



GIDA

Goldreed Industrial Design Award

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in partnership with **derall**

Award Description

1. Introduction

Goldreed Industrial Design Award (“GIDA” for short), is the new **international design award** sponsored by the **Xiongan Future Industrial Design Institute**.

GIDA was created to discover the **future design**, inspire **future lifestyles** and **empower future cities** by exploring the **Chinese concept of “harmony”**, exchanging good design, towards a smart and sustainable development.

2. Entry requirements

The award is dedicated to **Designers, design teams, design studios, companies, universities and institutes** from all countries and creative fields.

If multiple parties are involved in the same product development (i.e. designer, company, etc.), **make sure only one party registers and submits the entry only once.**

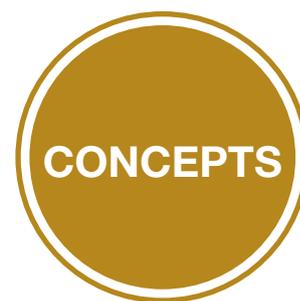
The applicant must be the designer or have the rights on the entries she or he is presenting.

Participation is free of charge.

3. Typology of admissible entries



Products already on the market for **no more than two years** (that is, products listed on or after January 15, 2018), which conform to national industrial policies and relevant technologies and standards.



Original design works, never published, sold or produced in the market, with significant innovations in functions, structure, form, technology, materials and low carbon impact.

4. Entry category

Each entry - either for the Product or the Concept group - must **belong only to one category**, choosing from the following eight categories.



Transportation Means

Includes unmanned vehicles, smart buses, high-speed trains, automobiles, aircrafts, tools and facilities for riding instead of walking, service-oriented vehicles in urban areas, water vehicles, etc.



Manufacturing Equipment

Includes manufacturing equipment, construction equipment, agricultural and forestry equipment, mechanical tools, medical devices, office facilities, transportation equipment, protective equipment, etc.



Information Processing

Includes communication equipment, broadcast and television equipment, audio and video equipment, wearable devices, computers, intelligent terminals, etc.



Home Life

Includes home furniture, home appliances, kitchen and bathroom, home decoration, products for the elderly, children products, parent and baby products, toys and musical instruments, etc.



Sports and Healthcare

Includes sports and fitness equipment, leisure products, outdoor products, physical testing devices, health monitoring devices, etc.



Public facilities

Includes urban furniture, public lighting, guiding signs, shared facilities, information service facilities, sanitation facilities, safety facilities, transportation facilities, facilities for leisure and entertainment, etc.



Culture & Creativity

Includes products with local culture, stationery, fashion clothing and accessories, packaging and tableware, etc.



Communication Design

Includes the logos, branding, showcase, packaging, animation, print advertising media, websites, apps, user interface, publishing, etc.

5. Awards

The Goldreed Industrial Design Awards has a **total award pool** of **4 300 000 RMB** (about 560 000 Eur), with over **30 cash awards** to assign.

1° award “BEST OF THE BEST”: 1 000 000 RMB (about 130 000 Eur)

<p>200 nominations</p> 	<p>25 winners</p>  <p>20 000 RMB/winner</p> <p><small>2600 EUR/winner</small></p>	<p>2 winners</p>  <p>150 000 RMB/winner</p> <p><small>19 500 EUR/winner</small></p>	<p>5 winners</p>  <p>500 000 RMB/winner</p> <p><small>65 000 EUR/winner</small></p>	<p>1 winner</p>  <p>1 000 000 RMB/winner</p> <p><small>130 000 EUR/winner</small></p>
Award Nominations	Good Design Award	Future Star Award	Gold Award	Best of the Best

6. Winners benefits

1. Cash Award

The award pool for the Goldreed Industrial Design Award totals 4.3 million RMB (about 560,000 Eur).

2. Certificate and Trophy

Winners will receive trophy and certificate by the GIDA committee. Theirs works will remain part of the Goldreed Industrial Design Award collection.

3. Ceremony and exchanges

Winners will be presented during the GIDA Award Ceremony, the Third Hebei International Industrial Design Week and in other activities.



4. Business opportunities

World-class designers will be invited to participate in a series of business activities related to the design.

5. Exhibitions

The winning entries will feature both in virtual and physical exhibitions.

6. Media Promotion

GIDA, together with more than 100 mainstream media across the world, has established a media promotion network covering different sectors and channels.

7. Timeline

GIDA will unfold throughout various deadlines and appointments along the year, following the timeline shared below.



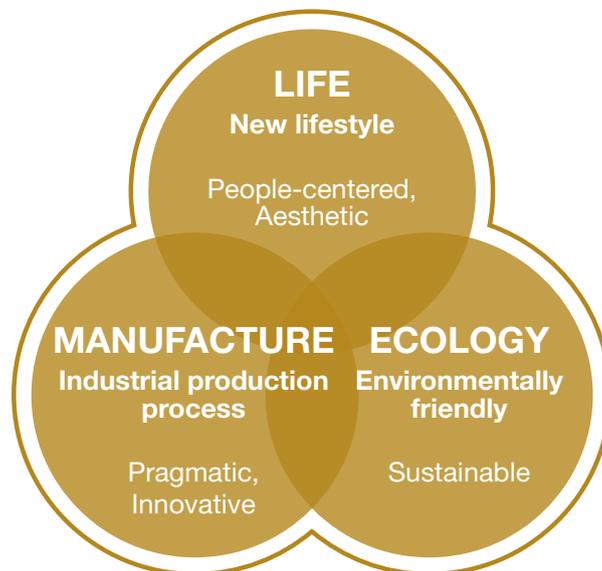
8. Jury and evaluation criteria

The jury of the **Goldreed Industrial Design Award** includes world top-experts and representatives from the design and business community.

All the members of the jury will be announced on the GIDA official websites in the next weeks.

All the entries will be judged taking into account the GIDA mission of **leading a better lifestyle, improving the manufacturing methods and balancing city life with nature.**

In particular, the main evaluation criteria of the Jury will be based on three dimensions:



9. Follow this link to apply

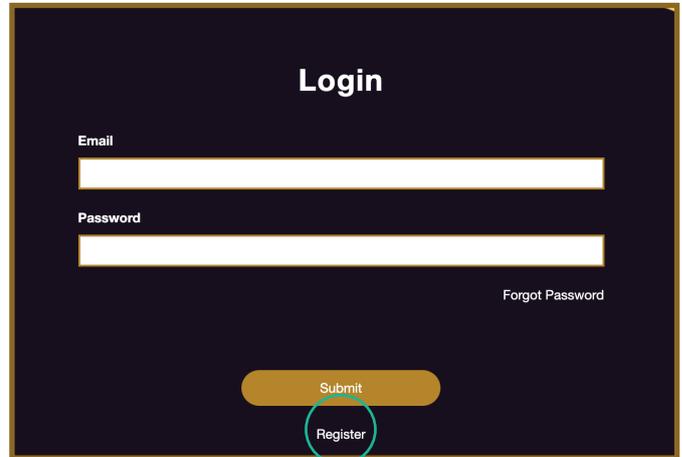
<https://bit.ly/GIDAaward>

Application Process

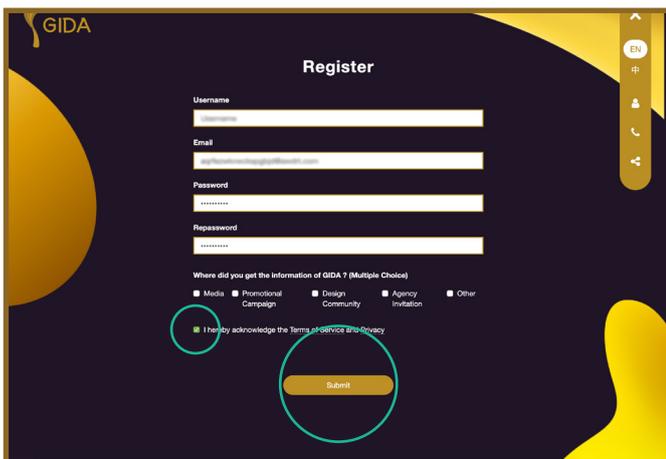
1 Go to <https://bit.ly/GIDAaward> and click “Enter”.



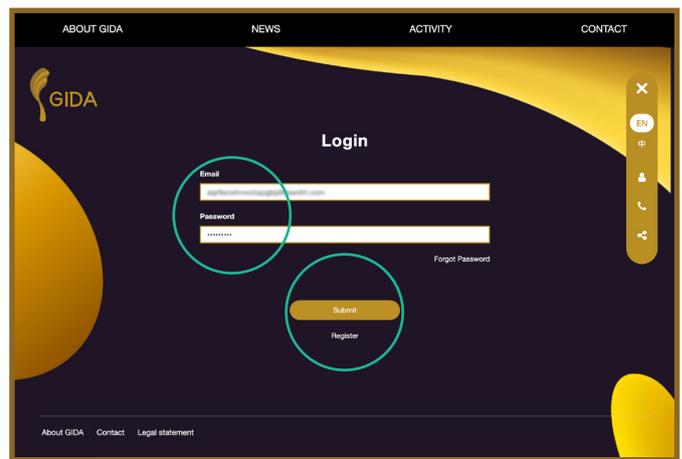
2 Click “Register”.



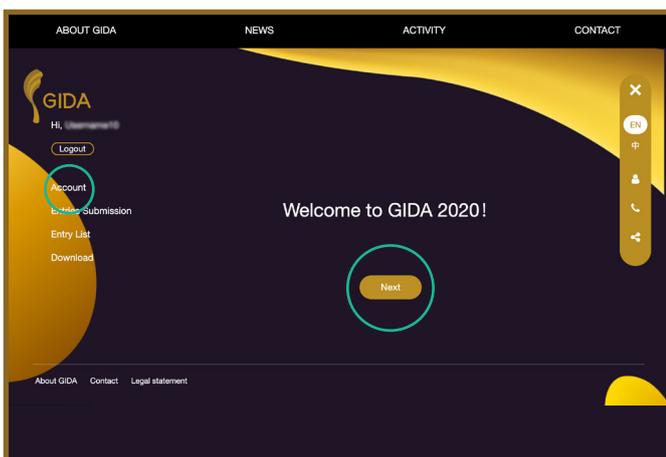
3 Fill in all the fields, accept the terms and conditions, click “Submit”.



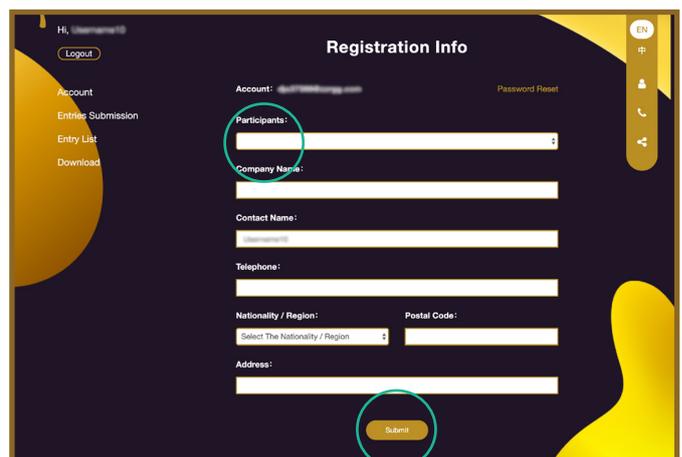
4 Now fill in your credentials and click “Submit”.



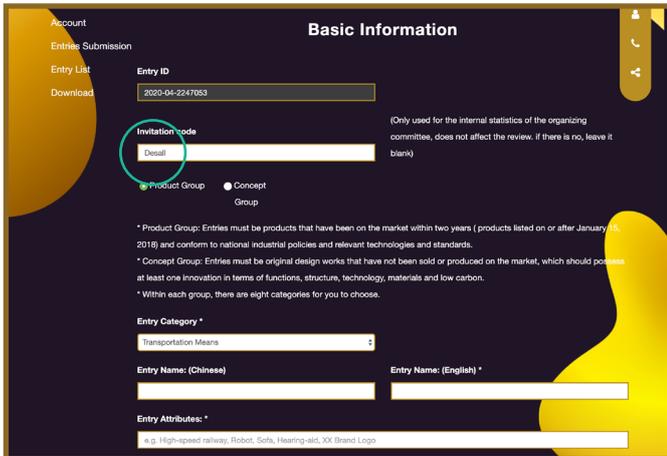
5 You can verify your profile, by looking at the username in the top left of the page. Now click on the “Account” section or simply click “Next”.



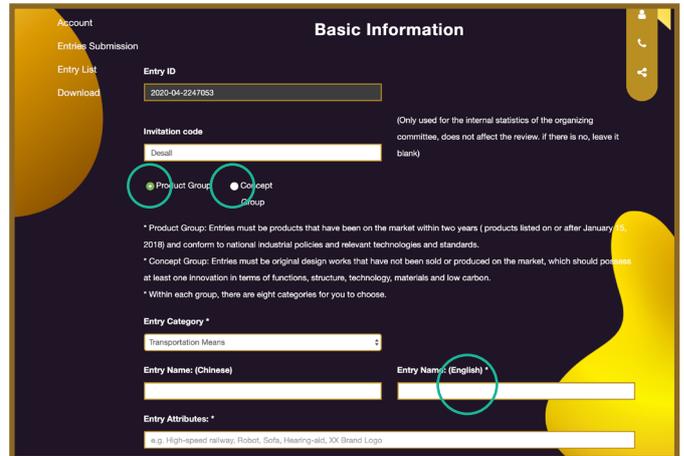
6 Fill in the form, specify the participant typology (Enterprise, Design agency, Institute, Individual or Organisation) and click “Submit”.



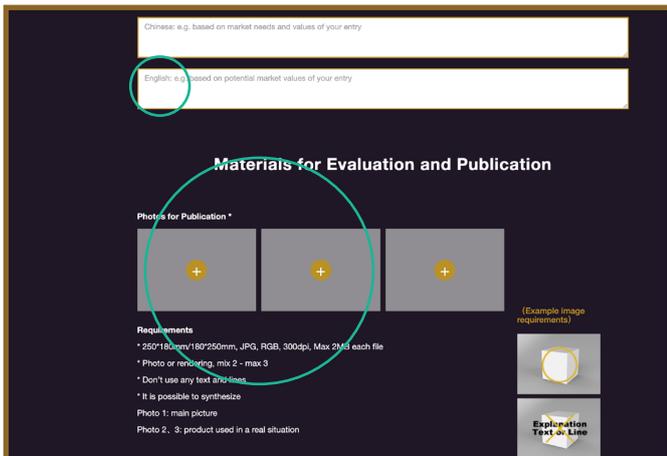
7 Now go to the “Entries Submission” section and make sure that “Desall” is specified in the Invitation code. If the Invitation code field is blank, please write “Desall”.



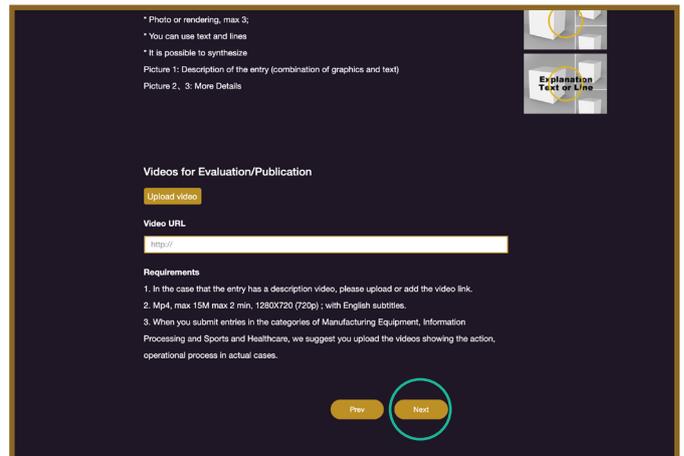
8 Specify the Entry group, either “Product” or “Concept”. Fill in the remaining fields (English only is enough) and click “Next”.



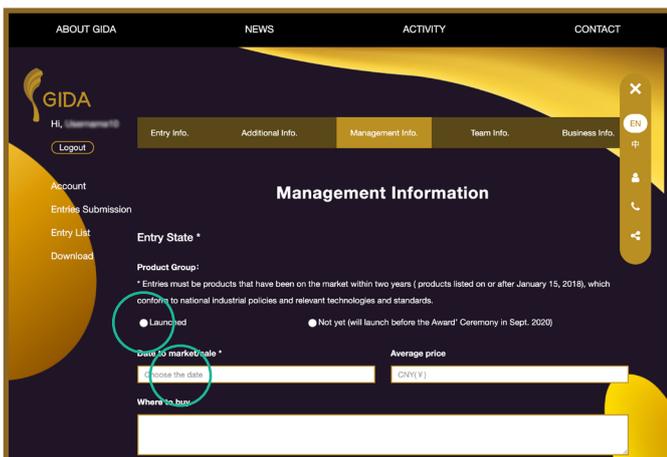
9 Fill in the various fields, provide at least 2 images for the section called “Photos for publication” and at least 1 image for the “Photos for evaluation”. Fill in the remaining fields (English only is enough).



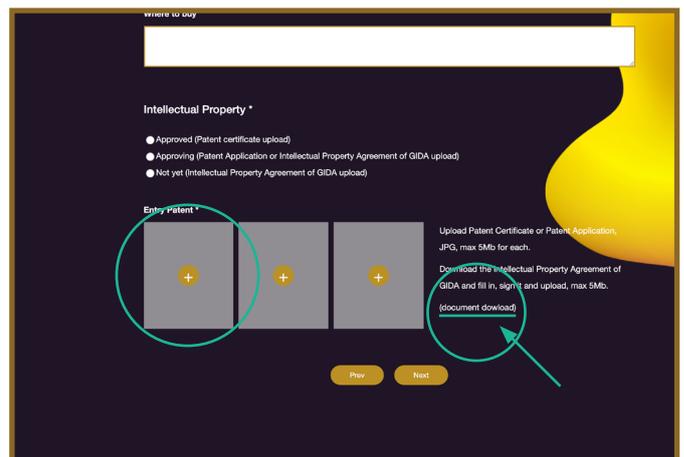
10 Proceed by clicking “Next”.



11 a Management information: if it belongs to the “Product” group, specify the state (“Launched” or “Not yet”), the date and fill in the other fields, if applicable.

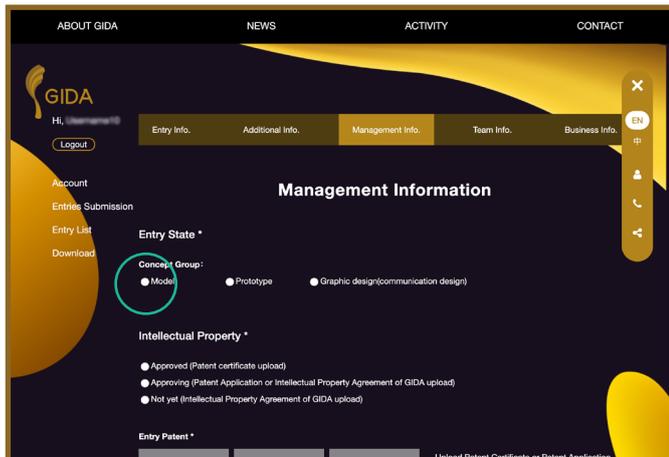


12 a Specify the IP status and upload the IP document or the “The Intellectual Property Statement of GIDA entry”, depending on the state. Click “Next”.



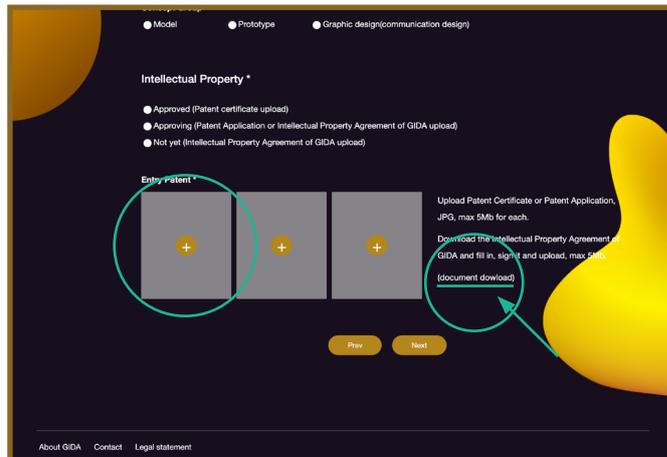
11 b

Management information - if it belongs to the "Concept" group: specify the concept group state ("Model", "Prototype", "Graphic design").



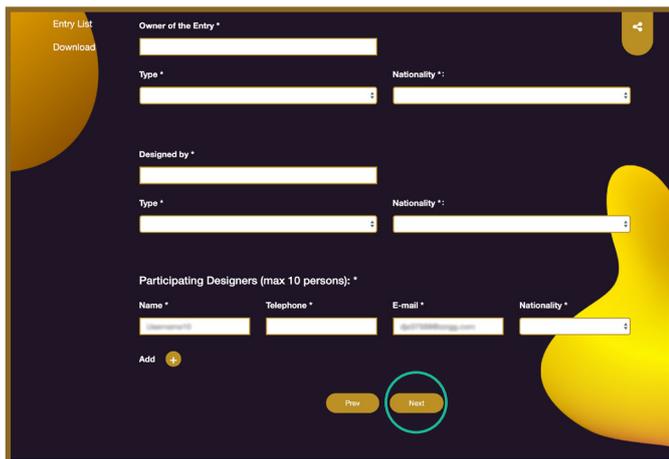
12 b

Specify the IP status and upload the IP document or the "The Intellectual Property Statement of GIDA entry", depending on the state. Click "Next".



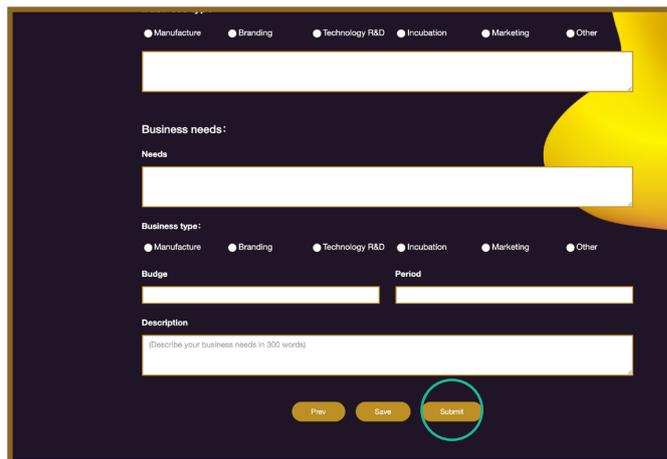
13

Provide the information of the team (up to 10 members) and click "Next".



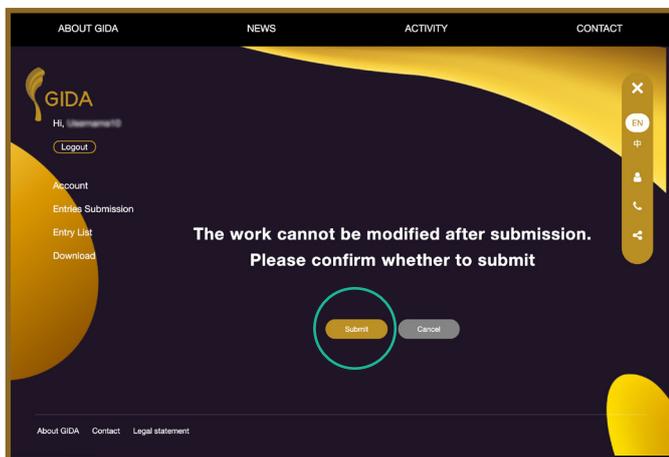
14

If you have any specific need for business opportunities regarding your entry, specify it in this page, otherwise simply click "Next".



15

Give final confirmation by clicking "Submit".



16

You can now verify that your application was successful by checking the "Entry list" section.

