



2023 Design  
Intelligence  
Award

Submission Website 报名入口  
[www.di-award.org](http://www.di-award.org)

2023.  
3.12-6.30

Gold Award 金奖

¥1,000,000

Total Bonus 总奖金

¥5,000,000

# GUIDELINE FOR PARTICIPANTS

## 参赛 指南

主办单位：  
中国美术学院  
协办单位：  
中国工业设计协会  
教育部高等学校工业设计专业教学指导分委员会

支持单位：  
浙江省人民政府

Host:  
China Academy of Art  
Co-organizer:  
China Industrial Design Association  
Steering Sub-committee on the Teaching of Industrial Design in  
Higher Educational Institutions Under the Ministry of Education  
Supporter:  
People's Government of Zhejiang Province



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## Annual Theme: Design Evolution

2023 DIA focuses on the theme of "Design Evolution". The evolutionary history of design is a history of human life, and design exists in continuous evolution. The evolution of design is the evolution of practice in appearance, but the qualitative change in practice is the evolution of values and design thinking system. Design is constantly evolving in the interweaving of technology and concept; From hand-made in the handicraft age to industrial manufacturing in the industrial age, to manufacturing in the information age and intelligent manufacturing in the AI age, the way of design creation is constantly evolving. Design is evolving from meeting basic needs to creating new demands, from independent existence to integrated community. DIA hopes to take the past seven years as a window, and as we move towards the eighth year, it will link global designers to explore "design evolution", and touch the new patterns of design ontology evolution together in the era of rapid social changes and the world of continuous evolution.

## 2023 DIA Agenda

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

Events	Date
Entry Collection	March 12, 2023 (Sunday) - June 30, 2023 (Friday)
Preliminary Evaluation (including overseas divisions)	July 7, 2023 (Friday) - July 23, 2023(Sunday)
Shortlisted Entry Delivery and On-line Submission of Documents for Second Evaluation	August 21, 2023 (Monday)- September 1, 2023 (Friday)
Second Evaluation	September 8, 2023 (Friday) - September 10, 2023 (Sunday)
DIA Exhibition	September-October, 2023
Final Evaluation	November, 2023
Award Ceremony and Series of Activities	November, 2023



## Fees and Awards Setting

**Application fee: No application fee is charged.** The logistic fee, insurance premium, customs duties and other expenses incurred in sending entries should be borne by applicants.

### 2023 DIA Awards Setting

Product Group (20 awards, 4,600,000RMB)	Concept Group (10 awards, 400,000RMB)
Gold Award (2 awards, 1,000,000RMB/award)	Future Talents Award (2 awards, 80,000RMB/award)
Silver Award (8 awards, 200,000RMB/award)	Young Talents Award (8 awards, 30,000RMB/award)
Bronze Award (10 awards, 100,000RMB/award)	

Honorable Mention Award (around 300 awards, and the actual number of award winners is subject to the appraisal results)

## Group Division and Categories

Entries of DIA are divided into the Product Group and the Concept Group, both of which fall into 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. If the works have multiple attributes, it is recommended to choose the entry category according to their core innovation points. One entry can only be submitted in one group and one category. The DIA Committee observes the right to adjust the group and category of entries.

**Product Group:** The Product Group is for design of products that have been commercially available for less than 2 years, or unlaunched products for which prototypes or samples can be provided for the Second Evaluation and the Final Evaluation. It is open to all kinds of design works such as product, software, integrated service, etc.

**Concept Group:** The Concept Group is for design ideas from all industries and sectors. Cross-border innovations are encouraged and there are no limitations in forms. Entries should represent the future trend, physical prototypes and videos that explain the conceptual ideas in details are required for the Second Evaluation and the Final Evaluation this year.

<b>Cultural Innovation:</b> Recognizing and emphasizing culture as the internal driving force behind the idea, 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, etc.		<b>Life Wisdom:</b> Recognizing the way we live as a driving force behind the idea, we look at the wisdom they bring to daily life, intelligent approaches to everyday appliances and how they care for vulnerable groups in society, etc.		<b>Industrial Equipment:</b> Recognizing production as a driving force for the idea, we look at how equipment has been upgraded or transformed, how strategic new industries are emerging and how production systems are optimized for maximum efficiency, etc.		<b>Digital Economy:</b> Recognizing data intelligence as the driving force behind the idea, we look at the digital transformation and upgrading of industry, etc.	
Subcategory		Subcategory		Subcategory		Subcategory	
Souvenirs and gifts	Stationery	Electronic and digital devices	New technologies and new materials	Transportation facilities	Medical equipment	Smart city	Smart mobility
Packaging	Fashion and clothing	Kitchenware and bathroom products	Elderly care products	Construction equipment	Agriculture and forestry equipment	Smart business	Smart medical care
Tableware	Furniture and lighting	Mother and baby products	Personal care products	Military equipment	Office equipment	Smart education	Smart community
Social innovation	Others	Pets supplies	Toys and musical instruments	Mechanical tools	Robots	Smart culture and tourism	Industrial IOT
		Sports and leisure products	Disaster prevention and protection products	Others		Artificial Intelligence	Blockchain applications
		Household appliances	Others			Others	

# Registration Information

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

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

<b>Part 1</b> Account registration	<b>*Registered email address</b>		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		
	<b>*Applicant's information</b> In the current year, the updates of the event nodes will be communicated to the participating team through the <b>email</b> /telephone number of the applicant. Please check your mail 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			
<b>Part 2</b> 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 nominations can directly enter to the Second Evaluation.	
		<b>*☉</b> Entry name		No more than 50 words	
		<b>*Product attribute</b>		Fill in according to product function attributes, for example: if the product name is Kindle, fill in e-book reader here	
		<b>*☉</b> Group and category	Product Group	Both groups fall into four categories: " <b>Cultural Innovation, Life Wisdom, Industrial Equipment and Digital Economy</b> ". Before registration, participants can choose the entry category according to the attribute of the works. For details, please refer to the introduction of groups and categories above.	
	Concept Group				
	Entry description	Orientation of entry		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)	
			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 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)	
			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 affiliation: Culture, Entertainment, Residence, Health, Ecology, Education, Wearables, Traveling, Medical treatment , Work, Diet, Personal care, Equipment, X		
	File Upload	<b>☉</b> 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)	<b>*Full View</b>	JPG format, less than 3M, only 1 pic, 210mm*210mm, no text, 300dpi, RGB	
			<b>*Details</b>	JPG format, less than 3M, 1-4 pics, 210mm*297mm, 300dpi, RGB	
Video			<b>*During the registration stage, videos are required for the entries in the Digital Economy category.</b> 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 (C) may be announced to the public after the entries are shortlisted/awarded.**

<b>Part 2</b>  <b>Entry submission</b>	<b>Additional information</b>	<b>*Operation info</b>	<b>Launch Status(Product Group)</b> 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	
				<b>Entry status (Concept Group)</b>	*Concept/Model/Prototype	Choose product planned launch time: MM/YY  Pre-sale price
			<b>*Intellectual property (Patent application)</b>		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	/
			<b>*Award info (Did the entry win other awards before?)</b>	Yes	*Upload certificates (1-3 pics of the award certificate in JPG format, and each pic should be less than 3M)	
	No	/				
	<b>Team information</b>	<b>* / (C) Relevant organization of the entry</b> (If the entry is granted an award, the info will be used for the award certificate, yearbook and external publicity)	* / (C) Owner * / (C) Designer (C) Manufacturer (optional)	Enterprise or Organization/Individual	Name (Enterprise or Organization/Individual)	
				Nationality	Based on the actual situation	
				Website	URL	
<b>* / (C) Main project members</b> (If the entry is awarded, the info will be used for the award certificate, yearbook and external publicity)		Product Group	<b>Information of the main team members</b> (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/WeChat account			
	Concept Group	<b>1.Adviser information</b> (optional, depend on the actual situation, 2 advisers at most): *Name/*Nationality/* Education Background/* University or College Name <b>2.Information of the main team members</b> (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/WeChat account				
<b>PLEASE CONFIRM</b>						
<b>You can no longer modify the information and the system will send a confirmation email to the registered email address once submitted.</b>						

## 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.



## Expert Bank and Jury

DIA gathers together 600 experts and judges from 37 countries and regions. The expert bank is composed of designers, heads of design organizations, curators, editors-in-chief of design magazines, experts of design museums, professors of design academies, enterprise senior executives, etc.

In the future, DIA will continue to invite authoritative experts around the world to serve as 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.



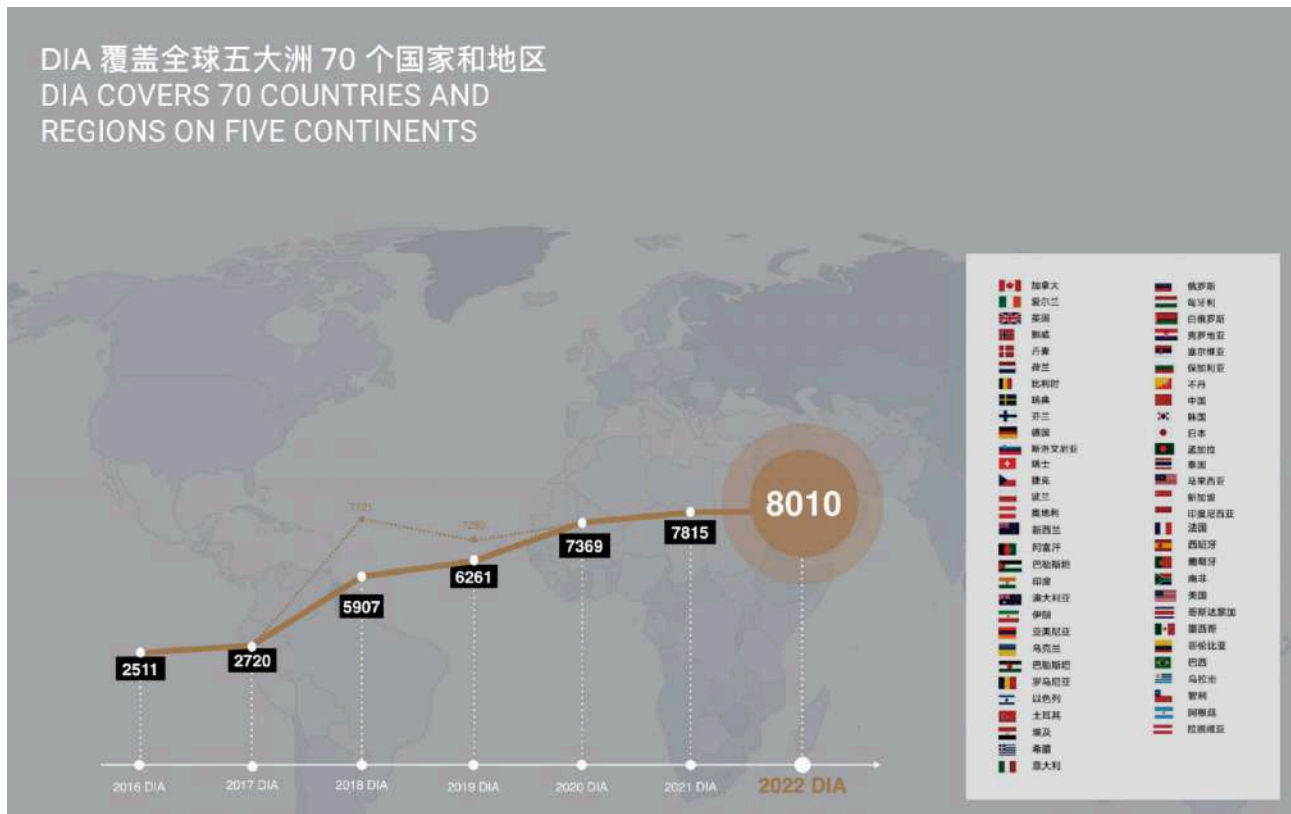
Some members of the DIA expert bank

[Click here for more information](#)



## Entry Number in Previous Years

After seven years, DIA covers 70 countries and regions around the world, and DIA has received a total of more than 43,000 entries, of which 1601 have been granted awards and honors.



## Previous Gold Award Entries

2016



方太水槽洗碗机  
Sink Dishwasher

中国  
China



可以喝的书  
Drinkable Book

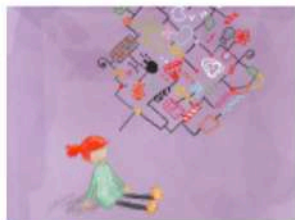
美国  
US

2017



小黑侠  
Hover Camera Passport

中国  
China



Hello Ruby

芬兰  
Finland

2018



新一代动力集中型动车组  
Power-concentrated EMUS of New Generation

中国  
China



泊车AGV  
Parking Robot

中国  
China

2019



盲人视觉辅助眼镜 II  
The visual assisting glasses for the blind II

中国  
China



Hero Arm

英国  
UK



## Previous Gold Award Entries

2020



阿里云 - 工业数字孪生  
Alibaba Cloud - Industrial Digital Twin

中国  
China



Toio专用套件  
Papercraft Creation -Gesundroid

日本  
Japan

2021



集中式油烟排放系统  
Centralized Fume Exhaust System

中国  
China



可移动式火眼实验室系列产品  
Movable "Huo-Yan" Product Series

中国  
China

2022



便携式智能光伏清扫  
IFBOT X3 Solar Panel Cleaning Robot

中国  
China



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

中国  
China



[Click here for more information](#)

# 20000+

## Designers



# Winners' Benefits

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## I. Trophy and Certificate

All the award winners will receive a trophy and a certificate. Those winners whose works physical are displayed in the annual DIA Exhibition will also receive a DIA Exhibition Certificate. Those winners whose works are donated to DIA Committee will receive DIA Collection Certificate. All certificates are automatically generated in the registration system for download. One trophy for each awarded entry will be awarded at the DIA Ceremony. Participants who are unable to attend the event will be deemed as giving up the trophy. Those who can't receive the trophy for special reasons should provide a statement and the DIA Committee will discuss and decide whether to arrange the delivery.



## II. Logo Usage

All winners are entitled to lifetime free use of the DIA logo on their awarded works. The logo and related usage specifications of the year will be uploaded to the download page of the official website after the DIA Ceremony, and the winners can download and use them by themselves.



## III. Bonus

The total bonus is **RMB5,000,000**, which will be granted to participants of 30 outstanding works after the Award Ceremony. **The Gold Award winner will get RMB1,000,000.** No application fee is charged and the registration is simple. We look forward to your excellent works.

## IV. Business and Trade Opportunities

DIA provides industrial support services for participants with commercial needs, and will evaluate the potential of your products and provide more guidance and assistance for competitive and excellent products to enter the vast Chinese market ([Register for more information](#)).

## V. Industrial Support

DIA, together with professional industrial comprehensive service organizations and industry experts, sets up the Working Group of Industrial Transformation Service to provide industrial transformation services for DIA entries, including implementation of industrial transformation projects, investment and financing, entrepreneurship empowerment and guidance, product design improvement, marketing promotion, and sci-tech achievement transformation.

## VI. Industry Communication

All winners will be invited to participate in the DIA Ceremony and other series of activities, and to have face-to-face exchanges and cooperation with global representatives from various industries such as design, academia, media, and industry. Moreover, they will have the opportunity to be the speakers of "D·WILL" Lectures.

## VII. Expert Bank

There are 600 experts and judges from 37 countries and regions around the world, including designers, heads of design organizations, curators, editors-in-chief of design magazines, design museum experts, professors of design colleges, enterprise executives, etc.

## VIII. Media Promotion

DIA, together with more than one hundred of mainstream media, has established a global promotion network covering a variety of industries and channels. Important events such as award ceremony will be recorded and broadcast to further enhance the social influence of excellent design.

## IX. Exhibitions

All awarded entries will participate in the annual exhibition and have the opportunity to be displayed in other domestic and overseas exhibitions.

## X. Yearbook Publication

All the awarded entries will be archived in the 2023 DIA Yearbook.

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## Organizational Structure

**Host:** China Academy of Art

**Co-organizer:** China Industrial Design Association, Steering Sub-Committee on the Teaching of Industrial Design in Higher Educational Institutions under the Ministry of Education

**Supporter:** People's Government of Zhejiang Province

**Organizer:** Design Intelligence Award Committee

## DIA Global Workstations



Stichting voor Design Promotion in  
Europa en China



Yanko Design



Autonomous University of the State of  
Mexico



designaustria



International Forum for Design  
Research



Nairobi Design Week



POLI. design Società consortile  
a responsabilità limitata



Blank Group



Korean Federation of Design  
Associations



Core77



Aspire Ventures Ltd

*We are still expanding our global partners*

**[www.di-award.org](http://www.di-award.org)**



# FAQ for 2023 DIA

## Part1. Before Registration

### **1. Is the registration free of charge?**

No application fee will be charged, however, any logistical, insurance or customs clearance expenses incurred by applicants shall be borne by themselves.

### **2. Can I submit more than one entry?**

Yes, the same organization or individual can submit multiple different entries.

### **3. Does DIA accept teamwork?**

Yes, both individual and team entries are accepted. Up to 5 main winners can be shown on the award certificate.

### **4. Can I enter the competition if I have won other awards?**

Yes.

### **5. Can the same entry be applied for the Product Group and the Concept Group?**

No. The same entry cannot be submitted for both Groups for the current year.

### **6. How to choose the Group when applying?**

The Product Group is open to all kinds of design works such as product, software, integrated service, etc. The physical product or a prototype with complete functions should be provided after being shortlisted for the Second Evaluation and the Final Evaluation of the year. Products that have not been iterated for more than two years cannot participate in DIA.

The Concept Group is for design idea from all industries and sectors. Cross-border innovation is encouraged, physical prototype and complete design-concept video are required for the Second Evaluation and the Final Evaluation of the year.

The DIA Committee observes the right to adjust the group and category of entries.

**7. The annual theme is “Design Evolution”. What kind of works does it specifically refer to?**

From “Design Transformation”, “Design Symbiosis”, “Design Collaboration” to “Design Evolution”, DIA released a theme every year from the 5th session of DIA. Based on an international perspective, DIA reflects on the COVID-19 pandemic and explores the changes and future trend of design from a development sight. The theme does not affect the form of entries, and all kinds of design works such as products, software and integrated services are acceptable.

**8. How to choose the entry Category?**

Participants can choose the entry category according to the attribute of the 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.

**9. Do the intellectual property of the entries belong to the participants after winning DIA awards?**

Yes, it does belong to the participants.

**10. Can previous non-winning entries continue to apply for DIA this year?**

No, it is not recommended to enter again if the previous non-winning entries have not been iteratively optimised.

## **Part2. In Registration**

### **11. Do I have to upload the video of my works?**

In the registration stage, videos must be submitted for software, integrated services and other non-physical products, and optional for others.

In the Second Evaluation stage, videos of all entries must be uploaded. If the video of your works has been uploaded before, you can choose not to upload or upload a new video to replace it.

### **12. How to solve the problem of failed upload of entry images or videos?**

-Please check if the file format and size meet the requirements

-Refresh the upload page

-Try to change your browser (Google Chrome is recommended).

If the files still cannot be uploaded, please consult the DIA Committee by email ([international@di-award.org](mailto:international@di-award.org)).

### **13. What is the invitation code? Can a single invitation code be used for multiple entries?**

DIA selection mechanism contains direct application and expert nomination. Invitation code is optional, and the same invitation code can be used for multiple entries.

### **14. What is the expert nomination mechanism?**

To attract more outstanding works, DIA Committee invited authoritative experts worldwide to nominate excellent works. Nominated works must fill in the nomination code in registration. Those approved by DIA Committee will skip to Preliminary Evaluation.

### **15. How to get the expert nomination?**



Nominations are invited and recommended by the invited experts, and the list of nomination experts in the year will be updated simultaneously in the DIA official website and official social media during the entry collection period.

**16. Will the shortlist rate of direct applications be affected by the expert nomination?**

No, the principle of preferential selection is adopted in the Preliminary Evaluation, and there is no upper limit on the number of finalists, so it will not be affected by the expert nominations.

**17. Whether the submitted information should be in English?**

Yes, more than 40% of the DIA judges come from overseas countries. Please make sure the information you submit includes English at least.

**18. Will the main project members in the team information be listed in the award certificate?**

Yes, the information of team members filled in in the registration system 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 winners at most). This information cannot be modified after submission. Please check it carefully after filling in the information.

**19. What do the owner, designer, manufacturer and applicant stand for respectively? What are their roles?**

For the owner, designer and manufacturer, you can choose to fill in the organization or individual. If an entry is awarded, the information will be shown in the award certificate and used for publicity such as exhibitions and media publicity. According to the rules of DIA, only the designer or owner of an entry (the owner of relevant intellectual property) is qualified for registration, but multiple parties cannot register repeatedly.

The applicant is the contact person for the entry, and the important notices of the DIA will be transmitted to the participating team through the applicant's email (please check the email in time and keep the communication channel open). The applicant needs to be the representative of either the designer or the owner of the entry.

### **Part3. After Registration**

#### **20. How to modify the information after submission?**

Please save and check all the information before submission. The entry cannot be modified once submitted. If you find the information is incorrect after submission, please add the new entry information in the entry management page and resubmit it. Delete the incorrect entry after successful submission.

#### **21. I've 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". What should I do?**

Please check the Entry List page to see if there are any duplicate entries that have not been submitted yet. If so, please delete or ignore them.

#### **22. When should I send the physical product to DIA?**

The physical product should be sent once your entry is shortlisted for Second Evaluation. Please prepare the physical product or prototype in advance. For virtual products such as software and service systems in the Product Group, please submit videos that fully demonstrate the product functions. For virtual products such as software and service systems in the Concept Group, please provide videos which can reflect the complete creative ideas.

The shortlist will be announced after Preliminary Evaluation. The mailing address, period and delivery requirements will be specified in the "Entry Delivery Instructions" of this year, which will then 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.

### **23. How to get the latest DIA progress after registration?**

DIA participants come from different countries and regions around the world. In order to ensure the consistency of information, important DIA notices of the year will be transmitted to the participating teams via the applicants' email addresses (Please check the emails in time and keep the communication channel open).

Participants overseas can obtain information open to the public through DIA official website, official Instagram account.



