



**DESIGN  
INTELLIGENCE  
AWARD**

# DESIGN INTELLIGENCE AWARD

Gather Great Wisdom to Shape the Future  
of Intelligent Manufacturing

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# INTERNATIONAL AWARD

01



## DIA ORIENTATION

### DIA Slogan

# Gather Great Wisdom to Shape the Future of Intelligent Manufacturing

### DIA Values

Intelligence of  
Humanity Wisdom  
of Life

Fusion of Tech &  
Art Brain of Industry



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



# ORIGIN



"Design Design" Exhibition in October 2014

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.

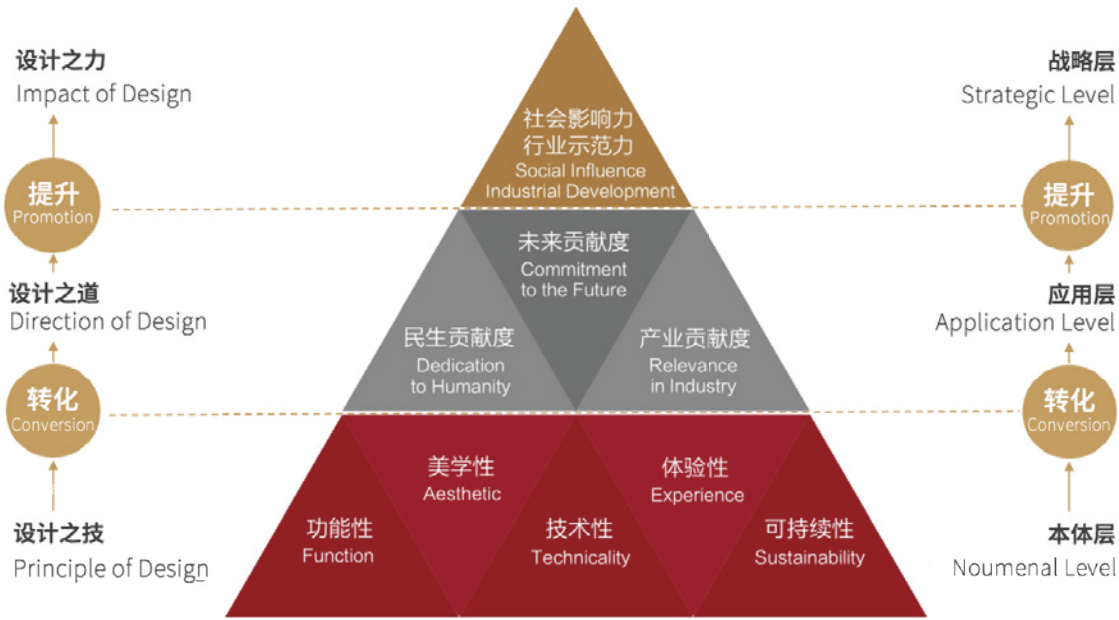
On January 8, 2016, Yuan Jiajun, then executive vice governor of Zhejiang Province, announced the launch of the Award.

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



On January 8, 2016, the first DIA was launched and the "Call for Entry" was released globally

# DIA PYRAMID FOR DESIGN EVALUATION CRITERIA





# DIA AWARD SETTING


Total Bonus  
**5,000,000**  
RMB


Product Group	Concept Group
<b>Gold Award</b> <b>100</b> 2 Awards, RMB1,000,000/Award	<b>Future Talents Award</b> <b>8</b> 2 Awards, RMB80,000/Award
<b>Sliver Award</b> <b>20</b> 8 Awards, RMB200,000/Award	<b>Young Talents Award</b> <b>3</b> 8 Awards, RMB30,000/Award
<b>Bronze Award</b> <b>10</b> 10 Awards, RMB100,000/Award	
<b>Honorable Mention Award</b> Around 300 awards, and the actual number of award winners is subject to the appraisal results	

# ENTRY CATEGORY

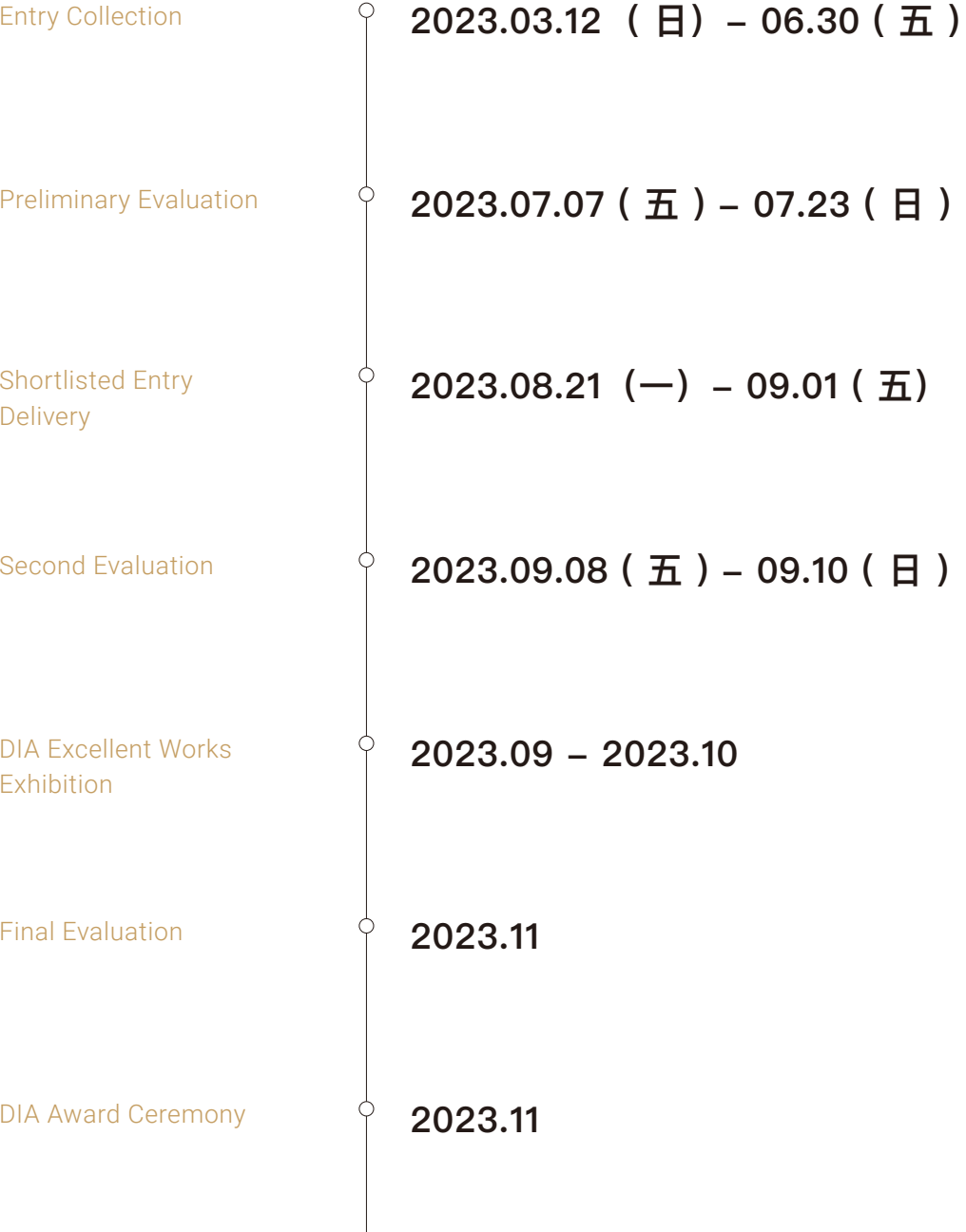
 Cultural Innovation

 Life Wisdom

 Industrial Equipment

 Digital Economy

# DIA SCHEDULE





## PRELIMINARY EVALUATION--PICTURE AND TEXT REVIEW



U.S



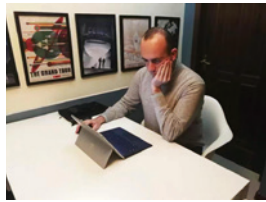
Italy



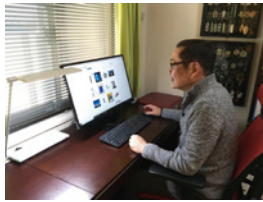
China



Netherlands



Italy



Japan



France



Netherlands

## OVERSEAS SUB-DIVISIONS



UK、Netherlands、France、Italy、Austria、South Korea、Japan

## SECOND EVALUATION--ON-SITE ENTRY DEMONSTRATION REVIEW



## FINAL EVALUATION--ON-SITE ORAL DEFENSE





# DIA INTERNATIONAL WORKSTATIONS



Stichting voor Design Promotion in  
Europa en China



**UAEM**

Autonomous University of the State  
of Mexico



International Forum for Design  
Research



**POLI.DESIGN**  
FOUNDED BY POLITECNICO DI MILANO

POLI. design Società consortile a  
responsabilità limitata

**YD**

YANKO DESIGN

Yanko Design



Korean Federation of Design  
Associations

**NAIROBI  
DESIGN  
WEEK**

Nairobi Design Week

**designaustria**<sup>®</sup>

designaustria

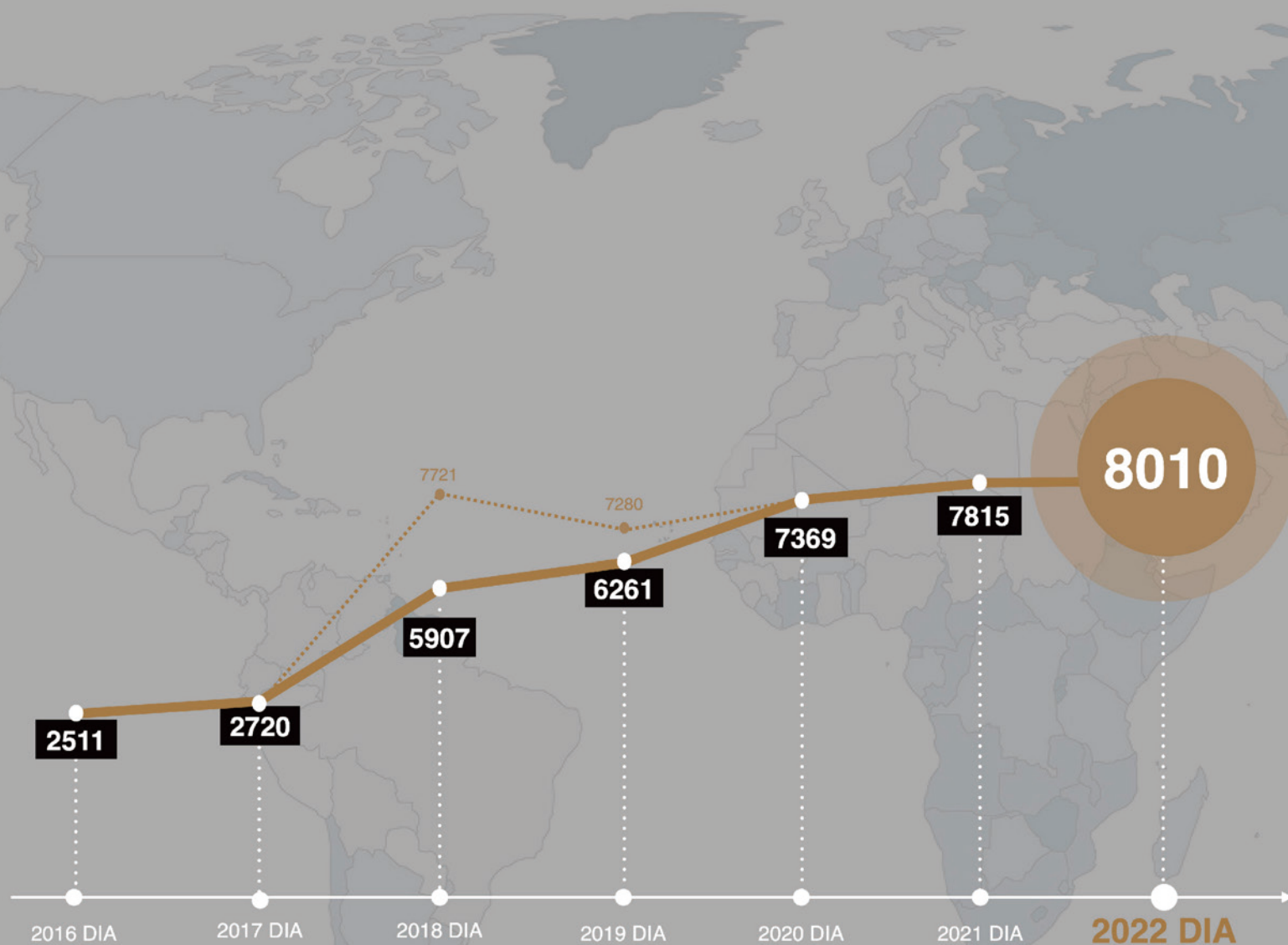
**CORE77**

Core77



Blank Group

# DIA COVERS 70 COUNTRIES AND REGIONS ON FIVE CONTINENTS



- |  |   |
|--|---|
|  加拿大    |  俄罗斯     |
|  爱尔兰    |  匈牙利     |
|  英国     |  白俄罗斯    |
|  挪威     |  克罗地亚    |
|  丹麦     |  塞尔维亚    |
|  荷兰     |  保加利亚    |
|  比利时    |  不丹      |
|  瑞典     |  中国      |
|  芬兰     |  韩国      |
|  德国     |  日本      |
|  斯洛文尼亚  |  孟加拉     |
|  瑞士     |  泰国      |
|  捷克     |  马来西亚    |
|  波兰     |  新加坡     |
|  奥地利   |  印度尼西亚  |
|  新西兰  |  法国    |
|  阿富汗  |  西班牙   |
|  巴勒斯坦 |  葡萄牙   |
|  印度   |  南非    |
|  澳大利亚 |  美国    |
|  伊朗   |  哥斯达黎加 |
|  亚美尼亚 |  墨西哥   |
|  乌克兰  |  哥伦比亚  |
|  巴勒斯坦 |  巴西    |
|  罗马尼亚 |  乌拉圭   |
|  以色列  |  智利    |
|  土耳其  |  阿根廷   |
|  埃及   |  拉脱维亚  |
|  希腊   |   |
|  意大利  |   |

## DIA GOLD AWARD ENTRIES

2016



Sink Dishwasher

China

2017



Hover Camera Passport

China

2018



Power-concentrated EMUS of New Generation

China

2019



The visual assisting glasses for the blind a II

China

2020



Alibaba Cloud – Industrial Digital Twin

China

2021



Centralized Fume Exhaust System

China

2022



IFBOT X3 Solar Panel Cleaning Robot

China



Drinkable Book

US



Hello Ruby

Finland



Parking Robot

China



Hero Arm

UK



Papercraft Creature -Gesundroid

Japan



Movable "Huo-Yan" Product Series

China



Pangu BigMol to Accelerate Drug Discovery with AI

China



# QUALITY RESOURCES

02





# INTERNATIONAL THINK TANKS

# 600+



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.





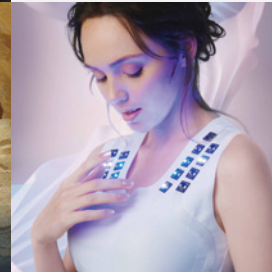
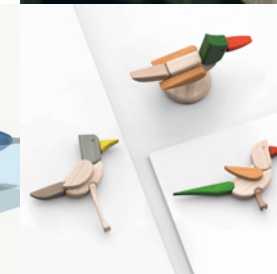
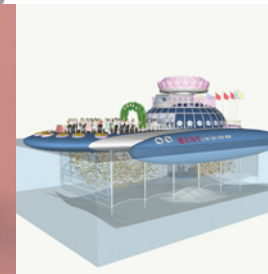
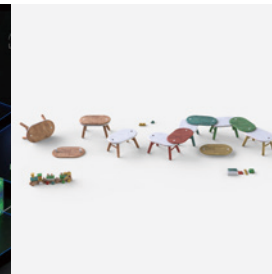
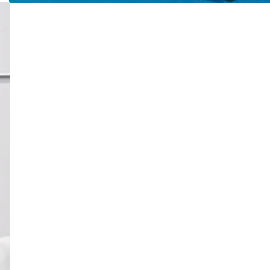
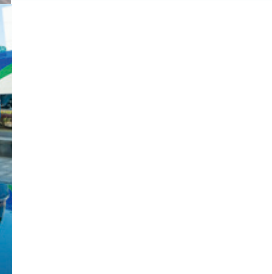
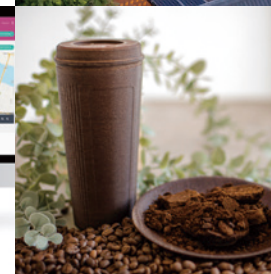
## DESIGNERS

20000+





## ENTRIES



43000+

# INTERNATIONAL UNIVERSITIES AND COLLEGES

## 800+

### Some Well-known Foreign Universities and Colleges



### Some Well-known Domestic Universities and Colleges



# MANUFACTURERS

## 4000+

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

### Some Well-known Foreign Enterprises



### Some Well-known Domestic Enterprises





## INDUSTRIAL VENTURE CAPITALISTS

70+

IDG	黑马基金	银泰
麒麟会	盈动资本	东方
浙江科技风险投资有限公司		帮实
浙商创投	香港京华山一	凤创
华旦资本	万华纬谷创投	
上海鑫湖资产	原质资本	
经纬	普华资本	
和盟创投	创客加速	
成钧资本	天使汇	
绍兴县纺织工业设计创意基地		
舟山市船舶工业设计基地		
海宁皮革产业设计基地		
宁波和丰创意广场		
浙江省文化产业促进会		
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		

40+  
创投机构  
Venture Capital  
Organizations

10+  
孵化机构  
Incubation  
Platforms

20+  
行业协会重点  
设计基地  
Industry Associations  
& Key Design Bases

淘富成真

创新牧场

太火鸟

独角兽孵化器

六合桥路演

浙江创意园

蜂巢孵化器

苏宁众筹

银江孵化器

众筹网

浙江智能硬件联盟

淘宝众筹等

诸暨市工业设计基地

台州市黄岩区模塑工业设计基地

义乌市工业设计中心

丽水市工业设计中心

浙江省物联网产业协会

中国浙江网上技术市场

永康中国五金工业创意设计中心

浙江省智能制造标准联盟



# DESIGN MEDIA

150+

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



# D·WILL LECTURES



遇见设计 预见未来

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.





# DIA BRAND COOPERATION

03



# A

COMPETITION  
COMPREHENSIVE INNOVATION  
PROJECT

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DIA OPEN TALK

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DESIGN VENTURE CAPITAL ROADSHOW

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REVIEW EXHIBITION

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DIA EXCELLENT WORKS EXHIBITION

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DIA EXHIBITION

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AWARD CEREMONY

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ACADEMIC SEMINAR

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DESIGN NIGHT

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NEW YOUTH PLAN



# DIA OPEN TALK

As a special course of D·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.

## Design Collaboration 2022 DIA Design Open Talk

### 设计协同 2022 DIA 设计开放日对话

2022.11.02  
November 2

**指导单位：**  
浙江省经济和信息化厅

**主办单位：**  
中国美术学院  
杭州市余杭区人民政府

**协办单位：**  
中国美术学院文化创意设计协同创新中心  
中国美术学院设计艺术学院  
中国美术学院创新设计学院

**承办单位：**  
中国设计智造大奖组委会  
杭州良渚新城管理委员会

**特别感谢：**  
兴业银行股份有限公司杭州分行

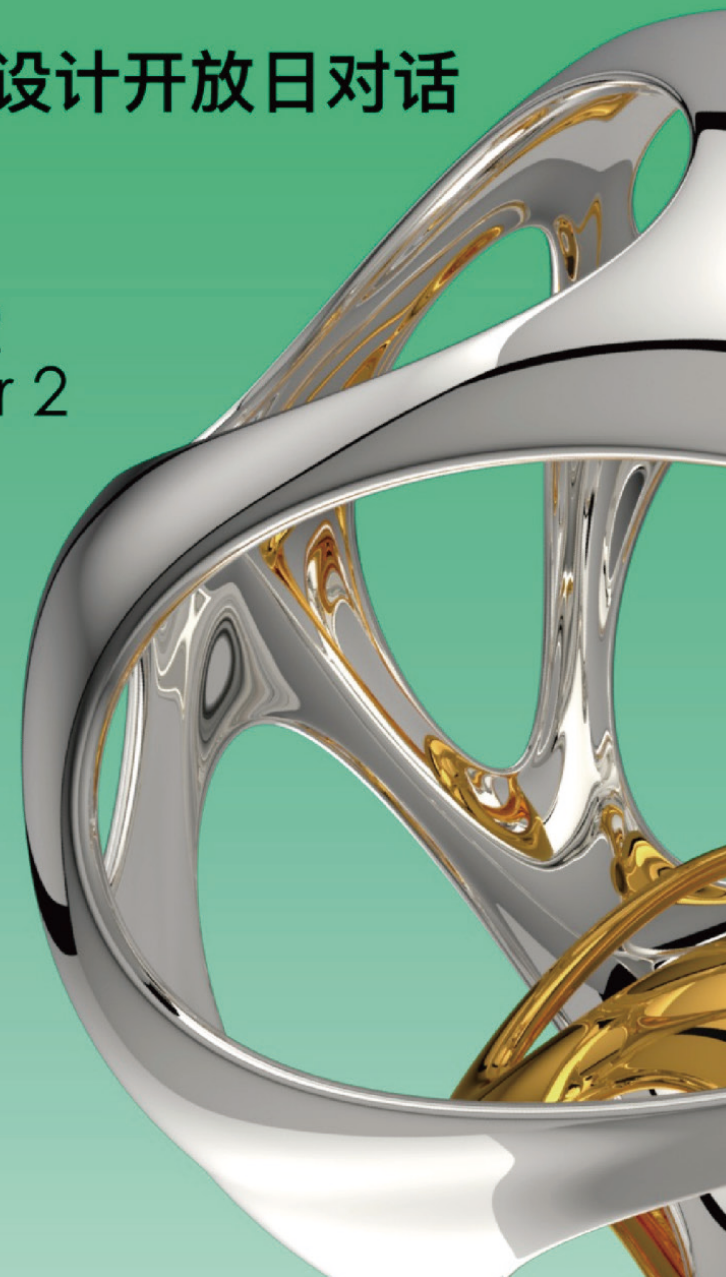
**Guidance Unit:**  
Economy and Information Technology Department of Zhejiang

**Host:**  
China Academy of Art  
The People's Government of Yuhang District, Hangzhou

**Co-organizer:**  
Design Innovation Center, China Academy of Art  
School of Design, China Academy of Art  
School of Design & Innovation, China Academy of Art

**Co-organizer:**  
Design Intelligence Award Committee  
Hangzhou Liangzhu New City Administration

**Acknowledgment:**  
Hangzhou Branch of Industrial Bank Co., Ltd.



# DESIGN VENTURE CAPITAL ROADSHOW



# REVIEW EXHIBITION



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.



# DIA EXCELLENT WORKS EXHIBITION



2022



2021



2016



2017



2018



2019



2020

# DIA EXHIBITION



2021



2022





# AWARD CEREMONY



**2016/5/8**

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**

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



**2018/5/8**

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**

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



**2020/10/19**

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



**2021/10/12**

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



**2023/3/12**

On March 12, 2023, Lu Shan, vice governor of Zhejiang Province, presented awards to the winners of the 2022 DIA Gold Award



# ACADEMIC SEMINAR



2021 DIA & FCD "Design Drives Fortune" Summit Forum



Design Intelligence & Industrial Capital Summit Forum



Theme Forum on Design and Business Innovation



New Era Design Intelligence Meeting



DIA & NetEase Design Theme Forum of "Design Frontline"



"Design Intelligence Value Chain" Design China Industry Forum



100-day Intelligent Capital Connection Special Roundtable Dialogue





# ACADEMIC SEMINAR



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

指导单位：中国美术学院 中共厦门市委宣传部  
主办单位：中国美术学院鼓浪屿文化艺术研究院  
厦门市鼓浪屿—万石山风景名胜区管理委员会  
协办单位：厦门文广传媒集团有限公司



# DESIGN NIGHT

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 DGLOBAL NEW YOUTH MEDIA PROMOTION PLAN

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, co-hosted 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

INTERNATIONAL BRAND  
EXHIBITION

La Biennale Internationale du Design de Saint-Étienne

London Design Week

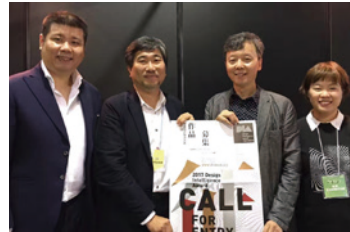
Milan Design Week

Dutch Design Week

Seoul Design Festival

Tokyo Design Week

# INTERNATIONAL EXHIBITION



Tokyo Design Week



London Design Week



Seoul Design Festival



La Biennale Internationale du Design de Saint-Étienne



# INTERNATIONAL EXHIBITION



Milan Design Week



Dutch Design Week



# C

SPECIAL SERVICE

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LOCAL GOVERNMENT SPECIAL PROJECT

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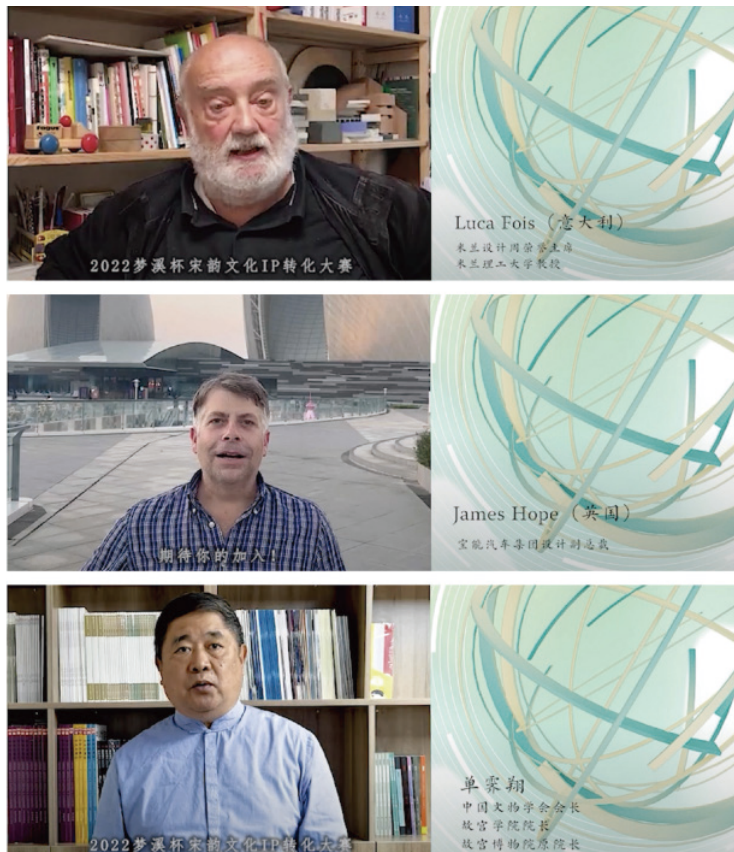
DOMESTIC ENTERPRISE SPECIAL PROJECT

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INTERNATIONAL COOPERATION SPECIAL PROJECT

# LOCAL GOVERNMENT SPECIAL PROJECT

## "Meng Xi Cup" Song Yun Culture IP Transformation Competition



Jointly held the "Meng Xi Cup" Song Yun Culture IP Transformation Competition with Shangcheng District, Hangzhou.

## DIA "Design Yiwu" Special Competition



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







# LOCAL GOVERNMENT SPECIAL PROJECT



Yiwu Design Intelligence Service Platform



City Partner (Talent Output)



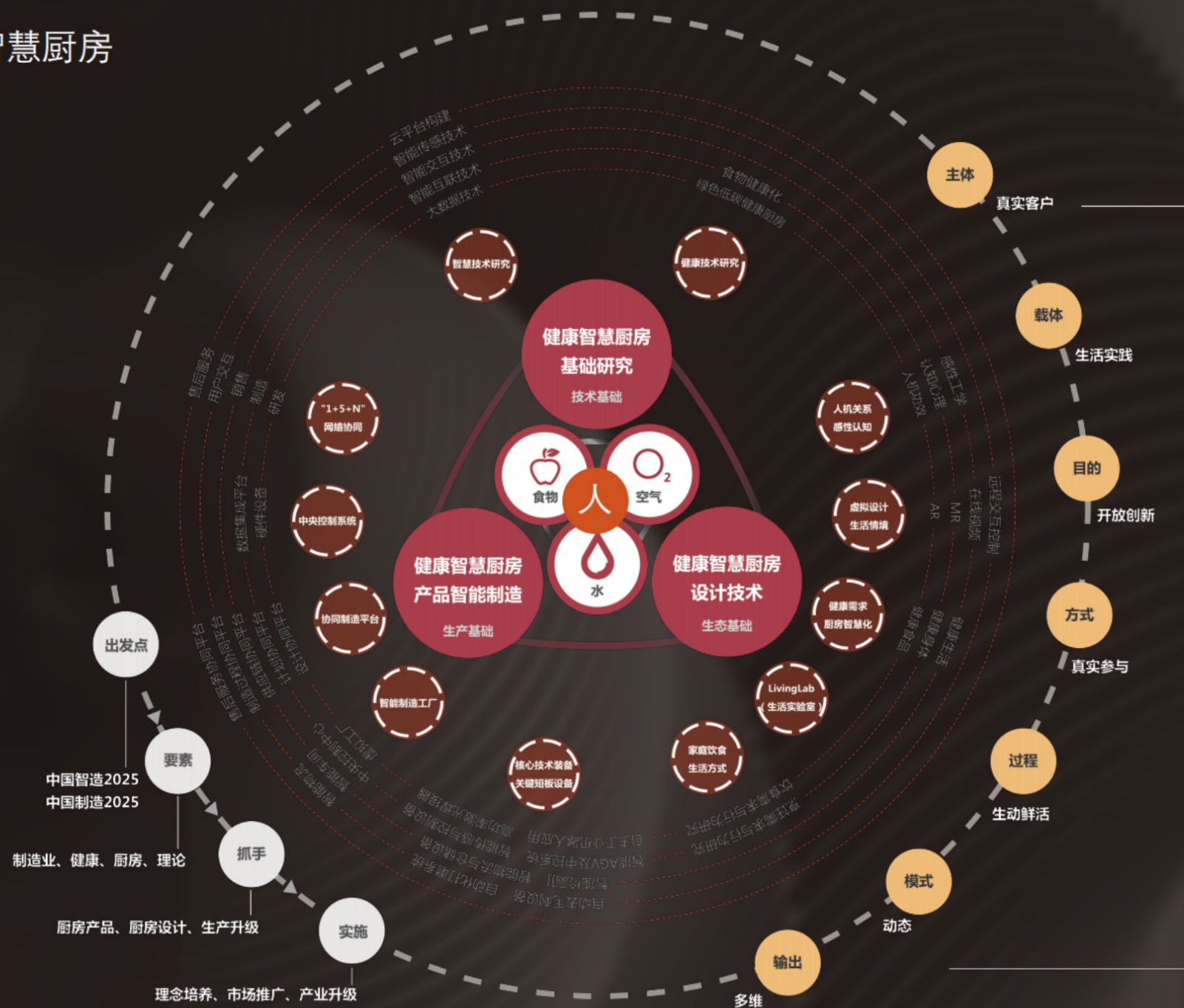
Industry landing (Project Output)



# DOMESTIC ENTERPRISE SPECIAL PROJECT

China Academy of Art X Fotile Group  
"Provincial Key Laboratory of Smart and Healthy Kitchen System Integration"

## 专业性 健康智慧厨房





# DOMESTIC ENTERPRISE SPECIAL PROJECT

Intelligence Wellness  
Workshop  
China Academy of Art  
Design Innovation Center &  
Panasonic



China Academy of Art Design  
Innovation Center &  
Alibaba Cloud Design



# INTERNATIONAL COOPERATION SPECIAL PROJECT



Sino-German Workshop Collaborative Innovation of  
Design Intelligence



Sino-British Workshop Innovative Design Management



Sino-French Workshop Network City



Sino-Japan Workshop Design Anatomy 2.0



**Host:**

China Academy of Art

**Co-organizer:**

China Industrial Design Association

Steering Sub-committee on the Teaching of  
Industrial Design in Higher Educational Institutions  
Under the Ministry of Education

**Supporter:**

People's Government of Zhejiang Province

