

www.di-award.org

支持单位:

浙江省人民政府

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

中国美术学院文创设计制造业协同创新中心

承办单位:

中国设计智造大奖组委会

Supporter:

The People's Government of Zhejiang Province

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

Design Innovation Center (DIC) of China Academy of Art

Organizer:

Design Intelligence Award Committee

全球征集

CALL

FOR

ENTRY





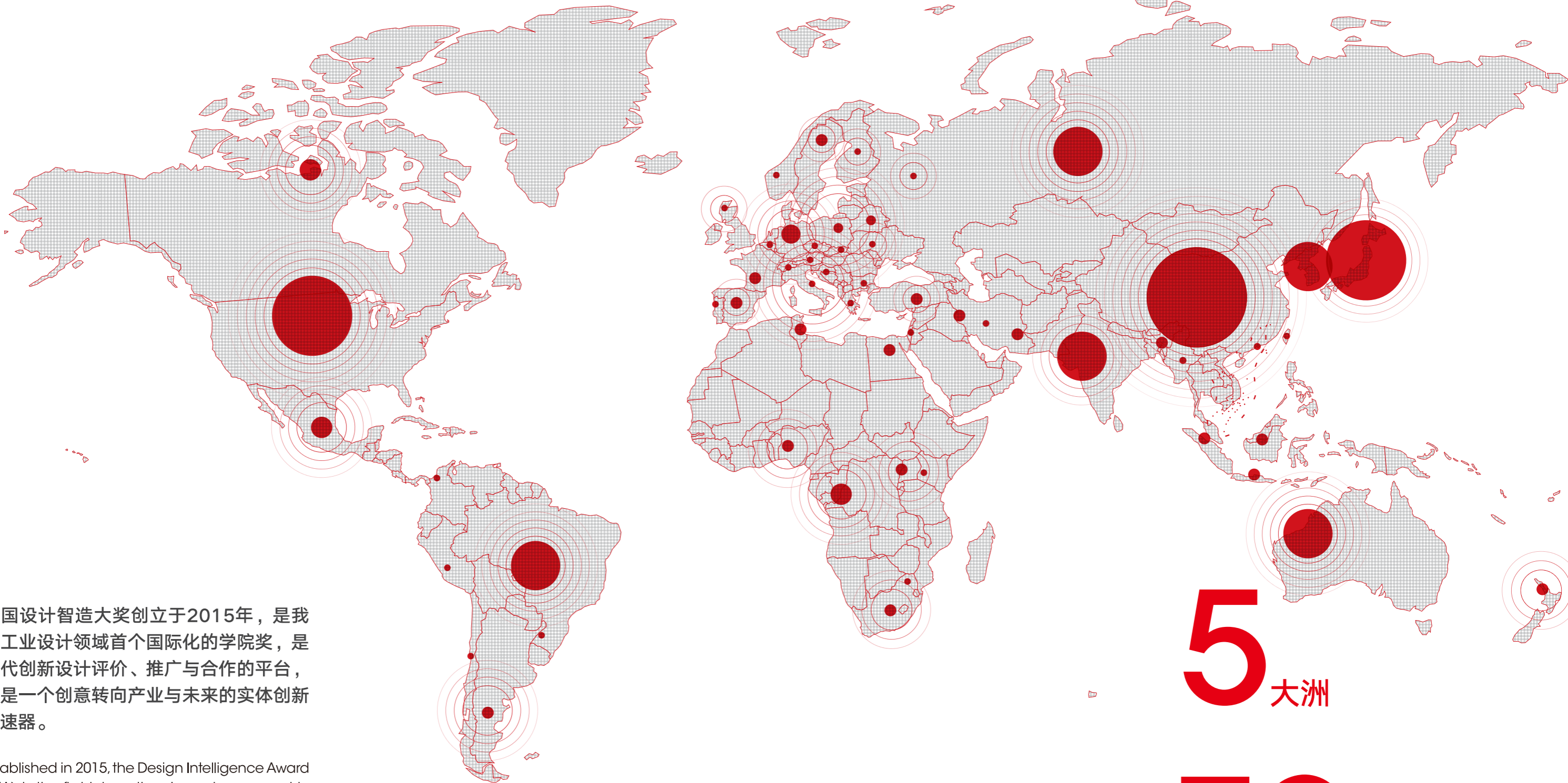
中国设计智造大奖

DESIGN
INTELLIGENCE
AWARD 2024

About DIA

大奖定位

DIA 已覆盖5大洲70个国家和地区
DIA has received submissions
from 70 countries and regions across
all 5 continents.



中国设计智造大奖创立于2015年，是我国工业设计领域首个国际化的学院奖，是当代创新设计评价、推广与合作的平台，也是一个创意转向产业与未来的实体创新加速器。

Established in 2015, the Design Intelligence Award (DIA) is the first international academy award in China's industrial design. It is a platform for the evaluation, promotion and cooperation of contemporary innovative design, as well as a tangible accelerator to bring creative ideas to the industry and the future.

5 大洲

70 个国家和地区

2024 Awards Setting 奖项设置

总奖金 Total Bonus

¥5,000,000

全场大奖 Grand Award

¥1,000,000 ^{1 项}
1 winner

产业组
Product Group

金奖 Gold Award

¥300,000 ^{4 项}
4 winners

银奖 Silver Award

¥150,000 ^{8 项}
8 winners

铜奖 Bronze Award

¥100,000 ^{12 项}
12 winners

概念组
Concept Group

明日之星奖 Future Talents Award

¥50,000 ^{4 项}
4 winners

设计新锐奖 Young Talents Award

¥20,000 ^{10 项}
10 winners

佳作奖 Honorable Mention Award

约300项，实际数量以评审结果为准
Around 300 winners, the actual number is subject to the evaluation results

Evaluation 评审办法

初评：图文评审
Preliminary Evaluation:
Graphic and text evaluation



复评：实物结合视频评审
Second Evaluation:
Combination of physical product
and video evaluation



总决赛：现场答辩评审
Final Evaluation:
On-site Oral Defense



DIA Evaluation System 「金智塔」评价体系

顶层标准“设计之力”
The Top Criteria
“Impact of Design”

社会影响力
行业示范力
Social Influence
Industrial
Development

核心标准“设计之道”
The Advanced Criteria
“Direction of Design”

未来贡献度
Commitment
to the Future

民生贡献度
Dedication to
Humanity

产业贡献度
Relevance
in Industry

基础标准“设计之技”
The Fundamental Criteria
“Principles of Design”

美学性
Aesthetic

体验性
Experience

功能性
Function

技术性
Technicality

可持续性
Sustainability

Winners' Benefits 参赛价值

奖杯证书授予 Trophy and certificate

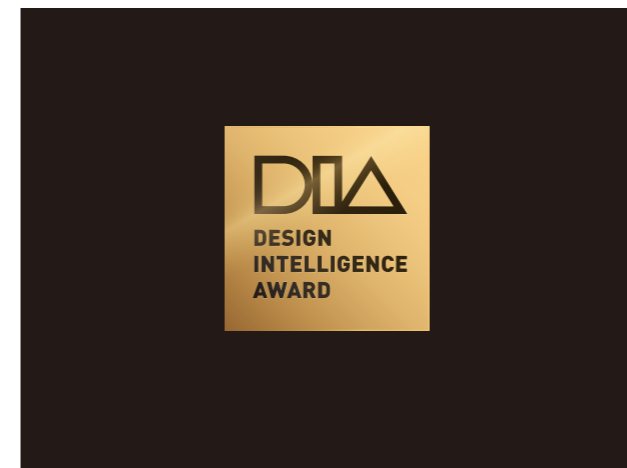
获奖者将获得奖杯及获奖证书一份（须现场领取）。
参加本年度佳作展的作品将获得“参展证书”，赠予
组委会的获奖作品可获得“收藏证书”。

Every winner will receive a trophy and a certificate
(received at the Ceremony). Winners whose
entries are included in the annual DIA Exhibition
will be awarded the DIA Exhibition Certificate. For
the entries donated to the DIA Committee, the
participants will be awarded the DIA Collection
Certificate.

获奖徽标使用 DIA logo usage

获奖作品均可获得“中国设计智造大奖”徽标终身免
费使用权。

All winners are entitled to lifetime free use of the
DIA logo on their award-winning entries.



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Categories

参赛类别

数字经济

Digital Economy

强调以数字计算为内驱力，聚焦产业的数字化转型升级等内容；包含人工智能、空间计算，以及智慧城市、智慧出行、智慧商业、智慧医疗、智慧教育、智慧社区、工业互联网、虚拟现实产品等领域的产品与服务。

To emphasize digital computation as the driving force behind ideas, we look at the digital transformation and upgrading of industries. This category is open to digital products and services from the fields of artificial intelligence, spatial calculation, smart cities, smart mobility, smart business, smart medical care, smart education, smart community, industrial Internet, virtual reality, etc.

文化创新

Cultural Innovation

强调以文化为内驱力，聚焦传统文化的当代复兴、设计美学与文化 IP 价值变现、绿色可持续发展等内容；包含文化礼品、文教用品、器物包装、时尚穿戴、餐饮器皿、家具灯具、社会创新、文旅新经济等领域的产品与服务。

To emphasize culture as the internal driving force behind ideas, 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 culture gifts, stationery, packaging, fashion accessories, tableware, furniture and lighting, social innovation and new cultural tourism economy.

生活智慧 Life Wisdom

强调以生活为内驱力，聚焦生活日用之智巧、生活电器之智能、弱势群体之关怀等内容；包含电子数码、家用电器、厨房卫浴、智能家居、老年用品、母婴用品、个人护理、宠物用品、玩具乐器、运动休闲、防灾防护、新技术新材料应用等领域的产品与服务。

To emphasize the way we live as a driving force behind ideas, 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 electronics and digital devices, household appliances, kitchen and bathroom essentials, smart home technology, elderly care products, maternal and child supplies, personal care items, pets supplies, toys and musical instruments, sports and leisure products, disaster prevention and protection products, application of new technologies and materials, etc.

产业装备 Industrial Equipment

强调以产业升级为内驱力，聚焦产业装备的转型升级、新兴产业的战略发展、生产系统的效能优化等内容；包含交通运输、医疗设备、建筑装备、农林装备、军用装备、办公设备、机械工具、机器人等领域的产品与服务。

To emphasize industrial upgrading as a driving force for ideas, we look at how industrial equipment has been upgraded or transformed, how strategic development of emerging industries can be realized and how production systems are optimized for maximum efficiency. This category is open to products and services from the fields of transportation and logistics, medical equipment, construction equipment, agriculture and forestry equipment, military equipment, office equipment, mechanical tools, robots, etc.

年鉴收录及官网展示 Yearbook inclusion and official website showcase

获奖作品将收录于当年度《中国设计智造大奖年鉴》，并在官网做永久展示。

Award-winning entries will be included in the 2024 DIA Yearbook, and will be permanently displayed in DIA official website.



作品巡展 Exhibition tour

获奖作品将受邀参加本年度中国设计智造大展，并有机会参加其他国内外巡展。

All award-winning entries will be invited to participate in the 2024 DIA Exhibition, with opportunities for display in other domestic and international exhibitions.



行业交流 Industry communication

所有获奖者将受邀参加本年度颁奖典礼、论坛及展览等系列活动，与来自全球设计界、学术界、媒体界、产业界等各行业代表面对面交流合作。

All winners will be invited to participate in the DIA Award Ceremony, forums, exhibitions and other series of activities, engaging in face-to-face collaborations and exchanges with representatives from the global design, academic, media, and industry sectors.



媒体推广 Media promotion

大奖与全球百余家不同行业的主流媒体建立推广网络。颁奖典礼等重要活动将进行网络直播，获奖者将优先推荐参与各大媒体专访，进一步增强优秀设计的社会影响力。

DIA has established a promotion network together with more than 100 mainstream media in various industries around the world. Key events including the DIA Award Ceremony will be live-streamed online. Winners will be prioritized for featured interviews across major media platforms, further amplifying the societal impact of outstanding designs.



DI DESIGN INTELLIGENCE AWARD

2023
中国设计智造大奖
颁奖盛典

2023 DESIGN INTELLIGENCE



2023 | DESIGN INTELLIGENCE
AWARD CEREMONY