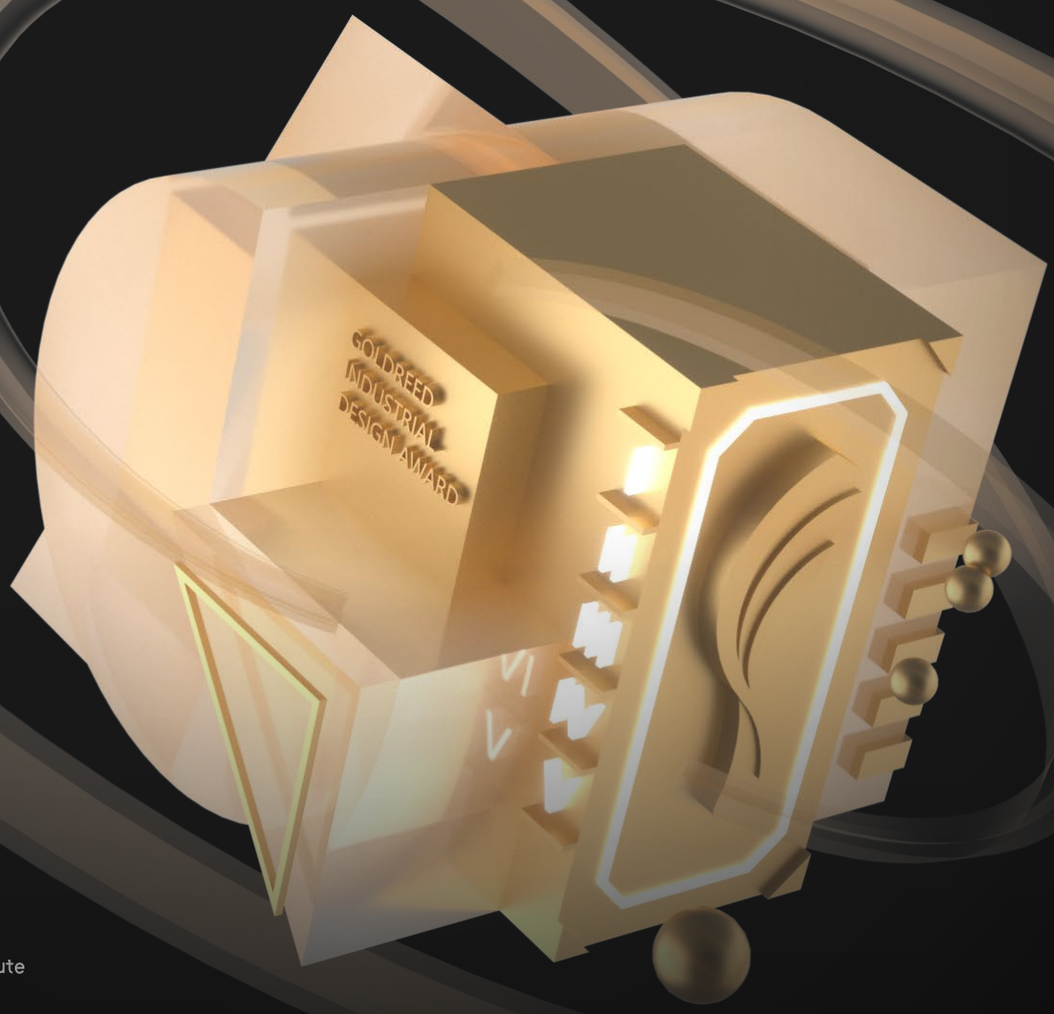
第五届金芦苇工业设计奖

2024 GOLDREED INDUSTRIAL DESIGN AWARD

发现未来设计
Discover the Future Design

启迪未来生活
Enlighten the Future Life

赋能未来城市
Empower the Future City



金芦苇
工业设计奖
Goldreed
Industrial Design Award

主办单位 Host：
雄安新区未来工业设计研究院
Xiongan Future Industrial Design Institute

承办单位 Organizer：
金芦苇工业设计奖组委会
Goldreed Industrial Design Award Committee

支持单位 Support units：
河北省人民政府
People's Government of Hebei Province
河北雄安新区管理委员会
Xiongan New Area Administrative Committee

关于金芦苇工业设计奖

About GIDA

金芦苇工业设计奖（Goldreed Industrial Design Award，简称“金芦苇奖”、GIDA）创立于2019年，是在河北省人民政府、河北雄安新区管理委员会支持下，由雄安新区未来工业设计研究院主办，金芦苇工业设计奖组委会承办的国际化、专业化、市场化的工业设计领域奖项。

秉承中国“和合”理念，以东方的视角洞察科技进步和社会变革，通过设计引领未来产业发展方向，创造社会生活新方式，助力人与自然、城市和谐共生。

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”).

Committed to the Chinese philosophy of “harmony and peace”, GIDA perceives technological progress and social revolution 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 human, nature and cities.

参赛价值

Entry Value

01 奖金及奖杯证书 Trophy and Certificate

获奖者将获得相应奖金、奖杯及电子版获奖证书一份。参加本年度展览的作品将获得“参展证书”，赠予组委会的获奖作品可获得“收藏证书”。

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

02 徽标授予 Logo Grant

获奖作品可获得“金芦苇工业设计奖”徽标终身免费使用权。

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

03 产业化扶持及推介 Industrialization Support and Promotion

组织投融资、产业孵化及众筹等机构与意向参赛者进行对接，促进项目产业化落地，优先推荐其在新区各类载体落地应用。

Organize investment and financing, industrial incubation and crowdfunding institutions to dock with entrants, promote the industrialization of the project, and recommending its application in Xiongan New Area of various types of carriers.

04 行业大咖交流 Industrial Expert Exchange

获奖者将受邀参加本年度颁奖典礼、河北国际工业设计周等系列活动，与来自全球设计界、学术界、媒体界、产业界等百余位行业代表面对面交流合作，同时将有机会担任'GIDA 未来设计沙龙”等活动演讲嘉宾。

Winners will be invited to participate in this year’ s award ceremony, the 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”. 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 展览展示 Exhibition

获奖作品可获得在雄安绿色建筑展示中心招商中心长期线下产品展示机会。同时，参与金芦苇工业设计奖的线上、线下全球巡展活动。

The winner will be given the opportunity to display their entries offline in the investment center of Xiongan Green Building Exhibition Center. At the same time, entries will be exhibited in the online, offline and other global touring activities of Goldreed Industrial Design Award.

06 媒体推广及获奖专访 Media Promotion

金芦苇奖已与全球百余家主流媒体建立覆盖不同行业和渠道的媒体推广网络，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，助力优秀参赛者获得百万曝光率与推广度。

GIDA has established a media promotion network covering different industries and channels with more than 200 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.Winners will be given priority to participate in interviews with major media to further enhance the social influence of excellent design.

07 作品收录 Yearbook

每届金芦苇奖都将编制优秀作品年鉴并加以推广，获奖作品将收录金芦苇奖年鉴。

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

08 政府支持
Government funding support

依据雄安新区支持工业设计发展相关配套政策，引导企业参与设计创新比赛，对获得金芦苇工业设计奖的获奖者提供资金奖励、人才引进、企业上市绿色通道、企业融资等优惠政策。

According to the supporting policies for industrial design development in Xiongnu New Area, enterprises are guided to participate in design innovation competitions, and the winners of the Goldreed Industrial Design Award are provided with preferential policies such as financial incentives, talent introduction, green channel for enterprise listing and enterprise financing.

09 优先申请雄安新区“雄才卡”
Priority Application for “Xiongcai Card”

金芦苇奖获奖者符合《河北雄安新区“雄才卡”管理办法（试行）》中A、B、C类人才相应条件的，可分类申领“雄才卡”并对持卡人分类给予服务保障。

The winners of the Goldreed Award can apply for the "Xiongcai Card" if they meet the corresponding conditions of A, B and C talents in the "Management Measures for Xiongcai Card of Hebei Xiongan New Area (for trial implementation)" and the card holders are given service protection.

10 入驻资格
Entry Qualification

优先推荐入驻“雄安绿色建筑展示中心”等新区产业载体，并配套提供拎包入住、人才公寓、租金优惠等服务和条件。

The winners of the GIDA will receive priority admission to the "Xiongan Green Building Exhibition Center" and other industrial carriers of new area. Additionally, we will provide supporting services and conditions such as fully furnished apartments, talent apartments, and rental discounts.

参赛要求
Entry Requirements

A 参赛对象
Entrants

全球任何国家和地区的企事业单位、设计机构、院校、设计团队、科研机构及个人皆有参赛资格。

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.

B 参赛方式
Entry Methods

1.所有参赛者须登录金芦苇工业设计奖官网（www.goldreedaward.com）进行报名。

All entrants must log on to the official website of GIDA (www.goldreedaward.org/en) to register.

2.每项申报类别均可提交产品设计作品或概念设计作品，且同一作品仅可申报一个组别、类别。

Under each registration category, product or concept designs can be submitted while the same entry can only be submitted for one group in one category.

3.参赛者须为参赛作品的设计方或所属方，且与他人无任何知识产权纠纷。所

有参赛作品的知识产权归申报者所有。

Entrants must be the designer or owner of the entry, and have no intellectual property disputes with others.

4.为了更好的向国际评委专家展示作品，参赛者应采用中英双语撰写作品信息，并提交相应图片。

In order to better present the design to the international jury experts, entrants should provide the entry information in both Chinese and English and submit corresponding pictures.

C 报名时间及费用 Registration Time and Fee

本届金芦苇奖申报期限为2024年4月1日至2024年6月30日24时（北京时间），其他时间概不受理，如有变化将另行通知。
第五届金芦苇工业设计奖不收取报名费用，但由参赛所产生的物流、保险、清关、差旅等费用由参赛者自理。

The registration for GIDA this year starts from April 1st, 2024 and ends at 24:00, June 30th, 2024 (Beijing time). Registration at other times will not be accepted. Any changes will be notified separately.
The 5th GIDA does not charge any registration fee, but other expenses caused by logistics, insurance, customs clearance and travel for the competition shall be covered by entrants themselves.

D 参赛作品要求 Entry Requirements

产品组：参赛作品须为已上市两年内（即2022年4月1日之后）上市产品，或能在本年度颁奖典礼前（2024年9月）上市的产品，同时作品需符合国家相关产业政策及技术、标准等。

Product group: Entries must be products that have been on the market within two years (i.e. after April 1st, 2022), or products that can be on the market before this year' s award ceremony(i.e. September 2024). Meanwhile, entries must conform with relevant national industrial policies, technologies, and standards.

概念组：参赛作品须为未在市场销售或生产的原创设计作品，且在功能、结构、形态、技术、材料和低碳等方面有较大创新。
所有作品不限形式，产品、软件、综合服务均可报名，金芦苇奖组委会有权对作品的参赛组别及参赛类别进行调整。

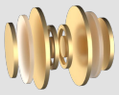
Concept group: Entries must be original designs that are not sold or produced on the market, and also be highly innovative in function, structure, form, technology, materials and low carbon.

所有作品不限形式，产品、软件、综合服务均可报名，金芦苇奖组委会有权对作品的参赛组别及参赛类别进行调整。

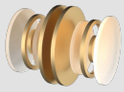
There is no limit in entry form. Products, software and comprehensive services are allowed to register. Meanwhile, the Organizing Committee has the right to adjust the entry groups and categories.

E 参赛类别 Entry category

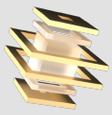
产业装备类
Manufacturing Equipment



运动健康类
Sports and Healthcare



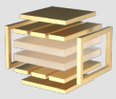
交通工具类
Transportation Means



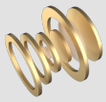
数字技术类
Digital Technology

公共设施类
Public Facilities

文化创意类
Culture & Creativity



家居生活类
Home Life



传播设计类
Communication Design

F 评审标准 Evaluation Standards

围绕“面向未来，为创造人类美好生活，贡献东方智慧，传播设计价值和精神”的宗旨，以参赛作品是否有利于推动“引领产业发展新方向，创造社会生活新方式，助力人与自然和谐发展”目标的实现为切入点，设立评审标准体系。

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."

体系包括三个维度：
The evaluation system consists of three dimensions.

Life
focusing on “lifestyle”
human care and aesthetics.

Manufacture
focusing on “leading industry”
functionality and innovation

Ecology
focusing on “harmony peace
and symbiosis” sustainability

G 奖项设置
Award System

至尊奖
1项:1 000 000元/人民币 1 Winner 1 000 000 RMB/winner

金奖
5项:350 000元/人民币 5 Winners 350 000 RMB/winner 绿色设计金奖 Gold Award for the Best Green Design 时尚设计金奖 Gold Award for the Best Appearance Design 智能设计金奖 Gold Award for the Best Smart Design 人文设计金奖 Gold Award for the Best Human-centered Design 传播设计金奖 Gold Award for the Best Communication Design

未来之星奖
3项:150 000元/人民币 3 Winners 150 000 RMB/winner

优秀设计奖
55项:20 000元/人民币 55 winners 20 000 RMB/winner 优秀产品设计奖 Good Product Design Award 优秀概念设计奖 Good Concept Design Award

日程、组织机构
Agenda and Organizational Structure

赛事日程
Agenda

2024年4月1日-2024年6月30日

作品征集 Entry Collection

2024年7月5日-2024年7月12日

初评 Preliminary Evaluation

2024年7月17日-2024年8月18日

入围作品寄送实物 Entry Delivery

2024年9月18日-2024年9月19日

终评 Final Evaluation

2024年9月20日

颁奖典礼 Award Ceremony

* 如有时间变化，以官方最新通知为准。

Please see the latest notice in case of time changes.

组织架构
Organizational Structure

主办单位 **Host**	雄安新区未来工业设计研究院 Xiongan Future Industrial Design Institute
承办单位 **Organizer**	金芦苇工业设计奖组委会 Goldreed Industrial Design Award Committee
支持单位 **Support units**	河北省人民政府 People’s Govemment of Hebei Province 河北雄安新区管理委员会 Xiongan New Area Administrative Committee
战略合作 **Strategic Partners**	世界设计组织 World Design Organization

深圳市工业设计行业协会
Shenzhen Industrial Design Profession Association

江苏智云天工科技有限公司
Jiangsu Svfactory Technology Co., Ltd

联系方式

Contact Information

金芦苇
工业设计奖
Goldreed
Industrial Design Award

金芦苇工业设计奖组委会

网　站　www.goldreedaward.com

电　话　0312-5675515

邮　件　service@xidi.org.cn

地　址　河北省雄安新区容城县兴泰街77号雄安绿色建筑展示中心1号楼

Goldreed Industrial Design Award Committee

Website　www.goldreedaward.org/en

Tel　+86-(0)312-5675515

Address　GIDA Organizing Committee, Building1, Xiongan Green Building Exhibition Center, Intersection of Changtai Road and Shunda Street, Rongcheng County, Xiongan, HebeiProvince, China

金芦苇工业设计奖官网
GIDA Official Website

金芦苇工业设计奖官方微信
GIDA Official Wechat

微信客服
WECHAT customer service

参赛者交流群
Participant Exchange Group

历届风采

Record

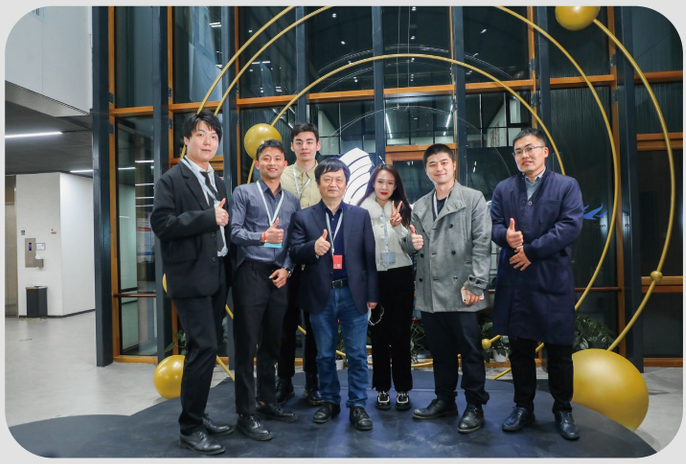
第一届金芦苇工业设计奖启动仪式
The First Goldreed Industrial Design Award Launching Ceremony

第一届金芦苇工业设计奖颁奖典礼
Award Ceremony of The First Goldreed Industrial Design Award

第二届金芦苇工业设计奖精品展
The Second Goldreed Industrial Design Award Good Design Exhibition

第二届金芦苇工业设计奖颁奖典礼
Award Ceremony of The Second Goldreed Industrial Design Award

第三届金芦苇工业设计奖颁奖典礼
Award Ceremony of The Third Goldreed Industrial Design Award



第三届金芦苇工业设计奖颁奖典礼
Award Ceremony of The Third Goldreed Industrial Design Award

第四届金芦苇工业设计奖颁奖典礼
Award Ceremony of the 4th Goldreed Industrial Design Award

第四届金芦苇工业设计奖颁奖典礼
Award Ceremony of The 4th Goldreed Industrial Design Award

历届获奖作品

Previous Winning Entries

至尊奖
Best of the best

新型高私密大定员纵向卧铺动车组
New high-privacy and large-capacity forward layout sleeper EMU

SUPERKOP espresso maker

FN-C1碳纤维折叠电动轮椅
FN-C1 Carbon Lite E-foldable Wheelchair

绿色设计金奖
Gold Award for the Best Green Design

智能助力一体轮
Intelligent power wheel

新型无接触网供电城轨列车
New-catenary-less power supply for urban rail trains

梁
Beam

White Sack

时尚设计金奖
Gold Award for the Best Appearance Design

Tonal 悬挂式综合力量健身器
Tonal Strength Training System

石头
ST-One

ET360小白快客茶器
ET360 White Portable Tea Maker

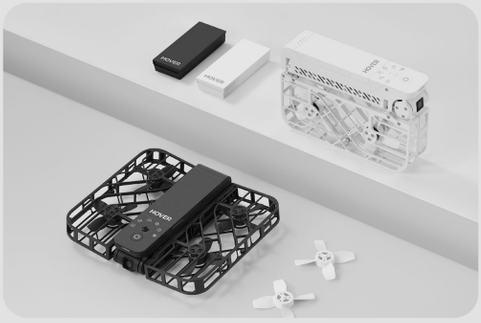
OFIITO - urban racer R3

智能设计金奖
Gold Award for the Best Smart Design

寻影AI自导演摄像机
OBSBOT Tail

新石器无人车 X3
NEOLIX X3

科大讯飞智能办公本Air
iFLYTEK AiNote Air



哈浮飞行相机X1
Hover CameraX1

人文设计金奖
Gold Award for the Best Human-centered Design

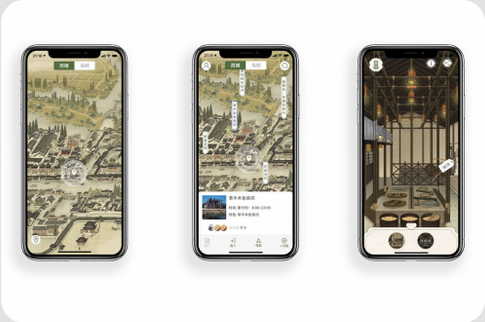
Tangiplay小火车编程套装
Tangiplay Coding Kits

NS100骨科手术机器人系统
NS100 Orthopedic Robotic Surgery Platform

多功能置管引导定位系统
Multifunctional Catheter-positioning Guiding System

魏氏心脏不停跳心肌切除器
Wer's Beating-heart Myectomy Device

传播设计金奖
Gold Award for the Best Communication Design



乌镇浸入式体验设计
Wu Zhen Immersive Experience Design

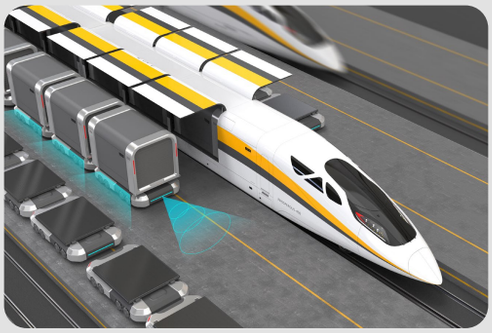
寻影 Me
OBSBOT Me

东铁综合培训中心导视系统
TOTETSU Training Institute

迅飞智能录音笔 H1Pro
iFLYTEK Smart Recording Pen H1Pro

未来之星奖
Future Star Award

“岛屿”无人驾驶双层电车



基于未来城市-智能化货运高铁

Island

Based on the future city - Intelligent Freight high speed railway logistics system

基于功能创新的升降式摆渡车
X-ferry bus

降噪L型枕
DE-NOISING PILLOW

Oto智能诊察摄像头
Oto

蝗虫-食物转化机
From Locust to Nutrition

徐工“天将”道路应急抢险装备
“Tianjiang”2.0 modular road emergency rescue equipment system

MOZER鼠标
MOZER mouse