

2025 Design Intelligence Award Announcement

I. About DIA

Established in 2015, the Design Intelligence Award (DIA) is the first international academy award in China's design field. It serves as a platform for the evaluation, promotion, exchange and cooperation of contemporary innovative design, as well as an innovation accelerator that transforms creative ideas into industry and the future. With "Intelligence of Humanity, Living Wisdom, Fusion of Tech & Art, Brain of Industry, Empathetic Life Intelligence, and New-Quality Intelligent Form" as its core values, DIA champions the return to the fundamental essence of design "Intelligent Manufacturing".

II. Award Group Setting & Participants

The 2025 DIA Features two main groups: the Product Group and the Innovation Incubation Group.

Product Group:

- Eligibility: Open to all enterprises, universities & colleges, institutions, and individuals.
- Entry Requirements: Entries must either (1) be products

launched within 2 years prior to the submission date, or (2) be unreleased prototypes with industrial feasibility

- Categories: Cultural Innovation, Life Wisdom, Industrial Equipment, and Digital Economy.

Innovation Incubation Group:

- Eligibility: Exclusively open to university-affiliated teams. Participants must submit either a valid student ID or a graduation certificate issued within the past 5 years.
- Entry Requirements: Entries must be unreleased products capable of delivering functional and aesthetic prototypes by November 1, 2025.
- Categories:
 - Enterprise-defined topic categories: Life Health, Smart Cultural Tourism, Smart Mobility, and Intelligent Hardware (specific topics will be announced later).
 - Open-ended category ("X"): Encourages exploration of unknown fields.

The DIA Committee reserves the right to adjust entries' group or category.

The detailed settings are as follows:

	Product Group	Innovation Incubation Group
Participants	No restrictions on participation; open to all enterprises, universities & colleges, institutions, and individuals.	Exclusively open to university-affiliated teams.
Entry Requirements	Entries must either (1) be products launched within 2 years prior to the submission date, or (2) be unreleased prototypes with industrial feasibility	Entries must be unreleased products capable of delivering functional and aesthetic prototypes by November 1, 2025.
Registration Deadline	20 th Jun. 2025	20 th Sep. 2025
Category Type	Free topic	Enterprise-defined topic (details in April); Open-ended topic (X category)
Category	Cultural Innovation, Life Wisdom, Industrial Equipment, and Digital Economy.	Life Health, Smart Culture and Tourism, Smart Mobility, Intelligent Hardware, and X.
Evaluation	Preliminary	Preliminary Evaluation

process	Evaluation(Online); Second Evaluation (Physical assessment); Final Evaluation (Oral Defense).	(Year-round Rolling Review); Final Evaluation (Oral Defense);
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III. Awards Setting

The 2025 DIA has established the Grand Award (1 winner, ¥1,000,000 per winner), open to entries from both the Product Group and Innovation Incubation Group.

For the Product Group, the DIA offers the Gold Award (4 winners, ¥300,000 per winner), Silver Award (8 winners, ¥150,000 per winner), and Bronze Award (10 winners, ¥100,000 per winner).

For the Innovation Incubation Group, the DIA provides the First Prize (1 winner, ¥100,000 per winner), Second Prize (4 winners, ¥40,000 per winner), and Third Prize (10 winners, ¥10,000 per winner). Additionally, the DIA will establish an enterprise incubation fund to accelerate the industrial application of outstanding creative ideas. Award-winning designers from the

Innovation Incubation Group will receive internship opportunities with designated enterprises. In addition, the Innovation Mentor Award (5 awards, ¥40,000 each) is introduced to recognize university faculty who integrate enterprise-driven challenges into teaching and research, advancing the synergy of industry, education, and innovation.

Approximately 300 entries from both groups will be selected as Honorable Mention Awards (the final number depends on evaluation results).

Grand Award	
1 winner, RMB 1,000,000/winner	
Product Group Prize Pool: ¥3,400,000	Innovation Incubation Group Prize Pool: ¥600,000 + Innovation incubation fund
Gold Award 4 winners, ¥300,000 per winner	First Prize 1 winner, ¥100,000 per winner
Silver Award 8 winners, ¥150,000 per winner	Second Prize 4 winners, ¥40,000 per winner
Bronze Award 10 winners, ¥100,000 per winner	Third Prize 10 winners, ¥10,000 per winner
	Innovation Mentor Award 5 awards, ¥40,000 each
Honorable Mention Award	
around 300 winners, the actual number is subject to the evaluation results	

*All monetary awards are denominated in RMB pre-tax amounts. The actual disbursed amount will be subject to China's tax regulations and administrative procedures, with deductions for applicable taxes and production costs of trophies and award certificates.

*The Enterprise Incubation Fund, capitalized by participating enterprises, will serve as seed-round investment to support project implementation and industrial transformation.

IV. Categories

Product Group:

This Group consists of four categories, and participants are free to choose their own topics.

(1) Cultural Innovation

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 cultural economics, including culture gifts, stationery, packaging, fashion accessories, tableware, furniture and lighting, social innovation and new cultural tourism economy,

(2) Life Wisdom

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 modern consumer sector, including 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.

(3) Industrial Equipment

To emphasize industrial upgrading as a driving force, we focus on the transformation and upgrading of industrial equipment, the future development of strategic and emerging industries, and the optimization of production system efficiency. This category encompasses products and services in the fields of high-end equipment, including; transportation and logistics, medical equipment, construction equipment, agriculture and forestry equipment, military equipment, office equipment, green energy, robots and automation tools, etc.

(4) Digital Economy

To emphasize the new economic model driven by digital technology, we focus on the digital transformation and upgrading of industries and the industrial application of artificial intelligence technology. This category encompasses products and services in the fields of the Internet economy, including spatial computing, smart cities, smart mobility, smart business, smart medical care, smart education, smart community, digital security, aerospace information, industrial internet, virtual reality products, etc.

Innovation Incubation Group:

This group consists of five categories, with Category “X” being an open topic, and the rest being enterprise defined, with specific topics announced separately at a later time.

(1) Life Health:

Focus on innovative solutions in medical rehabilitation, care for vulnerable groups, and ecological conservation to enhance quality of life.

(2) Smart Cultural Tourism:

Focus on emphasizing the creative transformation and innovative integration of culture in cultural IP operations, cultural tourism, and exhibition experiences.

(3) Intelligent Hardware:

Focus on exploring AI-driven innovations in wearable devices, smart home technologies, and robotics.

(4) Smart Mobility:

Focus on advancing solutions for new energy vehicles, low-altitude economy, logistics, and transportation to optimize urban infrastructure.

(5) X:

An open track encouraging young designers to explore uncharted fields and pioneer novel innovations.

V. Registration

(1) How to register

DIA adopts the selection mechanism of direct application and expert nomination. Entries submitted by the public will be evaluated in the Preliminary Evaluation, and entries nominated by experts can directly enter the Second Evaluation after being reviewed by the DIA Committee. To ensure the impartiality, a mechanism of mutual independence is implemented between nomination experts and evaluation experts.

All participants should log into the DIA official website (www.di-award.org) for registration.

(2) Registration period and fees

The public registration will close at 24:00 (UTC+8) on June 20, 2025. Registration is free of charge, and the DIA committee encourages all participants to complete their registration during the public registration period. For those who miss the public registration period, the DIA committee has specially set up an additional registration opportunity, and corresponding fees will be charged based on the extension, which will be used to extended evaluation and organizational costs. No fees will be charged for expert nominated works and works from the Innovation Incubation Group throughout the process. The specific rules are as follows:

	Public Registration	Additional Registration	
Deadline	20 th June, 2025	20 th July, 2025	20 th Sep. 2025
Fees	Free	¥ 1500 per entry	¥ 3000 per entry

VI. Evaluation

(1) Evaluation process

Product Group:

There are three rounds of evaluation, namely, Preliminary Evaluation, Second Evaluation and Final Evaluation. Graphic and text evaluation is adopted in the Preliminary Evaluation, a combination of physical product and video evaluation is adopted in the Second Evaluation, and on-site oral defense is adopted in the Final Evaluation.

Innovation Incubation Group:

There are two rounds of evaluation. The preliminary evaluation will be conducted continuously throughout the year, and the finals will take the form of team roadshows for on-site evaluation.

(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

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

VII. Winners’ benefits

(1) Trophy and certificate

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.

(2) DIA logo usage

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

(3) Yearbook inclusion and official website showcase

Award-winning entries will be included in the 2025 DIA Yearbook, and will be permanently displayed in DIA official website.

(4) Exhibition tour

All award-winning entries will participate in the 2025 DIA Exhibition, with opportunities for display in other domestic and international exhibitions.

(5) Industry communication

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.

(6) Media promotion

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.

VIII. Agenda

Event	Product Group	Innovation Incubation Group
Call for entries	Public Registration Close on 20 th Jun. 2025; Additional Registration Close on 20 th Sep. 2025;	Registration Close on 20 th Sep. 2025
Preliminary Evaluation	25 th Jun. 2025 - 4 th Jul. 2025	Conducted continuously throughout the year, and specific date will be notified separately.
Entry Delivery	1 st Sep. 2025 - 19 th Sep. 2025	
Second Evaluation	26 th Sep. 2025	
Final Evaluation	4 th Dec. 2025	
Award Ceremony	5 th Dec. 2025	

DIA Instructions for Participants

(I) Intellectual Property

1. All participants must be the designers or owners of the entries (the owners of the relevant intellectual property rights), and there shall be no intellectual property dispute between the owner or the designer and others (no intellectual property dispute has occurred or has been properly handled so far). For entries that are applying for (filing) relevant intellectual property certificates but have not yet obtained authorization, participants must submit relevant certificates at the time of registration. For entries that have not obtained relevant intellectual property certificates after winning the DIA awards, the DIA Committee has the right to require the participants to make a written guarantee.

2. The DIA Committee has the right to invalidate the award qualification of the entries with intellectual property disputes, including recalling the certificate, trophy or recovering the bonus. 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, legal 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 participants' registration information for the DIA promotion purpose, including but not limited to video shooting, exhibition, news reports, publication of DIA entries. Participants shall provide the written application for confidential requirement of your entries 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 shall not be modified once submitted. If the participants find that the registration information is incorrect after submission, please submit formal written application documents for the change of registration information before the 2025 DIA Award Ceremony. The DIA Committee shall have the right to revoke the award qualification and honor and recover the bonus on account of the participants'

exaggerated information. To ensure the orderly conduct of the evaluation, the DIA Committee and the judging committee have the right to adjust the category according to the rules and the actual situation of the entries.

(IV) Registration Qualification

Only the designers and the owners of the entries are eligible for registration. The participants should confirm and coordinate with the relevant parties to avoid duplicate registration. The DIA Committee shall bear no legal responsibility for the problems caused by the duplicate registration, for example, the ownership of honor or bonus, and have the right to invalidate the award-winning qualification and honor, and to recover bonus if the problems are not solved timely through negotiation. The same entry is not allowed to apply for the awards in the Product Group and the Concept Group at the same time.

(V) Result Notification

All the important DIA notifications, including evaluation results, will be released through the registration system in the DIA official website and the email address provided by the participants. Therefore, participants shall pay close attention to the related information channels. 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) Entry Delivery

1. According to the DIA evaluation regulations, for all shortlisted entries in the Second Evaluation, the participants are required to send a physical product or prototype for Second Evaluation. The delivery address, time and requirements will be specified in the “2025 Entry Delivery Instructions”, which will 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, insurance, tariffs, customs, etc. shall be borne by the participants.

3. Participants shall truthfully enter the delivery information within the time specified in the “2025 Entry Delivery Instructions”, which will be used by the DIA Committee for delivery check and entry return. The DIA Committee shall only be responsible for the safe custody of the entries according to their status when received.

4. All DIA evaluations and exhibitions will take place in professional venues, with transportation, storage, and

assessment conducted in accordance with industry standards. Participants are responsible for purchasing insurance if needed.

5. The judging committee will experience the functions of all the entries at the Second Evaluation site, so the participants shall install and debug the entries until they are serviceable. Where participants entrust the DIA Committee to install and debug the entries, please provide detailed installation video or instructions.

(VII) Return of Entries

1. In principle, the DIA Committee will not assume the responsibility of return. If participants request the DIA Committee to send back the entries, please fill in the relevant information before sending it back. Late submission will not be accepted.

2. The DIA Committee will arrange the return of entries in two time nodes: “First Return of Entries” (only non-awarded entries will be returned after the Second Evaluation) and “Second Return of Entries” (awarded entries and the remaining non-awarded entries will be returned after the DIA Award Ceremony and series activities). To ensure the progress of evaluation and exhibition, the entry returning requests will be rejected outside the designated return period.

3. All the costs, including transportation, tariffs, etc. incurred in

return of the entries shall be borne by the participants. For entries returned to domestic cities, DIA Committee will use freight collect payment. For entries sent back to overseas, the participants should provide the required delivery documents (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 participant fail to enter the information for entry return within the specified date due to its own reasons, and fail to contact the DIA Committee and provide complete information for entry return before December 31, 2025, the participant will be deemed as having given up the ownership of the entries. The time for entry return shall be designated by the DIA Committee, and urgent requests will not be accepted.

(VIII) Donation and Collection

1. The DIA Committee only accepts the award-winning entries that meet the relevant requirements, and will award the DIA Collection Certificate to the winners.

2. The award-winning entries shall be donated to the DIA Committee after the winners receive the bonus. For entries that need to be used for future research and development, or too

large to be transported, or whose value exceeds the bonus, the winner must submit a written application and relevant proof documents, then can donate a proportional model or prototypes after being confirmed by the DIA Committee.

(IX) Final Evaluation and Award Ceremony

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

(X) Certificate, Trophy and Bonus

1. Winners who are invited to attend the Award Ceremony will be awarded a trophy and a certificate on site. After the Award Ceremony, an electronic certificate will be generated in the registration system, and participants can download it by themselves. Those who are not present will be deemed as giving up the trophy and the certificate. In principle, the DIA Committee will not provide the trophy at other times or mail the trophy and the certificate to the winner. Those who are unable to be present and get the trophy on site for special reasons should provide a written statement and the DIA Committee will discuss and decide whether to provide the mailing service.

2. According to the evaluation results, the DIA Committee will give out bonuses to the corresponding winners through bank transfer in accordance with the relevant fiscal and taxation regulations and procedures of the People's Republic of China. Bonus recipients can either be the organization to which the submitter belongs (including its branches) or designated individuals within that organization. In cases where the bonus recipient and the entry submitter belong to different organizations or are individuals, an additional written authorization, signed and sealed by the submitter, shall be provided.

3. As the prize funds are allocated by the Zhejiang Provincial Finance Department, they must be utilized for the award-winning enterprises' scientific and technological research and development, technical innovation, or educational projects affiliated with DIA. Winners are required to sign a commitment letter for the use of the bonus before its disbursement. The bonus will be released after the DIA Committee collects and verifies the necessary documents.

(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, exhibitions and other events due to the incorrect information submitted by the participants themselves.

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

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

(IV) The DIA Committee shall not be responsible for safekeeping the outer packages of all entries. The DIA Committee will not be responsible for the damage or loss of the outer packaging.

(V) The DIA Committee shall not be responsible for safekeeping the entries if the participants fail to input the efficient delivery information in the system. The DIA Committee will not be responsible for any loss or damage of the entries during the shipment.

(VI) If the certificate is not generated due to the participant's failure to enter the “information of award-winning entries” in the system in time, or the certificate information is incorrect due to the participant's submission of wrong information, the DIA Committee shall not be responsible for re-generating the certificate and will not assume any responsibility.

(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 helping the participants to install and disassemble entries.

(IX) The DIA Committee shall not be responsible for any damage or loss of the entries 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 entries. The DIA Committee reserves the right of final interpretation and jurisdiction.