2025
中国设计智造大奖
参赛指南

2025 Design Intelligence Award
Guideline for Participants

报名入口
Submission
Website

www.di-award.org

报名时间
Submission
Period

2025
1.1-6.20

官网二维码
Official website QR code

官微二维码
Official WeChat QR Code

目录

DIA Agenda

Event	Product Group	Innovation Incubation Group
Call for entries	Public Registration (free of charge): Jan 1, 2025 (Wed.) - Jun 20, 2025 (Fri.) Additional Registration (fee required): Jun 21, 2025 (Sat.) - Sep 20, 2025 (Sat.)	Free of charge: Jan 1, 2025 (Wed.) - Sep 20, 2025 (Sat.)
Preliminary Evaluation	Jun 25, 2025 (Wed.) - Jul 4, 2025 (Fri.)	Completed by October 31, 2025
Entry Delivery	Sep 1, 2025 (Mon.) - Sep 19, 2025 (Fri.)	Nov 10, 2025 (Mon.) - Nov 21, 2025 (Fri.)
Second Evaluation	Sep 26, 2025 (Fri.)	Late November 2025
Final Evaluation	Dec 11, 2025 (Thu.)	
Award Ceremony	Dec 12, 2025 (Fri.)	

Fees and Award Setting

Application fee: No fees will be charged for works from the Innovation Incubation Group throughout the process. For works from the Product Group, if the public registration period is missed, an additional registration opportunity can still be obtained by paying the fee before September 20. The DIA committee will charge corresponding fees based on the extension. Besides, the logistic fee, insurance premium, customs duties and other expenses incurred in sending entries should be borne by applicants.

2025 DIA Award Setting			
Grand Award 1 winner, RMB 1,000,000/winner			
Product Group (22 winners, 3,400,000RMB)	**Innovation Incubation Award (46 winners, 1,100,000RMB) + Innovation Incubation Fund**		
	Enterprise Challenge Track		**"X" track**
Gold Award 4 winners, ￥300,000/winner Silver Award 8 winners, ￥150,000/winner Bronze Award 10 winners, ￥100,000/winner	Innovation Gold Award (2 winners, ￥100,000/winner) Innovation Silver Award (6 winners, ￥50,000/winner) Innovation Bronze Award (18 winners, ￥10,000/ winner)		Future Talents (4 winners, ￥20,000/ winner) Young Talents (10 winners, ￥10,000/winner)
	■ Innovation Mentor Award (6 awards, ￥40,000 each) ■ Outstanding Organizing Award (Open to all mentors of the award-winning works)		
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.

Group Division and Categories

Entries of DIA are divided into the Product Group and the Innovation Incubation Group. (One entry can only be submitted under one group and one category. The DIA committee reserves the right to adjust the group and category of entries.)

Product Group: Open to products launched within 2 years prior to the submission date, or unreleased prototypes with industrial feasibility.
There are four categories, namely Cultural Innovation, Life Wisdom, Industrial Equipment, and Digital Economy. Before registration, participants can choose the entry category according to the attribute of the works. If the works have multiple attributes, it is recommended to choose the entry category according to their core innovation points.

Cultural Innovation:	Life Wisdom:	Industrial Equipment:	Digital Economy:
Recognizing and emphasizing culture as the internal driving force behind the idea, we focus on the contemporary revival of traditional culture, the design crafting of the idea, the value created both in culture IP and the green sustainable development, etc.	Recognizing the way we live as a driving force behind the idea, we focus on the wisdom they bring to daily life, intelligent approaches to everyday appliances and how they care for vulnerable groups in society,etc.	Recognizing production as a driving force for the idea, we focus on how equipment has been upgraded or transformed, how strategic new industries are emerging and how production systems are optimized for maximum efficiency, etc.	Recognizing digitalization as the driving force, we focus on the digital upgrading of agriculture, industry, services, etc.

Subcategory		Subcategory		Subcategory		Subcategory	
Cultural gifts	Stationery	Electronic and digital devices	Household appliances	Transportation facilities	Medical equipment	Artificial Intelligence	Spatial computing
Packaging	Fashion and clothing	Kitchenware and bathroom products	Smart home devices	Construction equipment	Agriculture and forestry equipment	Smart business	Smart mobility
Tableware	Furniture and lighting	Mother and baby products	Elderly care products	Military equipment	Office equipment	Smart education	Smart medical care
Social innovation	Cultural tourism new economy	Pets supplies	Personal care products	Mechanical tools	Robots	Smart city	Smart community
Others		Sports and leisure products	Toys and musical instruments	Others		Industrial IOT	Virtual reality products
		New technologies and new materials	Disaster prevention and protection products			Others	
		Others					

Innovation Incubation Group: Exclusively open to university-affiliated teams. Participants must submit either a valid student ID or a graduation certificate issued within the past 5 years. Participants should be able to deliver a complete design proposal and a functional prototype by November, 2025.
The Innovation Incubation Group combines enterprise-proposed challenges with open-topic challenge, including "6+X" tracks, with "X" being an open-topic challenge and the others being enterprise-proposed challenges.

Enterprise	Challenge	Requirement
Unitree Robotics	Scenario Symbiosis·Emotional Empowerment: Innovative Design of Intelligent Agent Robots	This challenge requires participants to design an innovative and application-oriented solution for a general-purpose humanoid or quadruped robot, with an electric rotary actuator as the core driving unit. Participants are free to define the application scenario and complete the overall design of the robot, including functional definition, form, CMF (Color/Material/Finish), and dynamic interaction. The aim is to ensure a high level of adaptability between the robot and its environment, and to envision a blueprint for the evolution of mechanical life - one that balances engineering feasibility with human-centered warmth.
BrainCo	Innovative Design for Brain-Computer Interface Application Scenarios	This challenge centers on the application innovations of Brain-Computer Interface (BCI) technology across medical rehabilitation, human factors engineering, intelligent interaction, and multi-generational user scenarios. It seeks to address existing pain points in user experience, interaction design, and contextual adaptability while elevating usability, comfort, and emotional resonance for end-users.
Deep Robotics	Application of Legged Mobile Robots in Smart Cultural Tourism Industry	This challenge imposes no specific functional constraints. It encourages participants to unleash their creativity under the theme of "Smart Cultural Tourism + Legged Mobile Robots", designing solutions for typical industries and concrete scenarios.
Rokid	"Boundless Symbiosis" Future Interaction Lab	This challenge encourages participants to design innovative interaction methods or product solutions for real-world application scenarios with the concept of "Boundless Human-Machine Symbiosis" based on Rokid AR hardware platforms (e.g., Rokid AR Studio, Rokid AR Lite).
Fourier Intelligence	Innovative Design of a Multi-modal Interactive Health Companion Robot	This challenge focuses on China's elderly population in the context of health and wellness, aiming to explore new forms and functional paradigms for in-home health companion robots through interdisciplinary robotics technology and innovative interaction models.
Alibaba International	Co-creation with AI	This challenge encourages participants to explore the application of AI in cultural tourism and retail scenarios around the concept of "human-machine co-creation". The cultural tourism direction focuses on the digital expression of traditional culture, while the retail direction emphasizes the intelligent generation and localized dissemination of creative content. Participants can leverage AIGC tools such as ComfyUI to identify industry pain points, design AI tools or workflows, promote the intelligent reconstruction of cultural tourism narratives and retail materials, and establish a new paradigm of human-machine collaboration.
"X" track		No specific theme is set, young designers are encouraged to explore unknown fields.

Registration Information

The following is the information you should fill in and submit when logging in to DIA official registration website.

Attention: Items marked with (*) are required, and items marked with (◉) may be announced to the public after the entries are shortlisted/awarded.

Part 1 Account registration	*** Register email address**			This email address will be used as your user account on DIA website. After registration, the email address can be reused every year. Once registered, it cannot be cancelled and modified
	* Applicant's information The dynamic updates of the event nodes for the current year will be communicated to the participating team through the **email**/telephone number of the applicant. Please check your email in time and keep your communication channel open	1. Name of applicant; 2. Gender（Male/Female）; 3. Age		
		Organization type (Based on the actual situation)	Enterprise/design company	1. Enterprise name 2. Enterprise scale (Large: 300+; Medium: 300-100; Small: 100-10; Micro: less than 10) 3. Position or title
			University/college	1. Name of university/college; 2. Teacher/student; 3. Education background; 4. Professional title (optional)
			Social individuals or organizations	1. Social individuals (including artists/independent designers, etc.); 2. For social organizations, please fill in the organization name and organization type (social organization/private non-enterprise unit/foundations/others)
		Contact information		1. Mobile phone; 2. E-mail; 3. Telephone; 4.SNS account; 5.Country or region
Part 2 Entry submission	Basic information	Invitation code		Used when filling in the invitation code or nomination code. The selection mechanism of direct application and expert nomination is adopted in the DIA. The invitation code is used to distinguish the source of the participant' entries, and the nomination code is unique to the experts, with which the nominated entries can directly enter to the Second Evaluation.
		*/◉ Entry name		No more than 50 words
		* Product attribute		Fill in according to product function attributes, for example: if the product name is Kindle, fill in e-book reader here
		*/◉ Group and category	Product Group	This group includes four categories: "**Cultural Innovation, Life Wisdom, Industrial Equipment and Digital Economy**". Before registration, participants can choose the entry category according to the attribute of the works.
			Innovation Incubation Group	This group includes "6+X" tracks, with "X" being an open-topic challenge and the others being enterprise-proposed challenges. For details, please refer to the previous section on group division and categories, and challenge descriptions.
	Entry description	*** Description of entry** (**Written materials** to help judges understand the design value of the works)	Positioning	Define your works in one sentence (No more than 50 words)
			Design innovation points	Describe the core innovation points of the works; No more than 3 points in principle (No more than 300 words)
			Product Group — Demand and market analysis	It is suggested to describe the market/social value of the works from the perspectives of user demand, market scale and competitive product analysis (No more than 300 words)
			Product Group — Core technology and process	It is suggested to describe the technical competitiveness of the works from the perspectives of core technology and process, peer competition report, etc. (No more than 300 words)
			Innovation Incubation Group — Pain point analysis	It is suggested to describe the pain points solved by the works from the perspectives of user experience analysis and market demand analysis (No more than 300 words)
			Innovation Incubation Group — Potential and extensibility	It is suggested to describe the potential and extensibility of the works from the perspectives of core technology and process, peer competition report, etc.(No more than 300 words)
			Keywords	Keywords of the works can be generated according to your description, which can be edited and modified
			Track	Select entry track: Culture, Entertainment, Residence, Health, Ecology, Education, Wearables, Traveling, Medical treatment , Work, Diet, Personal care, Equipment, X
	File Upload	**◉ Entry display** (**Pictures and video** that help judges understand the design value of your works. If no special circumstances occur, they will be used for publicity and exhibition by default after the works are shortlisted or awarded)	*** Full View**	JPG format, less than 3M, only 1 pic, 210mm*210mm, no text, 300dpi, RGB
			* Details	JPG format, less than 3M, 1-4 pics, 210mm*297mm, 300dpi, RGB
			Video	***During the registration stage, videos are required for the entries in the Digital Economy category.** It is optional for other category. MP4 format, less than 100M, less than 3 minutes. 1280*720 (720P) is recommended. If the video has subtitles, English subtitles are required.

Registration Information

Continued from previous page

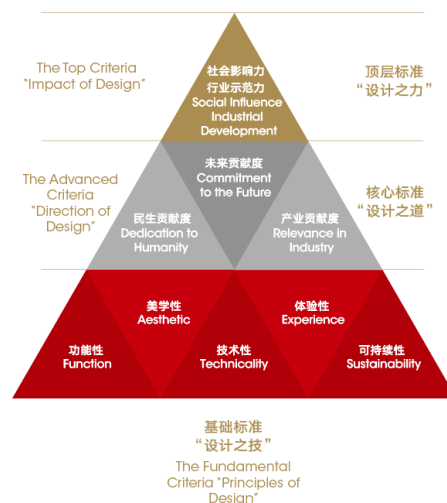**Attention: Items marked with (*) are required, and items marked with (◉) may be announced to the public after the entries are shortlisted/awarded.**

Part 2 Entry submission	Additional information	★ Operation info	Launch Status(Product Group) For products commercially available, they should be available in the market for less than 2 years. For unlaunched products, the physical products or prototypes with complete functions should be provided when participating in the Second Evaluation and Final Evaluation of the current year	The product is available on the market (Service implemented)	★ Choose launch time: MM/YY
					★ Retail price
					Offline channel: Where can I buy or find this product? Please fill in the specific address such as accurate store information, which will help promote the product in the future.
					Online channel: Where can I buy or find this product? Please fill in the online channel accurately, such as the official e-shop URL or sales call, which will help promote the product in the future.
				The product is not available on the market (Service not implemented)	*Choose planned launch time: MM/YY
					Pre-sale price
			Entry status (Innovation Incubation Group)	★ Concept/ Model/ Prototype	Choose product planned launch time: MM/YY
					Pre-sale price
		★ Intellectual property (Patent application)	Approved/In progress		★ Select patent type (invention patents/utility model patents/design patents)
					★ Upload certificates or documents (1-3 pics of the patent certificate or patent application acceptance document in JPG format, and each pic should be less than 3M)
			No patent		/
		★ Award info (Did the entry win other awards before?)	Yes		★ Upload certificates (1-3 pics of the award certificate in JPG format, and each pic should be less than 3M)
			No		/
	Team information	★/◉ Relevant organization of the entry (If the entry is granted an award, the info will be used for the award certificate, yearbook and external publicity)	★/◉ Owner ★/◉ Designer ◉ Manufacturer (optional)	Enterprise or Organization/ Individual	Name (Enterprise or Organization/Individual)
				Nationality	Based on the actual situation
				Website	URL
		★/◉ Main project members (If the entry is awarded, the info will be used for the award certificate, yearbook and external publicity)	Product Group		**Information of the main team members** (The information of winners on the certificate will be arranged according to the order in which you added them, with a maximum of 5 people): ★ Name/★ Nationality/★ Position/★ Company/Education background/ Graduated school/★ Email/★ Mobile number/ WeChat account
			Innovation Incubation Group		**1. Information of the team mentor** (Optional based on the actual situation, with a maximum of 2 people): ★ Name/★ Nationality/★ Education background/★ University/College
					2. Information of the main team members (The information of winners on the certificate will be arranged according to the order in which you added them, with a maximum of 5 people): ★/◉Name/★ Nationality/★ Company/★ Position/Education background/Graduated school/★ Email/★ Mobile number/WeChat account/★ a valid student ID or a graduation certificate issued within the past 5 years

PLEASE CONFIRM

You can no longer modify the information and the system will send a confirmation email to the registered email address once submitted.

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.

The Top Criteria "Impact of Design"
顶层标准 "设计之力"
社会影响力 行业示范力 Social Influence Industrial Development

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

美学性 Aesthetic
体验性 Experience
功能性 Function
技术性 Technicality
可持续性 Sustainability

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

Entry Number in Previous Years

After nine years, DIA covers 78 countries and regions around the world, and DIA has received nearly 60000 entries.

78 个国家和地区
DIA has received submissions from 78 countries
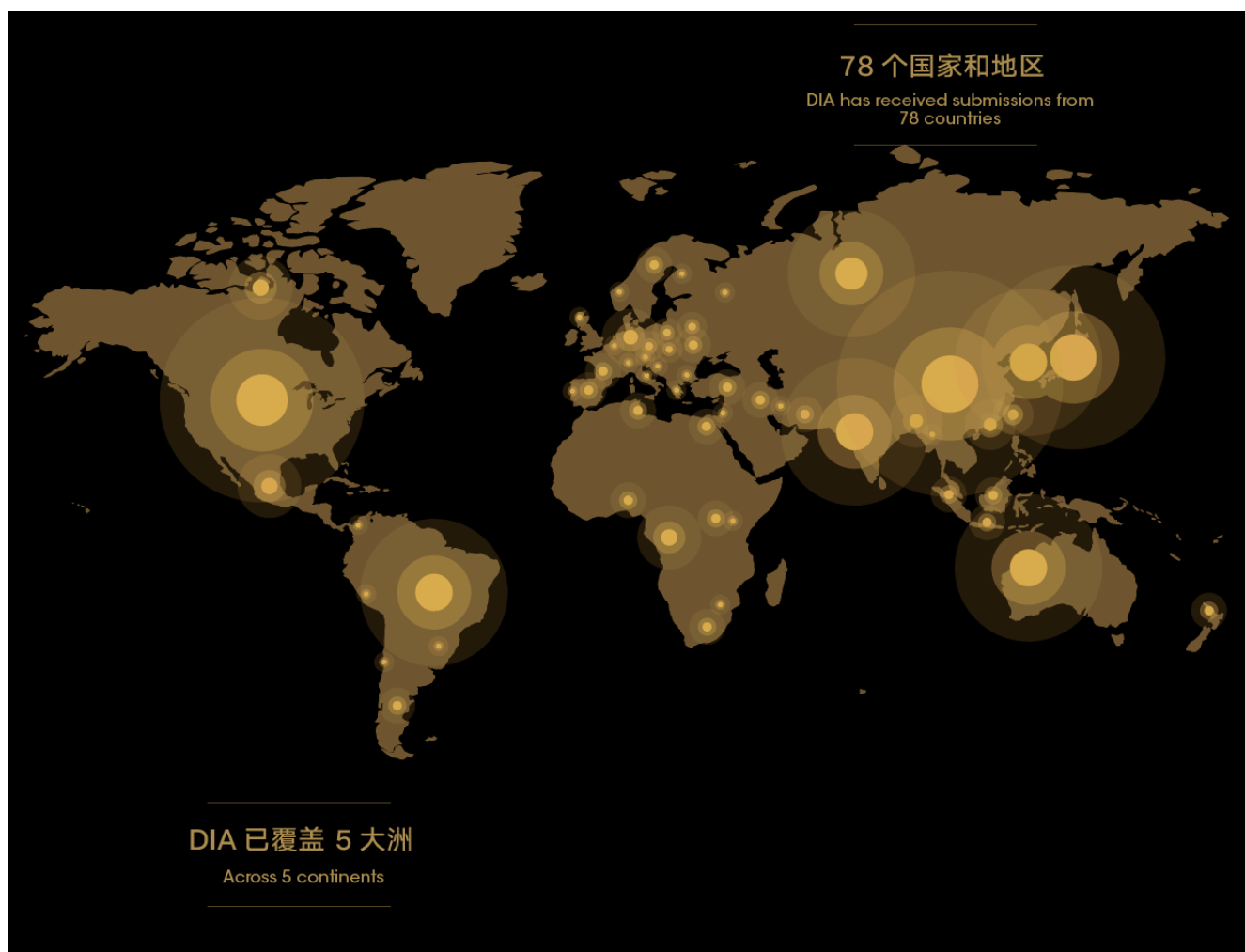
DIA 已覆盖 5 大洲
Across 5 continents

WINNERS' BENEFITS 参赛价值

奖杯证书授予
TROPHY AND CERTIFICATE
01

获奖者将获得奖杯及获奖证书一份（须现场领取）。参加本年度佳展展的作品将获得"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
02

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.

年鉴收录及官网展示
YEARBOOK INCLUSION AND OFFICIAL WEBSITE SHOWCASE
03

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
04

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
05

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
06

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

FAQ for the Design Intelligence Award

I. Award Overview What is DIA?
Q1: What is the positioning of DIA?
Full name: Design Intelligence Award (DIA)
Positioning: Established in 2015, DIA is China's first international academy award in the comprehensive design field. It serves as an innovation design evaluation and promotion platform for driving the transformation of creativity into industry and future applications.
Core values: Guided by the principles of "Humanistic Intellect, Life Wisdom, Science-Art Intelligence, Industry Think Tank , Empathetic Life Intelligence, and New-Quality Intelligent Forms," DIA advocates for design to return to the essence of "Intelligent Creation."

Q2: What are DIA's unique features?
Global vision: Engages world-renowned experts as judges.
Cross-disciplinary integration: Covers diverse fields including cultural innovation, life wisdom, industrial equipment, and digital economy.
Industry connection: Facilitates industrialization of design outcomes through corporate challenges, incubation funds, and other mechanisms.

Q3: Award setting & prizes
•Grand Award (1 winner): ¥1,000,000 (open to all groups and categories)
•Product Group:
　○Gold Award (4 winners): ¥300,000 each
　○Silver Award (8 winners): ¥150,000 each
　○Bronze Award (10 winners): ¥100,000 each
•Innovation Incubation Group:
　○Enterprise Challenge Track
　　▪Innovation Gold Award (2 winners): ¥100,000 each
　　▪Innovation Silver Award (6 winners): ¥50,000 each
　　▪Innovation Bronze Award (18 winners): ¥10,000 each
　　▪Innovation Mentor Award (6 awards): ¥40,000 each (If a group has fewer than 2 mentors, the bonus will be cut in half.)
　○"X" Track
　　▪Future Talents (2 winners): ¥40,000 each
　　▪Young Talents (10 winners): ¥10,000 each

•Honorable Mention Award (open to all groups and categories, around 300 winners, and the actual number of award winners is subject to the evaluation results).

Q4: What are the judging criteria?
DIA employs the "Pyramid" evaluation system, structured across three tiers: Foundation Criteria (Design Technique), Core Criteria (Design Philosophy) and Top-Level Criteria (Design Impact).

DIA winners' benefits
The DIA not only offers substantial prizes and prestige to the participants but also drives the promotion, transformation, and industry impact of design innovations through diversified resource integration. Participants gain official recognition, industry exposure, corporate collaboration, and global networking opportunities. The value of the award is embodied in the following six core dimensions:
1.Honors & Recognition – Trophy and official certificate;
2.Industry Endorsement – Inclusion in the annual DIA Yearbook and touring exhibitions;
3.Resource Networking – Direct engagement with global experts and enterprises;
4.Media Empowerment – Access to a global promotional network;
5.Industrial Transformation – Incubation funding and corporate support;

6.Lifetime Privileges – Permanent rights to use the DIA winner logo for showcasing the awarded works.

Q1: What official recognition do winners receive?
•Trophy & certificates:
○All winners will receive an exclusive trophy and printed/digital certificates (trophies must be collected in person; e-certificates are downloadable).
○Winners whose works are included in the annual DIA Exhibition will be awarded the Exhibition Certificate. For the works donated to the DIA Committee for collection, the participants will be awarded the DIA Collection Certificate.
•Logo authorization:
○Winners will obtain lifetime rights to use the official DIA logo, to enhance brand credibility.

Q2: How are awarded works documented and displayed?
•Yearbook inclusion: All the award-winning works will be included in the DIA Yearbook in the year, and will be permanently displayed in DIA official website.
•Global touring exhibitions: Winning projects are invited to the DIA Exhibition and domestic and international touring showcases, featured at high-impact platforms like design weeks and industry summits.

Q3: What industry networking opportunities are offered?
•Participation in High-Level Events: Winners can be invited to attend the award ceremony, and have the opportunity to attend industry forums and have direct dialogues with global design masters, corporate executives and representatives of investment institutions.
•Corporate collaboration: Innovation Incubation Group winners may have the opportunity to intern with partner enterprises and promote the industrialization and application of their works.

Q4: How does media promote award-winning works?
•Worldwide exposure: We are in partnerships with 100+ international media outlets; key events (e.g., award ceremonies) are live-streamed globally.
•In-depth report: Winners will be given priority to media interviews, and outstanding cases will be pushed on official website, social media and partner channels.

Q5: What Initiatives will be offered to support the industrial transformation of winning projects?
•Incubation fund: Establish special business incubation funds for the commercialization of outstanding concepts.
•"Competition-Industry-Education" integration: For high-quality projects, the enterprise may sign an agreement for commercialization with universities.

II. Competition Process
Registration stage: Before submitting entries
Q1: Who is eligible to participate?
•Product Group: Open to all enterprises, academic institutions, organizations, and individuals without restrictions.
•Innovation Incubation Group: Limited to university teams (must submit student IDs or graduation certificates issued within the past 5 years).

Q2: What are the entry requirements?
•Product Group: Submitted entries must have been launched within the last 2 years (based on registration date) or possess a clear foundation for industrialization if not launched.
○Category: Cultural Innovation, Life Wisdom, Industrial Equipment, Digital Economy
•Innovation Incubation Group: The full design proposal and test prototype must be completed before November, 2025.
○Enterprise challenges:

- Unitree Robotics: Scenario Symbiosis · Emotional Empowerment: Innovative Design of Intelligent Agent Robots
- BrainCo: Innovative Design for Brain-Computer Interface Application Scenarios
- Deep Robotics: Application of Legged Mobile Robots in Smart Cultural Tourism Industry
- Rokid: "Boundless Symbiosis" Future Interaction Lab
- Fourier Intelligence: Innovative Design of a Multi-modal Interactive Health Companion Robot
- Alibaba International: Co-creation with AI
○ X track (open theme).

Q3: Registration deadlines & fees? (Beijing Time)
· Product Group:
○ Public registration: Until June 20, 2025, 24:00 (free)
○ Late registration: June 21 – September 20, 2025, 24:00 (fee: ¥1,500–3,000 per entry).
· Nominated Entries & Innovation Incubation Group: Until September 20, 2025, 24:00 (free at all stages).

Q4: Can multiple entries be submitted?
Yes. Individuals/organizations may submit multiple distinct works.

Q5: Are team collaborations accepted?
Yes. Both individual and team entries are welcome.
The names of up to 5 core awardees may be listed on the award certificate.

Q6: Are works that have previously won other awards eligible for DIA?
Yes, they are.

Q7: Can the same work be submitted repeatedly?
No. Duplicate submissions without prior coordination may lead to disqualification by the DIA committee.

Q8: How to choose the submission category?
Participants can choose the entry category/challenge based on the nature of their works. If the works have multiple attributes at the same time, it is recommended to choose the entry category according to their core innovation points.

Q9: Do participants retain the intellectual property rights of their entries after winning?
Yes, the intellectual property rights of the winning entries will remain with the participants .

Q10: Can previous non-winning entries re-apply for DIA this year?
Previous non-winning entries without significant iterations/improvements are not recommended to re-apply for DIA.

Registration phase: During entry submission
Q1: How to register?
Visit the DIA official website (www.di-award.org), complete registration, and submit required materials.

Q2: What materials are required?
· General materials: project description, renderings, video, etc.
· Special materials:
○ Innovation Incubation Group: Student ID or graduation certificate.
○ Entries with intellectual property rights: Relevant proof of IP application or registration.

Q3: Do I have to upload the video of my works?

•Preliminary Evaluation: Videos are required for entries such as software and integrated services that do not involve physical products. For other categories, submitting a video is optional;
•Second Evaluation: video is mandatory for all entries. If the video of your works has been uploaded during the Preliminary phase, participants may choose to keep it or upload a new video to replace it.

Q4: How to resolve upload failures?
1.Please check whether the file format and size meet the requirements first;
2.Refresh the upload page; Try using another browser and upload your files again (Chrome is recommended).
3.If the files still cannot be uploaded, please contact the DIA Committee by email (info@di-award.org).

Q5: Is English translation of the submission information required?
Since DIA juror members come from various countries, for overseas entries, please fill in the information in English.

Q6: What is an invitation code? Can one code be used for multiple entries?
DIA adopts a selection mechanism combining public registration and expert nomination. The invitation codes are divided into ordinary invitation codes and expert nomination codes, which are used to distinguish the sources of entries. Providing an invitation code is optional, and one invitation code can be used for multiple entries.

Q7: What is the expert nomination mechanism?
In order to attract more outstanding entries, the DIA Committee will invite authoritative experts to recommend outstanding works to participate in the DIA every year.
This kind of works must be registered online using the exclusive invitation code provided by experts. The code must be entered during registration and will be reviewed by the Committee. Once approved, the nominated entries will be granted direct access to the secondary evaluation round.

Q8: How to obtain an expert nomination?
Nominated entries are invited and recommended directly by the experts, and the list of nomination experts for the current year will be updated simultaneously in the DIA official website and official social media during the call-for-entries period.

Q9: Will the shortlist rate of direct applications be affected by the expert nominations?
No, the principle of merit-based selection is adopted in the Preliminary Evaluation, and there is no quota limits, so it will not be affected by the expert nominations.

Q10: Will the main team members the same as those listed in the award certificate?
Yes, the information of team members provided in the registration stage will be shown in the award certificate, and the names of the winners will be arranged according to the order in which you added them (5 individuals at most).

Q11: What do the owner, designer, manufacturer and applicant mean respectively? What are their roles?
For the owner, designer and manufacturer, you can choose to fill in with either an organization or an individual. If the entry wins an award, the information will be shown in the award certificate and used for public outreach such as exhibitions and media coverage. According to the DIA competition rules, only the designer or owner (i.e., the party holding relevant intellectual property rights to the entry) are eligible to register. Multiple parties cannot submit the same entry separately.
The applicant serves as the official contact person for the submitted entry. All important competition notifications for the current year will be communicated exclusively to the participating team via the applicant's email address (applicant is required to regularly check emails and stay reachable). The applicant must be a representative of either the designer or the owner of the submitted work.

Registration phase: After completing entry information
Q1: How to confirm successful registration?
The registration system will send a confirmation notice. Participants are required to regularly check the official website and their email inbox.

Q2: What should I do if I got a message prompting that the entry hasn't been submitted yet, but the status of the entry shown on the official website is "Submitted"?
Please check the list of entries in the "Entry Management" page to see if there are any duplicate entries that have not been submitted yet. Delete them if found; otherwise, disregard the notification.

Q3: How to modify the information if errors are found after submission?
1.Before the registration deadline: If errors are found, create a new entry in the "Entry Management" page, resubmit it, and delete the incorrect version.
2.After the registration deadline and before the Award Ceremony: No self-editing allowed. To request a correction, participants should submit a written amendment request for the DIA Committee to review for approval.

Q4: Should I submit the physical entry to DIA? If so, when?
The Preliminary Evaluation is carried out online, so no physical items are required. However, physical entry will be required if your entry is shortlisted for the Second Evaluation.
Please prepare the physical product or model prototype in advance, and for virtual products such as software and service systems, please submit videos that fully interpret the product functions.

Q5: How can I stay informed about the latest competition updates after registration?
DIA participants come from various countries and regions around the world. To ensure consistent information delivery, all important announcements related to the current year's competition will be sent to the applicant's email. (applicant is required to regularly check emails and stay reachable).
1.Domestic participants in China can access publicly available information through the DIA official website, WeChat official account, and the DIA WeChat exchange groups.
2.International participants can access publicly available information through the DIA official website and the official Instagram account.

Q6: How are intellectual property disputes handled?
In the event of a dispute, the DIA Committee reserves the right to revoke any awards and reclaim prize money. Participants shall bear full responsibility for any related consequences.

Evaluation phase: Preliminary Evaluation
Q1: What is the format of the Preliminary Evaluation?
•Product Group: Graphic and text-based evaluation (online evaluation).
•Innovation Incubation Group: evaluation will be conducted throughout the year (schedule to be announced separately).

Q2: When will the Preliminary Evaluation results be released?
•Product Group: Within one week after the Preliminary Evaluation ends on July 4
•Innovation Incubation Group: Evaluation will be conducted throughout the year. The exact timeline is subject to updates on the official DIA website and email notifications.

Q3: How can participants check their Preliminary Evaluation results?
Participants must log in to the registration system to check results. Refer to the official website and email notifications for specific updates.

Evaluation phase: Second Evaluation
Q1: What do participants need to prepare for the Second Evaluation?

•Product Group: Submit a physical product or prototype (to be reviewed in combination with video).
•Innovation Incubation Group: Evaluation will be conducted throughout the year (details to be provided separately).

Q2: When will the Second Evaluation results be released?
•Product Group: Within 1–2 weeks after the Second Evaluation ends on September 26
•Innovation Incubation Group: Evaluation will be conducted throughout the year. The exact timeline is subject to updates on the official DIA website and email notifications.

Q3: How can participants check their Second Evaluation results?
Participants must log in to the registration system to check results. Refer to the official website and email notifications for specific updates.

Evaluation phase: Physical entry submission for the Second Evaluation
Q1: When is the submission period?
Submission period: September 1–19, 2025 (Specific requirements will be detailed in the "Physical Entry Delivery Guidelines").

Q2: Who is responsible for the costs of entry delivery?
Costs: All related costs, including shipping, insurance, and customs duties, must be borne by the participants.

Q3: What happens if the entry is not delivered on time?
Failure to deliver the entry within the designated timeframe will be deemed a forfeiture of the Second Evaluation qualification.

Q4: When will the physical entries be returned?
•Award-winning entries with prize money: In principle, these entries will be donated to the DIA Committee for collection. Collected entries will be used in future major exhibitions and promotional activities, and will not be returned.
•Honorable Mention Award entries: These entries must participate in the annual DIA Exhibition (usually starting in December each year). Non-donated works will be returned after the exhibition; exact timing will be announced separately.
•Non-winning entries:
○Domestic entries: Returned after the Second Evaluation Exhibition ends; exact timing will be announced separately.
○International entries: Returned after the conclusion of the annual competition cycle; exact timing will be announced separately.

Evaluation phase: Final Evaluation
Q1: How can an entry advance to the Final Evaluation?
Works in the Product Group must pass the Second Evaluation, and works in the Innovation Incubation Group must pass the ongoing evaluation process conducted throughout the year.

Q2: What is the format of the Final Evaluation?
Product Group: On-site Defense (participants must prepare a PPT presentation and a video).
Innovation Incubation Group: Team road show and demonstration.

Q3: What happens if a participant is absent from the Final Evaluation?
Absence from the Final Evaluation will be regarded as a forfeiture of both the award and the prize money.

Q4: Who is responsible for travel and accommodation expenses?
All travel-related expenses are borne by the participants.

Award Ceremony

Q1: When and where will the Award Ceremony take place?
Date: December 12, 2025 (Friday)
Location: Liangzhu Campus, China Academy of Art, Hangzhou, Zhejiang Province, China
*In the event of force majeure, adjustments to the schedule will be announced in advance by the DIA Committee.

Q2: How can participants receive their trophies and certificates?
Trophies must be collected in person at the Award Ceremony; failure to do so will be regarded as waiving the award. Electronic certificates can be downloaded from the official website.

Q3: Who is responsible for travel expenses?
All travel-related expenses are borne by the participants.

III. Post-Competition & Miscellaneous

Q1: Who holds the rights to promote winning entries?
The DIA Committee reserves the right to use winning entries for promotional purposes (e.g., exhibitions, publications, etc.). For confidentiality concerns, participants must submit a written request in advance.

Q2: How will prize money be disbursed?
Prize money will be transferred via bank transfer. Relevant taxes will be deducted in accordance with Chinese tax laws (refer to the prize disbursement notice for the year).

Q3: What if the submitted entries are damaged or lost?
If the damage or loss is not caused by the DIA Committee, the Committee will not be held liable. Participants are advised to purchase insurance for their entries.

Q4: Is it mandatory to donate the awarded works?
Yes, winning entries that receive prize money must be donated to the DIA Committee. In special cases, participants may apply to donate a scale model instead.

Q5: Official information channels
  Inquiries (Weekdays 9:00–17:00, Beijing Time)
·Official email: info@di-award.org
·Tel: +86 0571 87200196
·WeChat: + 86 15781091589
  Media partnership
·Official email: media@di-award.org

IV. Innovation Incubation Award

Q1: How should universities select a challenge? Can they choose more than one track?
The DIA Committee recommends that universities select challenges based on their academic strengths and disciplinary features, and align them with enterprise-defined challenges. Different departments within the same university may register for different tracks. The DIA Committee encourages interdisciplinary and cross-cultural participation across universities and will take into account both the enterprise feedback and the relevance and compatibility of the university to the challenges when determining final participating universities.

Q2: How should universities organize participation in the Innovation Incubation Award, and what is the timeline?
Universities may organize participation through coursework or workshops. Entries should be submitted to DIA by September 20 following the conclusion of the course. After submission, participants may continue to refine their works and submit prototypes or models for Final Evaluation.

Q3: Will there be presentations in universities during the creation process?
Yes. The DIA Committee will partner with enterprises to form a roadshow team to deliver briefings and challenge explanations at selected universities, and strengthen interaction between universities and businesses.

Q4: Will enterprises provide prototyping and technical support?
Yes. In addition to offering prize money, enterprises will also provide technical support and prototyping resources to help ensure that physical prototypes or models can be produced for the Final Evaluation and exhibition.

Q5: Can prototyped works also participate in other competitions?
Yes. After completing all DIA Innovation Incubation Award procedures for the year, the prototyped works may be submitted to other competitions in subsequent years.

Q6: Who owns the intellectual property (IP) of the submitted works?
The IP belongs to the university. The enterprise that proposed the challenges will have the right of first refusal, and may enter into an agreement with the university for industrial transformation.

Q7: What is the typical incubation period for these Innovation Incubation Award projects?
Based on past experience with university research commercialization, the incubation cycle can be up to two years. After two years, it may be transitioned into a student-led entrepreneurial project.

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 Innovation Incubation 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.

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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.

Related 2025 DIA Documents Download

2025 DIA Announcement

Declaration of Intellectual Property Rights of DIA Entry