



2025 中国设计智造大奖 全球征集

2025 Design
Intelligence Award
Call For Entry

致全球设计创新者的邀请函

亲爱的设计师、创新者及跨界先锋：

您好！

2025 中国设计智造大奖全球征集已经全面开启，在此我们向全球设计先锋发出邀约，邀请各位参与这场汇聚全球智慧的年度设计赛事。

DIA 大奖关注年度设计领域的新趋势，以挖掘新物种、培育新赛道为导向，注重参赛作品的原创性和首发性，深度发掘创新性、突破性、成长性和革命性的创新设计作品和前沿应用案例。在这里，参赛者将直面全球顶级设计师，与跨学科权威的智慧共振，接入横跨科技、艺术与商业的全球资源网络，携作品登陆国际顶尖展示舞台。至此，诚邀全球创新者以设计为笔，共创技术变革下的智慧之书，见证智造创新赋能可持续未来的磅礴力量！

2025，DIA 期待您的到来！

谨启



韩绪

韩 绪 Han Xu

中国设计智造大奖组委会主席
中国美术学院副校长

Chair of the Design Intelligence
Award; Vice President of China
Academy of Art;



王坚

王 坚 Wang Jian

中国设计智造大奖学术委员会主席
中国工程院院士

Chair of Design Intelligence Award
Academic Committee; Member of
Chinese Academy of Engineering



卢涛

卢 涛 Lu Tao

中国设计智造大奖秘书长
中国美术学院文创中心主任

Secretary General of the Design
Intelligence Award; Director of Design
Innovation Center, China Academy of Art

INVITATION LETTER TO GLOBAL DESIGN INNOVATORS

Dear Designers, Innovators, and Cross-disciplinary Pioneers,

Greetings!

The 2025 Design Intelligence Award (DIA) call for entries is now officially open. We cordially extend an invitation to global design pioneers to participate in this annual design competition that gathers wisdom from around the world.

The DIA focuses on the latest trends in the design field each year, aiming to uncover new species and cultivate new tracks. It emphasizes the originality and first-time presentation of entries, deeply exploring innovative, ground-breaking, growth-oriented, and revolutionary design works and cutting-edge application cases. Here, participants will engage directly with top global designers, resonate with cross-disciplinary authoritative wisdom, and connect with a global resource network spanning technology, art, and commerce. They will have the opportunity to showcase their works on international top-tier platforms. We sincerely invite global innovators to use design as their brush to co-create the book of wisdom under technological transformation, witnessing the immense power of intelligent innovation empowering a sustainable future!

2025 DIA looks forward to your arrival!

Sincerely,

ABOUT DIA 大奖定位

78 个国家和地区

DIA has received submissions from
78 countries

DIA 已覆盖 5 大洲

Across 5 continents

中国设计智造大奖（以下简称“大奖”）创立于2015年，是我国综合设计领域首个国际化的学院奖，是当代创新设计评价与推广、交流与合作的平台，也是一个创意转向产业与未来的创新加速器。大奖以“人文智性、生活智慧、科艺智能、产业智库、生命智心、新质智形”为核心价值观，倡导设计回归“智造”本源。

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".

日程安排

Agenda

阶段 Event	产业智造组 Product Group	创新孵化组 Innovation Incubation Group
作品征集 Call for entries	公众报名 2025年 6月20日截止 追加报名 2025年9月20日截止 Public Registration Close on 20th Jun. 2025 Additional Registration Close on 20th Sep. 2025	2025年9月20日截止 Registration Close on 20th Sep. 2025
初评 Preliminary Evaluation	2025年6月25日 - 2025年7月4日 25th Jun. 2025 - 4th Jul. 2025	过程评审， 具体时间另行通知。 Conducted continuously throughout the year, and specific date will be notified separately.
作品寄送 Entry Delivery	2025年 9月1日 - 2025年9月19日 1st Sep. 2025 - 19th Sep. 2025	
复评 Second Evaluation	2025年9月26日 26th Sep. 2025	
总决赛 Final Evaluation	2025年12月11日 11th Dec. 2025	
颁奖盛典 Award Ceremony	2025年12月12日 12th Dec. 2025	
↓		

报名时间及费用

REGISTRATION PERIOD AND FEES

本次大奖公众报名于 2025 年 6 月 20 日 24 时（北京时间）截止，报名免费，组委会鼓励所有选手于公众报名期间完成报名。对于错过公众报名期的，组委会特设追加报名机会，并根据延期情况收取相应费用,用于与追加评审与组织费用。专家提名作品及创新孵化组作品全程不收取费用，具体细则如下：

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 for 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:

	报名截止时间 Deadline	报名费用 Fees
公众报名 Public Registration	2025年6月20日 20th June, 2025	免费 Free
追加报名 Additional Registration	2025年7月20日 20th July, 2025	1500元/件 ¥ 1500 per entry
	2025年9月20日 20th Sep. 2025	3000元/件 ¥ 3000 per entry

2025 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
产业智造组 Product Group	创新孵化组 Innovation Incubation Award	
金奖 Gold Award ¥300,000 4 项 / 4 winners	一等奖 First Prize ¥100,000 1 项 / 1 winner	
银奖 Silver Award ¥150,000 8 项 / 8 winners	二等奖 Second Prize ¥50,000 4 项 / 4 winners	
铜奖 Bronze Award ¥100,000 10 项 / 10 winners	三等奖 Third Prize ¥10,000 10 项 / 10 winners	
佳作奖 Honorable Mention Award	创新导师奖 Innovation Mentor Award ¥40,000 5 项 / 5 winners *特设创新孵化基金 / Special Innovation Incubation Fund	
	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	

* 所有奖金单位均为人民币税前金额，实际发放金额将依照中华人民共和国相关财税规定及流程，扣除对应税金及奖杯、奖状所需制作费用。
* 企业孵化基金由命题企业注资，将作为项目孵化种子轮投资，为项目落地及产业转化提供有力支持。

* 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.

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

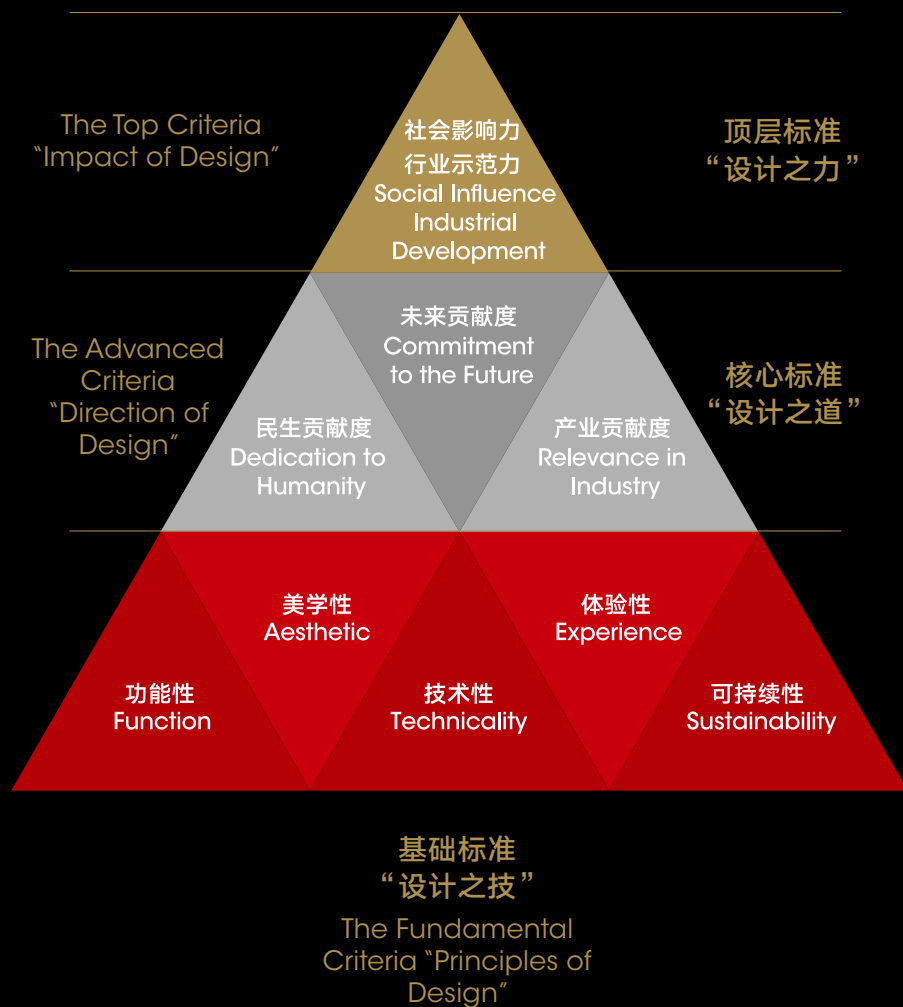
On-site Oral Defense

* 创新孵化组评审共设两轮评审，初评为过程评审，总决赛将以团队路演形式参与现场评审。

* 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.

DIA EVALUATION SYSTEM

“金智塔”评价体系



CATEGORY

参赛组别

产业智造组 PRODUCT GROUP

下设四大赛道
文化创新 生活智慧 产业装备 数字经济

This group consists of four categories, Cultural Innovation, Life Wisdom, Industrial Equipment, Digital Economy

创新孵化组 INNOVATION INCUBATION GROUP

下设五大赛道
其中 X 为自由选题，其余均为企业命题，企业命题将在后续另行发布

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.

Product Group
产业智造组

Cultural Innovation 文化创新

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、文旅新经济等文化经济领域的产品与服务。

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 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.



健康体 - 盲文注音字库
Health Font - A Phonetic-based Braille Input Font
2023 · 金奖 Gold Award



数字中轴·小宇宙：北京中轴线沉浸互动式数字展陈
Digital Central Axis Series: Microcosm
2024 · 金奖 Gold Award

Horizon of Khufu
2023 · 铜奖 Bronze Award

Product Group
产业智造组

Life Wisdom

生活智慧

生活智慧：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现代消费领域的产品与服务。



Ventete aH-1 Helmet
2024 · 金奖 Gold Award



BrainRobotics 智能仿生手
BrainRobotics mini hand
2023 · 金奖 Gold Award



华为 Mate XT 非凡大师
HUAWEI Mate XT ULTIMATE DESIGN
2024 · 银奖 Silver Award

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.



Product Group
产业智造组

Industrial Equipment

产业装备

强调以产业升级为内驱力，聚焦产业装备的转型升级、战略及新兴产业的未来发展、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、绿色能源、机器人与自动化工具等高端装备领域的产品与服务。

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.



BladeBUG
2023 · 银奖 Silver Award



新一代动力集中型动车组
Power-concentrated EMUs of NEW Generation
2018 · 金奖 Gold Award

傅利叶通用人形机器人 GR-1
GR-1
2024 · 全场大奖 Grand Award

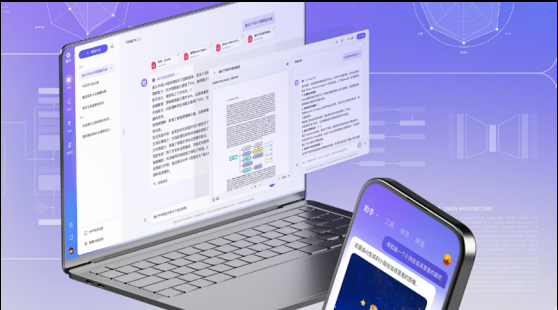
Product Group
产业智造组

Development and Application of AI

数字经济（AI 的开发与应用）

关注 AI 的开发与应用，强调以数字技术所产生的新经济模式，聚焦产业的数字化转型升级、人工智能技术的产业应用等内容；包含空间计算、智慧城市、智慧出行、智慧商业、智慧医疗、智慧教育、智慧社区、数字安防、空天信息、工业互联网、虚拟现实产品等互联网经济领域的产品与服务。

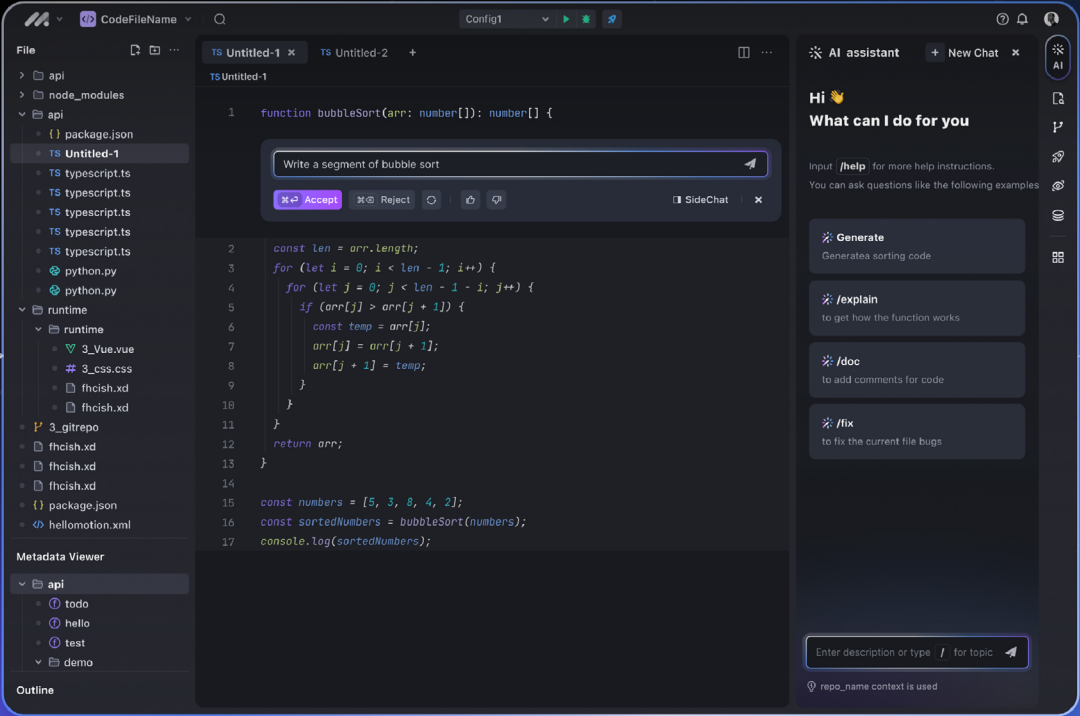
Focusing on AI development and applications, including products and services from the fields of artificial intelligence, spatial calculation, smart cities, smart mobility, smart business, smart medical care, smart education, smart community, industrial Internet, virtual reality, etc.



阿里云通义超级 AI 助手
Alibaba Cloud Tongyi Super AI Assistant
2024 · 佳作奖 Honorable Mention Award



盘古药物分子大模型智能加速药物研发
Pangu BigMol to Accelerate Drug Discovery with AI
2022 · 金奖 Gold Award



星辰 MarsCode：新一代由 AI 驱动的云端智能开发工具
MarsCode: the Next-Gen Cloud IDE driven by AI
2024 · 铜奖 Bronze Award

Innovation Incubation Group
创新孵化组

2025 年度全新设立,由 DIA、企业、高校共同发起,采用“企业命题 - 高校应题 - 产业转化”的形式,旨在孵化创新项目、培育创新人才、搭建从学院到产业的转化桥梁。

The “Innovation Incubation Award” is newly established jointly by DIA, enterprises, and universities. Following a model that involves “enterprise proposing challenges, universities providing concepts or prototypes, and industrial transformation”, this award aims to incubate innovative projects, cultivate young talents and build transformative bridges connecting academia and industry.



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.



01

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.



02

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.

04

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.



03



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.

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.



Fourier Humanoid Robot GR-1



DIA DESIGN INTELLIGENCE AWARD



2024中国设计智造大奖颁奖盛典

2024 DESIGN INTELLIGENCE AWARD CEREMONY



人文智性 生活智慧 产业智库 科艺智能



官网二维码
Official Website QR
code



官微二维码
Official WeChat QR
Code

www.di-award.org

参赛报名
Registration

中国设计智造大奖组委会
联系方式
DESIGN INTELLIGENCE AWARD COMMITTEE
CONTACT INFORMATION

网址 Website
www.di-award.org
电话 Tel
+86(0)571 87200197
邮箱 Email
info@di-award.org