

2026 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 "Mind of Agent, New Form of Intelligence, Intelligence of Humanity, Wisdom of Life, Fusion of Tech & Art, Brain of Industry" as its core values, DIA champions the return to the fundamental essence of design "Intelligent Manufacturing".

II. Award Group Setting & Participants

The 2026 DIA features two main groups: Product Group and Concept Group, both of which cover four categories: Digital Economy, Industrial Equipment, Life Wisdom, and Cultural Innovation.

- Product Group:

1. Open to all enterprises, universities & colleges, institutions, and individuals.
2. Entries must be products launched within 2 years prior to the submission date, and be able to provide physical products once shortlisted for the Second Evaluation.

- Concept Group:

1. Open to all enterprises, universities & colleges, institutions, and individuals.
2. Entries must demonstrate industrial feasibility, and be able to provide fully functional prototypes once shortlisted for the Second Evaluation.

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

The detailed settings are as follows:

	Product Group	Concept Group
Participants	Open to all enterprises, universities & colleges, institutions, and individuals.	Open to all enterprises, universities & colleges, institutions, and individuals.
Entry Requirements	(1) No restrictions on the format; (2) Entries must be launched within 2 years prior to the	(1) No restrictions on the format; (2) Entries must demonstrate

	submission date; (3) Being able to provide physical products once shortlisted for the Second Evaluation.	industrial feasibility; (3) Being able to provide fully functional prototypes once shortlisted for the Second Evaluation.
Category	Digital Economy, Industrial Equipment, Life Wisdom and Cultural Innovation	
Evaluation Process	Preliminary Evaluation (Online) Second Evaluation (On-site physical product review) Final Evaluation (On-site oral defense)	

III. Awards Setting

The 2026 DIA has established the Grand Award (1 winner with ¥1,000,000), open to entries from all groups.

For the Product Group:

- Gold Award (4 winners, ¥300,000/winner)
- Silver Award (16 winners, ¥100,000/winner)
- Bronze Award (20 winners, ¥30,000/winner)

For the Concept Group:

- Future Talents (4 winners, ¥20,000/winner)
- Young Talents (10 winners, granted a trophy and certificate)

In addition, 50 entries from both the Product Group and Concept Group will be selected for the Excellent Nomination Award, and around 300 entries will be granted the Honorable Mention Award (the exact number is subject to the evaluation results).

The specific award setting is as follows:

Grand Award 1 winner, RMB 1,000,000/winner	
Product Group	Concept Group

<p>Gold Award</p> <p>4 winners, ¥300,000/winner</p> <p>Silver Award</p> <p>16 winners, ¥100,000/winner</p> <p>Bronze Award</p> <p>20 winners, ¥30,000/winner</p>	<p>Future Talents</p> <p>4 winners, ¥20,000/winner</p> <p>Young Talents</p> <p>10 winners, granted a trophy and certificate</p>
<p>Excellent Nomination Award</p> <p>granted a trophy and certificate, honoring 50 entries nominated by the Jury Panel and the DIA Academic Committee</p>	
<p>Honorable Mention Award</p> <p>granted a trophy and certificate, around 300 winners, the actual number is subject to the evaluation results</p>	
<p>*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.</p>	

IV. Categories

Four categories are established, and participants are free to choose their own topics.

(1) 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.

(2) 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.

(3) 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.

(4) 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, etc.

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. The same entry cannot be submitted to both the Product Group and the Concept Group. All participants should log into the DIA official website (<https://en.dia-award.org/>) for registration.

(2) Registration Period and Fees

The free registration period for 2026 DIA will close at 24:00 on June 1, 2026 (Beijing Time). DIA Committee encourages all participants to complete their registration during this free registration period. For participants who miss the free registration period, DIA Committee will offer an additional registration opportunity and charge a corresponding fee based on the extension, which will be used to extended evaluation and organizational costs. No fees will be charged for expert nominated entries throughout the process. The specific rules are as follows:

	Free Registration	Additional Registration	
Deadline	June 1 , 2026	July 1, 2026	September 1, 2026
Fees	Free	RMB 2000/entry USD 300/entry	RMB 3500/entry USD 510/entry

*Overseas remittances should be in US dollars.

VI. Evaluation

(1) Evaluation process

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.

(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 (trophy received at the Award 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 2026 DIA Yearbook, and will be permanently displayed on the DIA official website.

(4) Exhibition tour

All award-winning entries will participate in the 2026 DIA Exhibition, with opportunities for display in other domestic and international exhibitions.

(5) Industry communication

All winners will be invited to attend this year’s DIA Award Ceremony, forum, exhibition, and other series of events, where they can engage in face-to-face and exchanges and collaborations with representatives from the global design, academic, media, and industrial 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 & Concept Group
Call for entries	Free Registration Closes on June 1, 2026; Additional Registration: Phase 1: Close on July 1, 2026 Phase 2: Close on September 1, 2026
Preliminary Evaluation	The First Half of July, 2026

Entry Delivery	Early September, 2026
Second Evaluation	Late September, 2026
Final Evaluation/Award Ceremony	Late December, 2026

DIA Instructions for Participants

I. Intellectual Property

1. All participants must be the design entities or the owning entities of the entries (the right holder 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. If any third party deems that an entry has infringed upon its intellectual property rights (including but not limited to copyrights, patent rights, trademark rights and the like), the right holder shall have the right to file a complaint with the DIA Committee. The DIA Committee will initiate the processing procedure in accordance with laws and regulations upon receipt of valid complaint materials. For details, please refer to the *Announcement on the Rules for Handling Intellectual Property Infringement Complaints*.
4. The intellectual property of all entries is owned by the participants.

II. Publicity and Confidentiality

The DIA Committee reserves the right to use the materials and physical entries submitted by participants for award-related publicity and promotion activities, including but not limited to filming, exhibition, news coverage, compilation and publication and the like. For award-winning physical entries, participants shall agree to the exhibition of their entries as determined by the organizer within one year after the conclusion of the 2026 award event, and shall also provide the required materials for the use of future activities (including reports, publicity and promotion, and exhibitions). If participants have special confidentiality requirements for their entries, they shall submit a written application within 5 working days upon the completion of registration. Any application not submitted within the aforesaid period or not

approved shall be deemed that the entries are open to the public, and the DIA Committee shall not be liable for any losses that may arise from the public display of such 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 cannot be modified by participants themselves 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 2026 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 Eligibility

Only the design entity or the owning entity of an entry (the right holder of the relevant intellectual property rights) shall be eligible for participation, and multiple entities shall not register the same entry repeatedly. If a participant is the creator of an entry but does not hold the relevant rights to it, the participant shall ensure that a relevant agreement or consensus on participation has been reached with the right owner, and submit supporting documents such as a right assignment or license agreement and the agreement on the consensus for participation. 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 DIA registration system and the participants' emails. Therefore, participants shall closely follow these 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 entries shortlisted for the Second Evaluation, the participants are required to send physical products or prototypes for the Second Evaluation. The delivery address, time and requirements will be specified in the *2026 Entry Delivery Instructions*, which will be published one month before the Second Evaluation. Participants who fail to send their products or prototypes 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 *2026 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 shipping information. Late submission will not be accepted.
2. The DIA Committee will arrange the return of entries in two time nodes: “First Return of Entries” (part of the 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 smooth progress of the DIA’s evaluation, exhibition, and other activities, participants must agree that their entries may be exhibited at the discretion of the organizer within one year after the conclusion of the 2026 DIA. All participants shall not request the return of their works outside the designated return periods.
3. All the costs, including transportation, tariffs, etc. incurred in return of the entries shall be borne by the participants. For returns within Chinese mainland, DIA Committee will use a cash-on-delivery (COD) method for shipping. For returns to overseas locations, the participants should provide the required delivery documents

(including but not limited to 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 their personal reasons, and fail to contact the DIA Committee and provide complete information for entry return before December 31, 2026, 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 will only collect the award-winning entries that meet the relevant requirements, and will award the DIA Collection Certificate to the winners.

2. Award-winning entries receiving prize bonuses shall be donated to the DIA Committee. For entries that need to be used for future R&D purposes, too large to be transported, or whose value exceeds the bonus, the winner must submit a written application along with relevant proof documents. After being confirmed by the DIA Committee, they can instead donate a scaled model or a prototype.

IX. Final Evaluation and Award Ceremony

All participants shortlisted for 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 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. In principle, the DIA Committee will not provide the trophy at other times or mail the trophy 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.

XI. Participants shall be deemed to have agreed the above terms once submitting the entries. The DIA Committee reserves the right of final interpretation.

DIA 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.