu, vice governor of Zhejiang Province, presented awards to the winners of the 2019 DIA Gold Award



2021/10/12

浙江省副省长王文序为2021DIA 金奖获奖 者颁奖

On October 12, 2021, Wang Wenxu, vice governor of Zhejiang Province, presented awards to the winners of 2021 DIA Gold Award



2023/3/12

浙江省副省长卢山为2022DIA 金奖获奖者颁奖 On March 12, 2023, Lu Shan, vice governor of Zhejiang Province, presented awards to the winners of 2022 DIA Gold Award

## 学术研讨 ACADEMIC SEMINAR





2021DIA&FCD"设计链动财富"高峰论坛 2021 DIA & FCD "Design Drives Fortune" Summit Forum



设计智造 . 产业资本高峰论坛 Design Intelligence & Industrial Capital Summit Forum



设计与商业创新主题论谈 Theme Forum on Design and Business Innovation



"开启·新智造时代"中国设计智造大会 New Era Design Intelligence Meeting



DIA& 网易设计 "设计·最前线"主题论坛 DIA & NetEase Design Theme Forum of "Design Frontline"



"设计智造·价值链接"设计中国产业论坛 "Design Intelligence Value Chain" Design China Industry Forum



百日智造资本对接专场圆桌对话 100-day Intelligent Capital Connection Special Roundtable Dialogue









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## 学术研讨 **ACADEMIC SEMINAR**

品牌合作 Brand Cooperation



#### 鼓浪屿·首届创意亚洲文化发展国际论坛 Gulangyu · First Creative Asia Forum





## 设计之夜 **DESIGN NIGHT**

设计之夜是业界资深专家、优秀设计师、知名企业家的精英狂欢夜, 聆听大咖们真知灼 见的深度分享, 欣赏具有跨界才华设计师的魅力展示, 建立设计界高端价值链接。

Design Night is a carnival night for senior experts, outstanding designers and well-known entrepreneurs in the industry. Listen to the remarkable insights from big names, appreciate the excellent works of talented crossover designers, and establish valuable links with the design industry.





## DIA 新媒体全球新青年计划 DIA DLOBAL NEW YOUTH MEDIA PROMOTION PLAN

在中国美术学院荣获国务院新闻办2021年度"大学国际传播优秀案例", DIA 位列其 Top1之际,由中国美术学院文创中心和设计学院学生会发起,联合国内外一流院校,提出《DIA 新媒体全球新青年计划》,这是一份面向全球设计青年开放的共享计划,也是一份来自2022年 DIA 颁奖典礼的特别邀约书。

由 DIA 发起,邀请以中国美术学院为主等周边的媒体内容创作者,借助抖音短视频、哔哩哔哩等传播平台,共同打造中国设计智造大奖社会影响力,优质作品传播力,人文价值挖掘力的话题矩阵。

DIA 新媒体新青年致力于分享好物、好设计、好理念的优质圈子,将以价值内容为核心,拓展更多类目场景,为青年等创作者提供孵化平台,给予商家企业优质设计的传播种子,为社会带来更多 DIA 的设计之力。

China Academy of Art won the "2021 International Communication Excellent Case in Universities" hosted by Information Office of The State Council, among which DIA is Top 1. "DIA Global New Youth Media Promotion Plan", initiated by Design Innovation Center of China Academy of Art and Student Union of Design School, cohosted with first-class colleges at home and abroad, is a sharing plan for global design youth and an invitation letter from 2022 DIA Ceremony.

DIA invited media content creators, mainly from China Academy of Art and other related media, to create a matrix of social influence, dissemination of quality works, and humanistic value of the Design Intelligence Award through TikTok, Bilibili and other media platforms.

DIA New Youth Plan is committed to sharing good things, good design and good ideas in a quality circle, which will take value content as the core, expand more category scenarios, provide incubation platform for youth and other creators, give seeds of dissemination of quality design to business enterprises, and bring more design power of DIA to the society.



B

国际品牌大展 INTERNATIONAL BRAND EXHIBITION 法国圣埃蒂安双年展

La Biennale Internationale du Design de Saint-Étienne

伦敦设计周

**London Design Week** 

米兰设计周

Milan Design Week

荷兰设计周

**Dutch Design Week** 

首尔设计节

**Seoul Design Festival** 

东京设计周

**Tokyo Design Week** 

## 国际展览 INTERNATIONAL EXHIBITION







东京设计周 Tokyo Design Week



伦敦设计周 London Design Week







首尔设计节 Seoul Design Festival







法国圣埃蒂安双年展 La Biennale Internationale du Design de Saint-Étienne

## 国际展览 INTERNATIONAL EXHIBITION







米兰设计周 Milan Design Week







荷兰设计周 Dutch Design Week



专项服务 SPECIAL SERVICE 地方政府专项 LOCAL GOVERNMENT SPECIAL PROJECT

国内企业专项 DOMESTIC ENTERPRISE SPECIAL PROJECT

国际合作专项 INTERNATIONAL COOPERATION SPECIAL PROJECT

## 地方政府专项 LOCAL GOVERNMENT SPECIAL PROJECT

"梦溪杯"宋韵文化 IP 转化大赛。

"Meng Xi Cup" Song Yun Culture IP Transformation Competition





与杭州市上城区共同举办"梦溪杯"宋韵文化 IP 转化大赛。 Jointly held the "Meng Xi Cup" Song Yun Culture IP Transformation Competition with Shangcheng District, Hangzhou.

中国设计智造大奖"设计义乌"专项大赛。 DIA "Design Yiwu" Special Competition







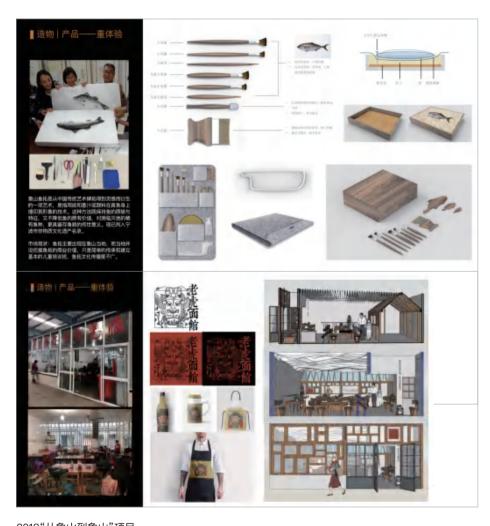




与义乌市政府共同举办中国设计智造大奖"设计义乌"专项大赛。

Jointly held the DIA "Design Yiwu" Special Competition with Yiwu Municipal Government.

## 地方政府专项 LOCAL GOVERNMENT SPECIAL PROJECT



2018"从象山到象山"项目 2018 Design Project from CAA Xiangshan Campus to Ningbo Xiangshan



2019黔东南雷山项目文创产品。

Cultural and Creative Product Design of Leishan Project in Southeast Guizhou in 2019

## 地方政府专项 LOCAL GOVERNMENT SPECIAL PROJECT









义乌设计智造服务平台 Yiwu Design Intelligence Service Platform



城市合伙人(人才输出) City Partner (Talent Output)



产业落地 (项目输出) Industry landing (Project Output)

## 国内企业专项 DOMISTIC ENTERPRISE SPECIAL **PROJECT**

中国美术学院 X 方太集团 "省智慧健康厨房系统集成重点实验室" China Academy of Art X Fotile Group "Provincial Key Laboratory of Smart and Healthy Kitchen



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品牌合作 Brand Cooperation

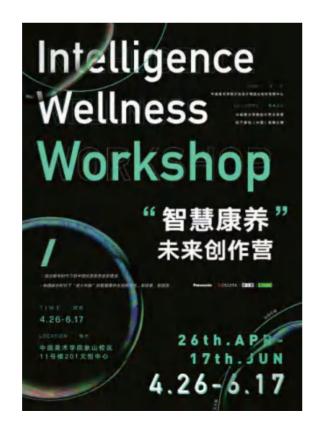
## 国内企业专项 DOMISTIC ENTERPRISE SPECIAL PROJECT

"智慧康养"创作营中国美术学院文创中心 & 松下电器
Intelligence Wellness
Workshop
China Academy of Art
Design Innovation Center & Panasonic



DI PROJECT 中国美术学院文创中心 & 阿里云设计中心 China Academy of Art Design Innovation Center & Alibaba Cloud Design







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## 国际合作专项 INTERNATIONAL COOPERATION SPECIAL PROJECT









中德工作坊设计智造协同创新 Sino-German Workshop Collaborative Innovation of Design Intelligence

中英工作坊 – 创新创意设计管理 Sino-British Workshop Innovative Design Management

中法工作 - 坊网络城市 Sino-French Workshop Network City 中日工作 - 坊设计解剖 2.0 Sino-Japan Workshop Design Anatomy 2.0 主办单位:

中国美术学院

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

#### 支持单位:

浙江省人民政府

#### Host:

China Academy of Art

Co-organizer:

China Industrial Design Association
Steering Sub-committee on the Teaching of

Under the Ministry of Education

#### Supporter:

People's Government of Zheijang Province

