Goldreed Industrial Design Award

Call for Entries

Award Description

— Award Positioning —

With the support of People's Government of Hebei Province and Xiongan New Area Administrative Committee, Goldreed Industrial Design Award ("GIDA" for short), was established in 2019. It is an international design prize driven by globalization, specialization and market orientation, hosted by Xiongan Future Industrial Design Institute (hereinafter referred as the "Organizer") and undertaken by Goldreed Industrial Design Award Organizing Committee (hereinafter referred as the "Organizing Committee").

Focusing on the principle of "facing the future, contributing oriental wisdom and spreading design values and spirits to create a better life for mankind", GIDA aims to build an international, specialized industrial design award that reflects both eastern and western style. Taking information society and sustainable development as the foundation, GIDA gathers global design talent resources, discover the future design, inspire the future life and enable the future city. Committed to the Chinese philosophy of "harmony and peace", GIDA promotes technological progress and social evolution from an eastern perspective, promotes a new direction of industrial development, creates a new way of social life in which symbiosis will be reached among man, nature and cities.

— Entry Requirements —

Entry is open to enterprises and institutions, design agencies, colleges, design teams, scientific research institutions and individuals from any country and region in the world.
The third GIDA does not charge any registration fees, but other expenses caused by logistics, insurance, customs clearance and travel for the competition shall be covered by entrants themselves.

— Typology of admissible entries —

Product group: Entries must be products that have been on the market within two years (i.e. after March 1, 2020), or products that can be on the market before this year's award ceremony. Meanwhile, entries must conform with relevant national industrial policies, technologies, and standards.

Concept group: Entries must be original designs that are not sold or produced on the market, and also be highly innovative in function, process, form, technology, materials and low carbon.

There is no limit in entry form. Products, software and comprehensive services are allowed to register. Meanwhile, the Organizing Committee has the right to adjust the entry groups and categories.

— Entry category —

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

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

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.

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.

Culture & Creativity
Includes products with local culture, stationery, fashion clothing and accessories, packaging and tableware, 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.

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

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

— Awards —

The Goldreed Industrial Design Awards has a total award pool of **4 500 000 RMB**, with over 30 cash awards to assign.

Best of the Best	Gold Award	Future Star Award	Good Design Award	Award Nominations
1winner 1,000,000RMB/winner	3winner 200,000RMB/winner	2winner 100,000RMB/winner	15winner 20,000RMB/winner	100 nominations Certificate and souvenir The top 10 nominations will be awarded with cash prizes.

— Winners benefits —

01 / Trophy and Certificate
Winners will receive a trophy and an electronic award certificate. Entries in this year's Good Designs Exhibition of will receive an "Exhibition Certificate", and award-winning entries presented to the Organizing Committee will receive a "Collection Certificate".

02 / Logo Grant
Award-winning entries will be granted a lifetime right to use the "GIDA" logo for free.

03 / Entry Prioritization and Commercialization
Outstanding entries will be invited to participate in a series of industrial transformation activities of the year.

04 / Industrial Expert Exchange
Winners will be invited to participate in this year' s award ceremony, the 5th Hebei International Industrial Design Week and other series of activities to conduct face-to-face exchanges and cooperation with representatives from the global design community, academia, media community, industrial community and other industries. Also, winners will have the opportunity to serve as the guest speaker of "GIDA Future Design Salon".

05 / Exhibition
All winning entries will be presented in online and offline exhibitions and other global exhibitions.

06 / Media Promotion
GIDA has established a media promotion network covering different industries and channels with more than 100 mainstream media around the world. The winners will be recommended to participate in interviews with major media to further enhance the social influence of excellent designs.

07 / Winner Interview
Winners will be given priority to participate in interviews with major media to further enhance the social influence of excellent design.

08 / Yearbook
GIDA will produce and promote a yearbook of outstanding entries, and the winning entries will be included in the GIDA yearbook.

— Schedule —

Main Events	Date
Entry Collection	March 1, 2022 - June 30, 2022
Preliminary Evaluation	July 4, 2022 - July 10, 2022
Announcement of the Preliminary Evaluation Results	July 13, 2022
Mail of Products in Kind for the Shortlisted Entries	July 14, 2022-August 14, 2022
Second Evaluation	August 19, 2022-August 21, 2022
Good Design Exhibition	August 21, 2022-September 18, 2022
Announcement of the results of the re-evaluation	August 24, 2022
Final Evaluation	September 5, 2022-September 14, 2022
Award Ceremony	September 16, 2022
Exhibition Tour	October, 2022

- Please see the latest notice in case of time changes.

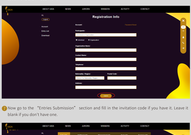
— Jury and evaluation criteria —

The GIDA expert base is established through open solicitation and recommendation from cooperative organizations. We invite authoritative experts from all of the world to serve as evaluation experts. In order to highlight the cross-border integration of design and enhance the comprehensiveness of the evaluation, in addition to domestic and foreign design experts, experts in other related fields such as industry, technology, venture capital, and media are also invited to evaluate as jury. Winners of the previous Best of the Best award will have the opportunity to be invited as jury experts too.
Focusing on the principle of "facing the future, contributing oriental wisdom and spreading design values and spirits to create a better life for mankind", the evaluation standard system is based on the goal that entries will help promote "leading a new direction of industrial development, creating a new way of social life and helping harmonious development between man and nature."
The evaluation system consists of three dimensions.

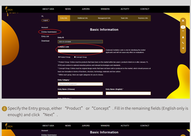
Application Process

① Go to www.goldreedaward.com.cn and click "Enter"

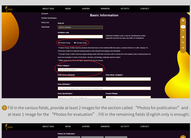
② Click "Register"



③ Fill in all the fields, accept the terms and conditions, click "Submit"



④ Now fill in your credentials and click "Submit"

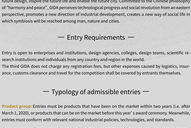


⑤ You can verify your profile, by looking at the username in the top left of the page. Now click on the "No-Issue" section or simply click "Next"

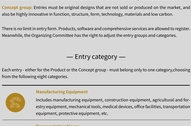
⑥ Fill in the form, specify the participant typology (Enterprise, Design agency, Institute, Individual or Organization) and click "Submit"

⑦ Now go to the "Entries Submission" section and fill in the invitation code if you have it. Leave it blank if you don't have one.

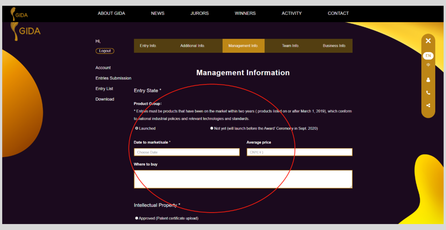
⑧ Specify the Entry group, either "Product" or "Concept". Fill in the remaining fields (English only is enough) and click "Next"



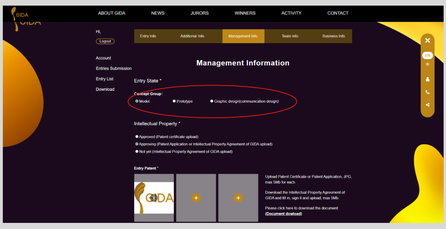
⑨ Fill in the various fields, provide at least 2 images for the section called "Photos for publication" and at least 1 image for the "Photos for evaluation". Fill in the remaining fields (English only is enough)



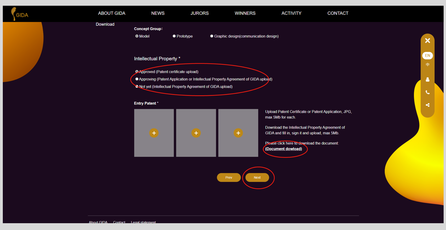
⑩ a. Management information: if it belongs to the "Product" group, specify the state ("Launched" or "Not yet"), the date and fill in the other fields, if applicable.



⑩ b. Management information - if it belongs to the "Concept" group: specify the concept group state ("-Model" , "Prototype" , "Graphic design").



⑪ Specify the IP status and upload the IP document or the "The Intellectual Property Statement of GIDA entry" ,depending on the state. Click "Next" .



⑫ Just fill in the basic information of the work and the information of the right holder of the work in the declaration of intellectual property rights, and upload the picture after the relevant right holder signs it.

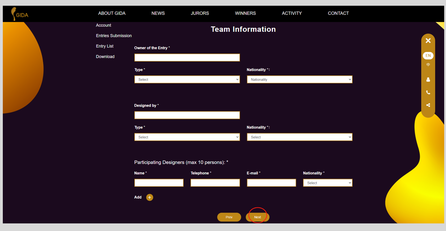
(Single individual)

(Multiple individual entrants)

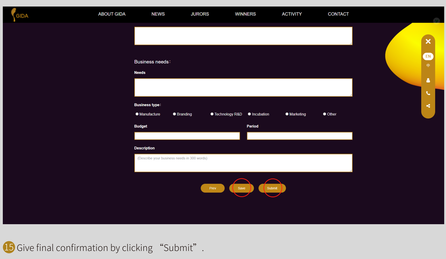
(Single company)

(Intellectual property rights are owned party)

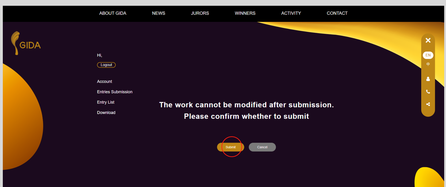
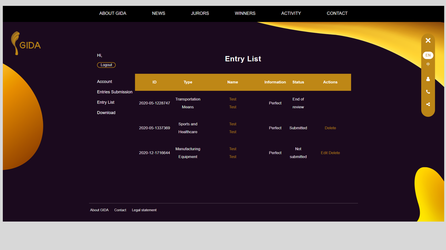
⑬ Provide the information of the team (up to 10 members) and click "Next" .



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.