



DIA
DESIGN
INTELLIGENCE
AWARD



**DESIGN
INTELLIGENCE
AWARD
2026**

中国设计智造大奖

报名入口 Submission Website

www.di-award.org



官网二维码
Official Website QR Code



官微二维码
Official WeChat QR Code

**Call for Entry
作品征集参赛指南**



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DIA Agenda

For any adjustment to the specific time nodes, the announcement on the official website or the DIA Committee's email notification shall prevail.

Event	Product Group & Concept Group
Registration	<p>Free Registration: Extended to July 1, 2026 (Wed.)</p> <p>Additional Registration (fee required): Jun 2, 2026 (Thur.) - Sep 1, 2026 (Tue.)</p>
Preliminary Evaluation	The First Half of July, 2026
Shortlisted Entry Delivery	Early September, 2026
Second Evaluation	Late September, 2026
Final Evaluation/ Award Ceremony	Late December, 2026

Participation Fees

The free registration period for 2026 DIA will close at 24:00 on July 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
Registration Deadline	Original deadline: 24:00, June 1, 2026 (Beijing Time) Extended to 24:00, July 1, 2026 (Beijing Time)	July 2, 2026 - 24:00, September 1, 2026
Fees	Free	RMB 3500/entry USD 510/entry

*Overseas remittances should be in US dollars.

Award Setting

2026 DIA Award Setting

Grand Award
1 winner, RMB 1,000,000/winner

Product Group	Concept Group
<p>Gold Award 4 winners, ¥ 300,000/winner</p> <p>Silver Award 16 winners, ¥ 100,000/winner</p> <p>Bronze Award 20 winners, ¥ 30,000/winner</p>	<p>Future Talents 4 winners, ¥ 20,000/winner</p> <p>Young Talents 10 winners, granted a trophy and certificate</p>

Excellent Nomination Award
granted a trophy and certificate, honoring 50 entries nominated by the Jury Panel and the DIA Academic Committee

Honorable Mention Award
granted a trophy and certificate, 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.

Entry Group Classifications and Categories

Entries of DIA are divided into the Product Group and the Concept Group, each encompassing four categories: Digital Economy, Industrial Equipment, Life Wisdom and Cultural Innovation.

Product Group:

- Open to all enterprises, universities & colleges, institutions, and individuals.
- 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:

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

Digital Economy:	Industrial Equipment:	Life Wisdom:	Cultural Innovation:
Recognizing 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.	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 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 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.

Subcategory		Subcategory		Subcategory		Subcategory	
Artificial Intelligence	Spatial computing	Transportation facilities	Medical equipment	Electronic and digital devices	Household appliances	Cultural gifts	Stationery
Smart business	Smart mobility	Construction equipment	Agriculture and forestry equipment	Kitchenware and bathroom products	Smart home devices	Packaging	Fashion and clothing
Smart education	Smart medical care	Military equipment	Office equipment	Mother and baby products	Elderly care products	Tableware	Furniture and lighting
Smart city	Smart community	Mechanical tools	Green Energy	Pets supplies	Personal care products	Social innovation	Cultural tourism new economy
Industrial IOT	Virtual reality products	Robotics and automation equipment	Others	New technologies and new materials	Disaster prevention and protection products	Others	
Digital Security	Aerospace information			Sports and leisure products	Toys and musical instruments		
Others			4	Others			

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 All key updates of DIA for the current year will be communicated to the participating team through the provided email/phone. Please check your email in time and keep your communication channel open.	Name of applicant				
		Gender (Male/Female)				
		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		
Contact information	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)				
	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's 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	Both groups include four categories: "Digital Economy, Industrial Equipment, Life Wisdom and Cultural Innovation" . Before submission, participants can choose the entry category according to the attribute of the works.		
		Concept Group				
	Entry description	* Description of entry (Written materials to help judges understand the design value of the works)	Entry Description	Define your works in one sentence (No more than 50 words)		
			Innovation Point	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)	
				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)	
			Concept Group	Pain points	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)	
				Potentials	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)	
	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, within 3MB, 1 image, square (210mm x 210mm), no text, 300dpi, RGB color		
			* Details	JPG format, within 3MB, no more than 4 images, A4 size (210mm x 297mm), portrait or landscape orientation, 300dpi, RGB color.		
Video			*During the registration stage, videos are required for the entries in the Digital Economy category. It is optional for other category. MP4 format, within 100MB, maximum duration of 3 minutes, recommended resolution of 1280x720 (720p), and if subtitles are provided, they must include English.			
Physical Information	* Is it a physical product?	No	Non-physical products such as software and service platforms			
		* Physical product	Product Readiness Level	Launched Products/ Prototypes/Models/Concepts		
			Product Photos	Upload 1-3 photos of the physical product in JPG format (each within 3MB)		
			Product Dimensions (L x W x H): mm; Weight: KG		www.di-award.org	

Registration Information

Continued from previous page

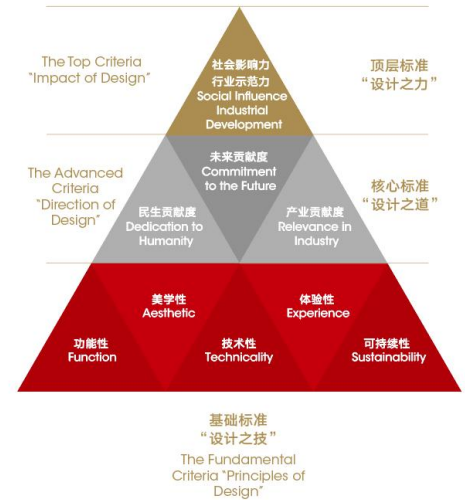
Attention: Items marked with (*) are required, and items marked with (●) may be announced to the public after the entries are shortlisted/awarded.

Part 2 Entry submission	Additional information	* Operation info	Launch Status (Product Group) Launched entries in the Product Group must have been available on the market for no more than two years. Entries that have not been launched must provide fully functional prototypes once shortlisted for the Second Evaluation.	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 (Concept Group)	Entry status (Concept Group)	* Concept/ Model/ Prototype	Approved/In progress		* Select patent type (invention patent/utility model patent/design patent)	
						* 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 supporting documents (1-3 pics of the award certificate in JPG format, and each pic should be less than 3M)
						No	/
					Team information	* / ● Relevant parties of the entry (For the award-winning entries, the information will be used in award certificate, yearbook and for external publicity.)	* / ● Owner * / ● Designer ● Manufacturer (optional)
Nationality	Based on the actual situation						
Website	URL, optional						
* / ● Main project members (For the award-winning entries, the information will be used in award certificate, yearbook and for external publicity.)	Product Group	Information of the main project 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					
	Concept Group	1. Information of the team Instructor (Optional based on the actual situation, with a maximum of 2 people): * Name/ * Nationality/ * Education background/ * University/College					
		2. Information of the main project 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 * Email/ * Mobile number/WeChat account/					
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.



Entry Number in Previous Years

Over the past decade, DIA has attracted participants from 87 countries and regions worldwide, receiving more than 65,000 entries.



Winners' Benefits

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)。参加本年度佳作的作品将获得“参展证书”，赠予组委会的获奖作品可获得“收藏证书”。

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



获奖徽标使用 DIA LOGO USAGE

获奖作品均可获得“中国设计智造大奖”徽标终身免费使用权。

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



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.



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.



03

行业交流 INDUSTRY COMMUNICATION

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

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

05

媒体推广 MEDIA PROMOTION

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

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



06



集大成智慧 塑智造未来

Gather Great Wisdom to Shape the Future of Intelligent Manufacturing

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 "Mind of Agent, New Form of Intelligence, Intelligence of Humanity, Wisdom of Life, Fusion of Tech & Art, Brain of Industry", 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 digital economy, industrial equipment, life wisdom, and cultural innovation.

Industry connection: Facilitates industrialization of design outcomes through enterprise 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 (16 winners): ¥100,000 each

- Bronze Award (20 winners): ¥30,000 each

- Concept Group:

- Future Talents (4 winners): ¥20,000 each

- Young Talents (10 winners)

- Excellent Nomination Award (50 winners, open to all groups and categories, jointly nominated by the annual jury and DIA Academic Committee)

- 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: Fundamental Criteria (Principles of Design), Advanced Criteria (Direction of Design) and Top Criteria (Impact of Design).

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 (to be collected on-site) 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 receive a DIA Exhibition Certificate. For the works donated to the DIA Committee, the participants will receive 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 Initiative 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.
- 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?

Both the Product Group and Concept Group are open to all enterprises, universities & colleges, institutions, and individuals.

Q2: What are the entry requirements?

- Product Group: 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: Entries must demonstrate industrial feasibility, and be able to provide fully functional prototypes once shortlisted for the Second Evaluation.

Q3: Registration deadlines & fees? (Beijing Time)

- Free Registration(Extended): 24:00, July 1, 2026, Beijing Time (UTC+8)
- Additional Registration: July 2, 2026 - 24:00, September 1, 2026, Beijing Time (UTC+8)

*For participants who miss the free registration period, DIA Committee will offer an additional registration opportunity with a fee of USD 510/entry.

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 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:
 - 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 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 Second Evaluation.

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 be 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 (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 deliver 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 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. For detailed provisions, please refer to the Announcement on the Rules for Handling Intellectual Property Infringement Complaints

Evaluation phase: Preliminary Evaluation

Q1: What is the format of the Preliminary Evaluation?

Product Group & Concept Group: Graphic and text-based evaluation (online evaluation).

Q2: When will the Preliminary Evaluation results be released?

Within one to two week following the Preliminary Evaluation. (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?

Participants shall deliver the physical product or functional prototype and upload the entry display video via the online registration system. (For details, please refer to "DIA Shortlisted Entry Delivery Instructions" of the year.)

Q2: When will the Second Evaluation results be released?

Within 1–2 weeks after the Second Evaluation ends. (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 delivery for the Second Evaluation

Q1: When is the entry delivery period?

Entry delivery period: Early September, 2026 (Specific requirements will be detailed in the "DIA Shortlisted Entry Delivery Instructions" of the year).

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: What is the format of the Final Evaluation?

Product Group: On-site Defense (participants must prepare a PPT presentation and a video).

Concept Group: Online Evaluation (upload the presentation video as instructed in the shortlist notification email).

Q2: 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.

Q3: 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, 2026

Location: Liangzhu Campus, China Academy of Art, Hangzhou, Zhejiang Province, China

*In the event of force majeure, adjustments to the schedule and location 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 owns the copyright and promotional rights of awarded entries?

The original copyright of each work remains intact. 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

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.

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.

2026 DIA Related Documents Download

[2026 Design Intelligence Award Announcement](#)

[Announcement on the Rules for Handling Intellectual Property Infringement Complaints](#)

