

Award Description

01 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 foothold, 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 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 man, nature and cities.

02 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.

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.

03 Typology of Admissible Entries


Product group: Entries must be products that have been on the market within two years (i.e. after April 1, 2022), 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.

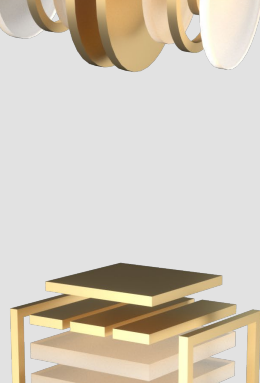
Concept group: Entries must be original designs that are not sold or produced on the market, and also be highly innovative in function, structure, form, technology, materials and low carbon.


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.


04 Entry Category


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

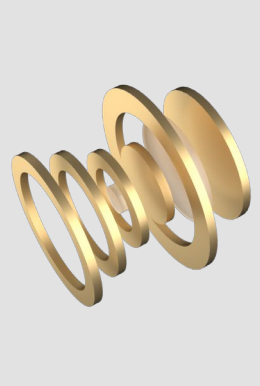
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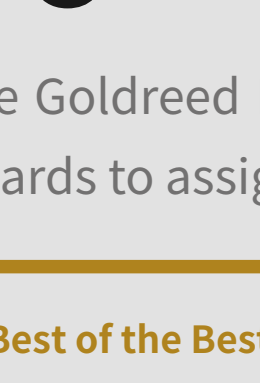
Manufacturing Equipment
Advanced industrial "equipment" designs for emerging industries, "including" industrial "equipment, construction equipment, "agricultural and forestry equipment, "mechanical" tools, "protective" equipment, industrial robots, "aerospace" information equipment, commercial service robots, construction service robots. service "robots," etc.
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Transportation Means
Smart transportation designs, including unmanned vehicles, smart buses, high-speed trains, automobiles, aircrafts, mobility tools and facilities, service-oriented vehicles in urban areas, water and underwater vehicles, traffic robots, etc.
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Home Life
Designs related to the home life, including home furniture, home appliances, kitchen and bathroom, home decoration, products for the elderly, children's products, maternal and child products, toys and musical instruments, etc.
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Culture & Creativity
Cultural, creative product designs, including local cultural gifts, stationery, fashion clothing and accessories, utensil packaging and tableware, etc.
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Sports and Healthcare
Sport product designs that can improve people's mental and physical health, including health and fitness facilities, medical devices, sports and leisure products, outdoor products, physical fitness test devices, health monitoring devices, etc.
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Public Facilities
Product designs of service facilities within urban space system, including urban furniture, public lighting, guiding signs, shared facilities, information services, sanitation facilities, safety facilities, facilities for leisure and entertainment, emergency equipment, etc.
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Digital Technology
Designs based on digital and information networks and other forms of delivery, include system or UX in cloud computing, big data, AI, blockchain, VR, smart cities, smart agriculture, IPV6, BDS, etc.
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Communication Design
Innovative and interactive corporate product image communication designs, including corporate identity, brand design, display design, packaging design, animation and animation, print advertising media and other areas of products and services, etc.

05 Awards

The Goldreed Industrial Design Awards has a total award pool of 4 300 000 RMB, with over 60 cash awards to assign.

Best of the Best 1winner 1000000RMB/winner	Gold Award 5winners 350000RMB/winner	Future Star Award 3winners 150000RMB/winner	Good Design Award 55winners 20000RMB/winner	Award Nominations 100 nominations The actual quantity is based on the review result Prevail
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Winners Benefits

A Trophy and Certificate

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

B Logo Grant

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

C Industrialization Support and Promotion

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. 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.

D 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".

E Exhibition

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.

F Media Promotion

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.

G Yearbook

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

H Government Funding Support

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.

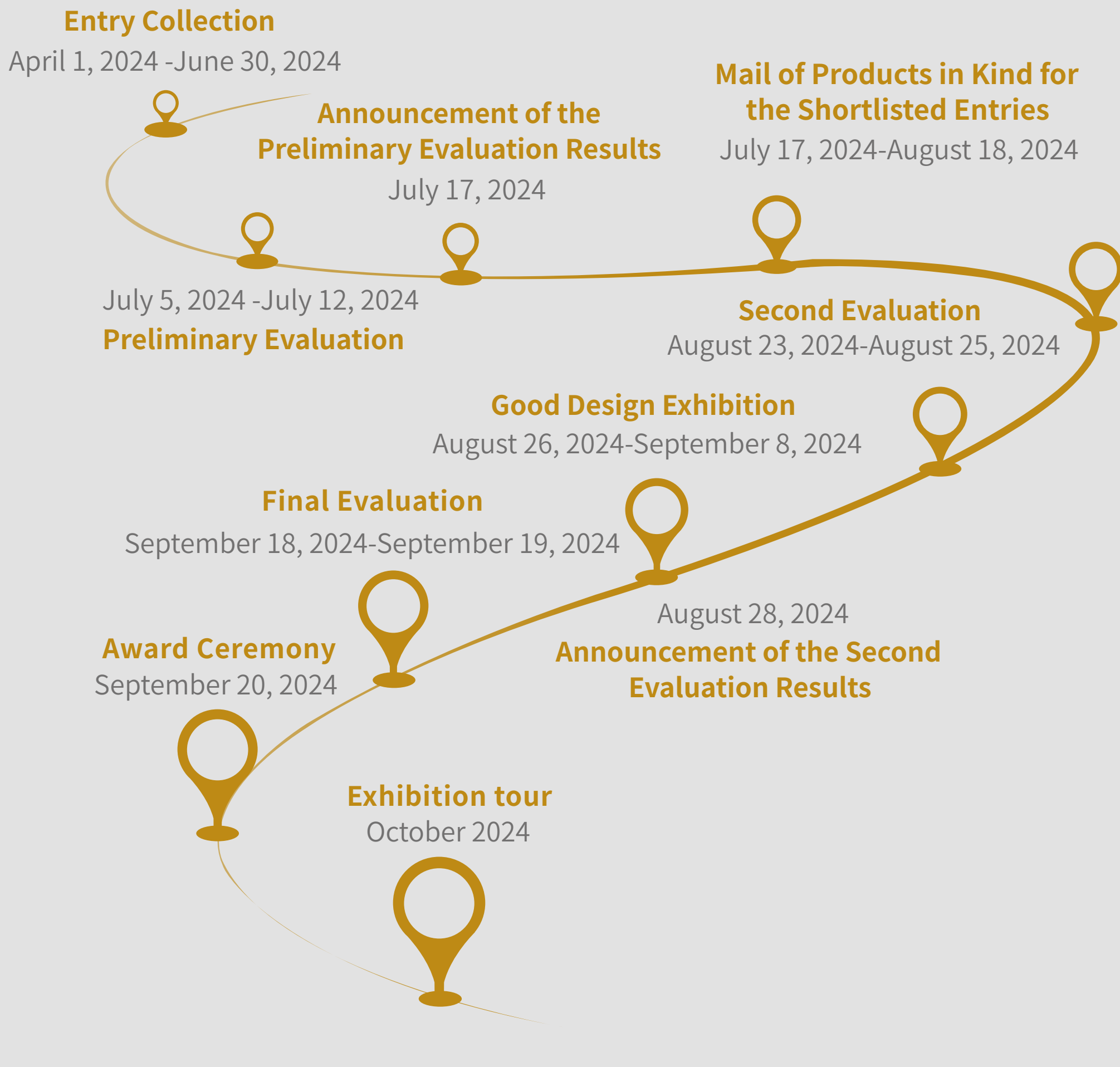
I Priority Application for "Xiongcai Card"

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.

J Entry Qualification

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.

Schedule



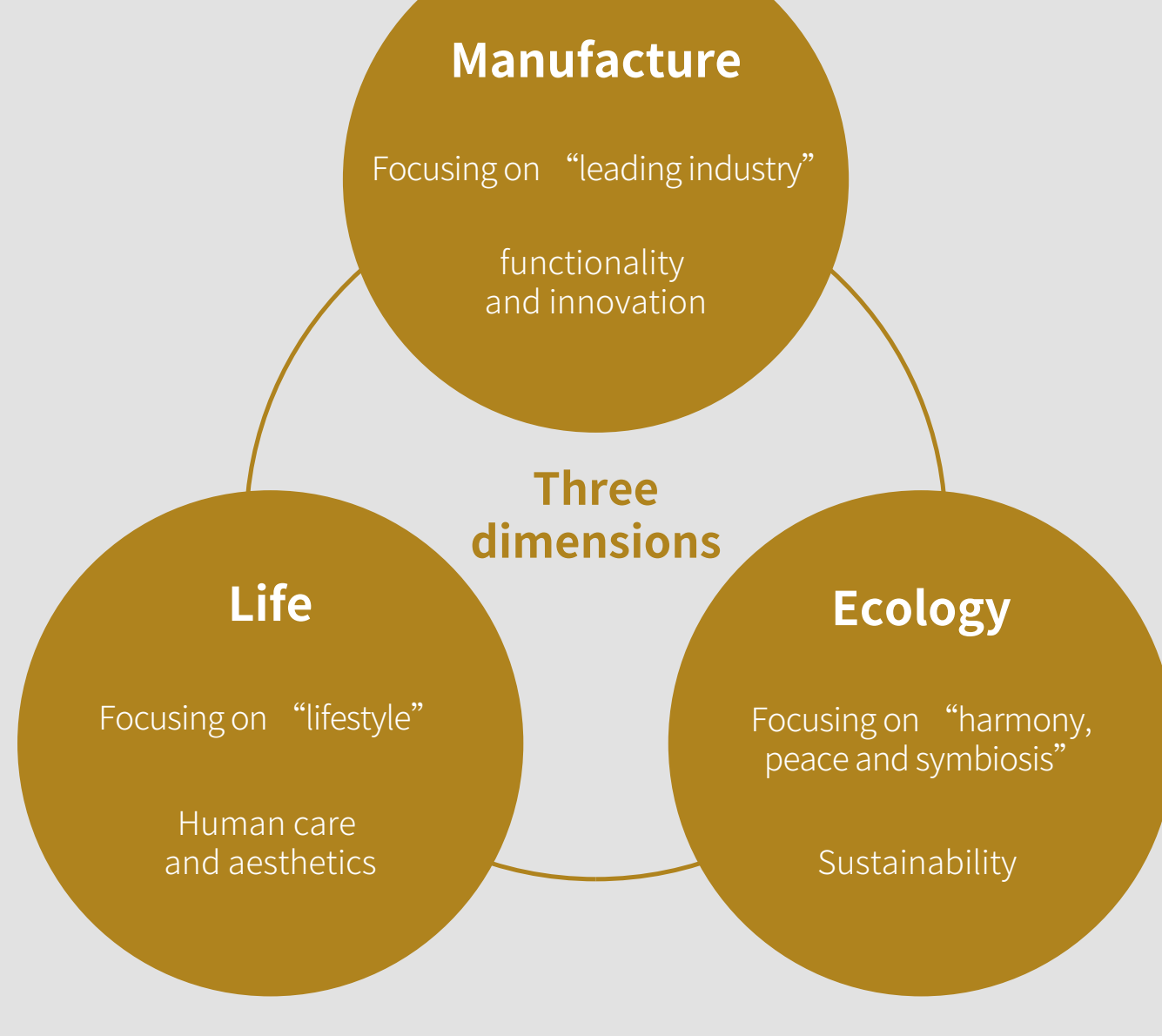
*Please see the latest notice in case of time changes.

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.

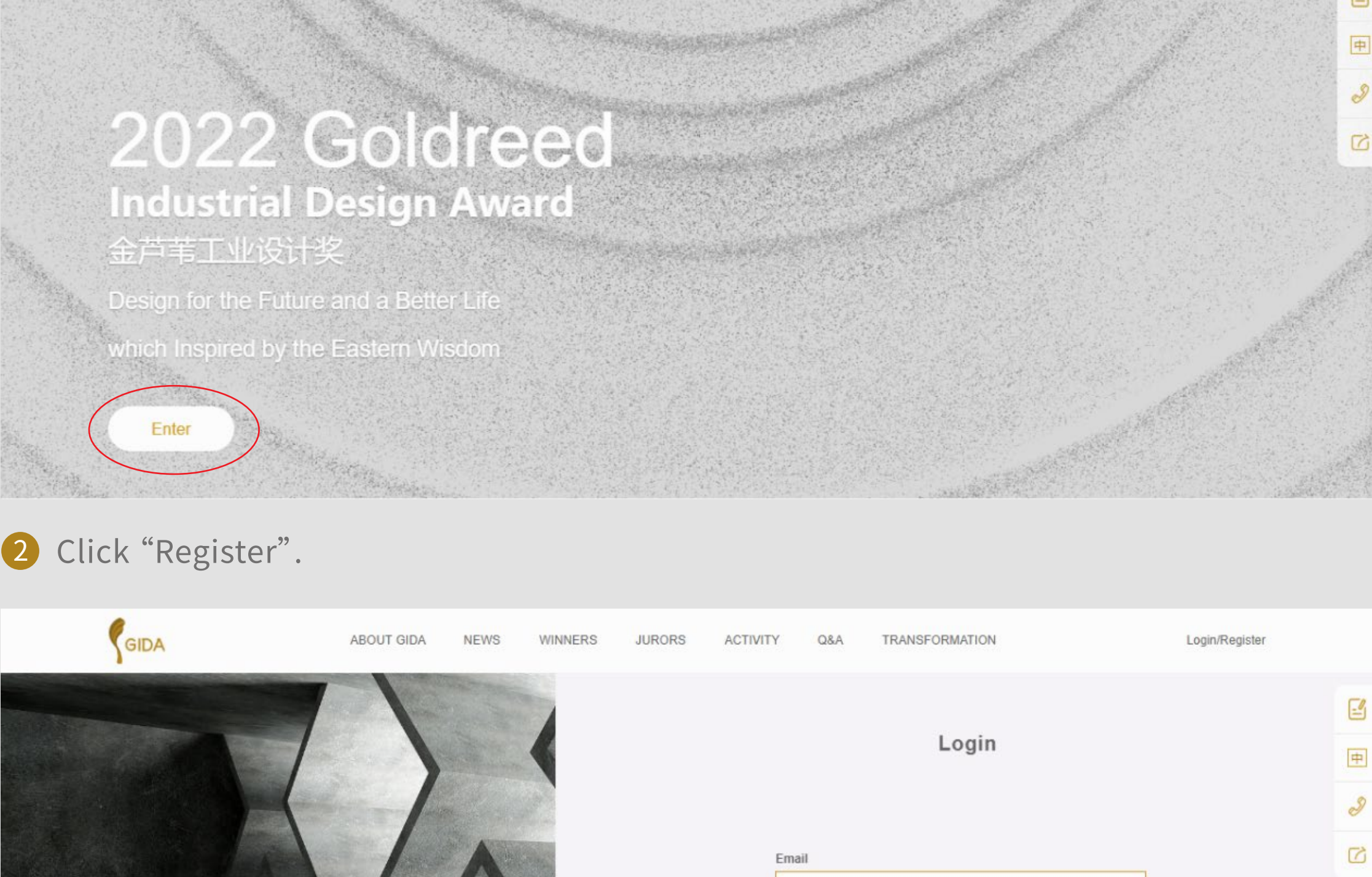
Focusing on the principle of "facing the future, contributing oriental wisdom and spreading design values and spirits to create a better life for mankind", the evaluation standard system is based on the goal that entries will help promote "leading a new direction of industrial development, creating a new way of social life and helping harmonious development between man and nature."

The evaluation system consists of three dimensions.:

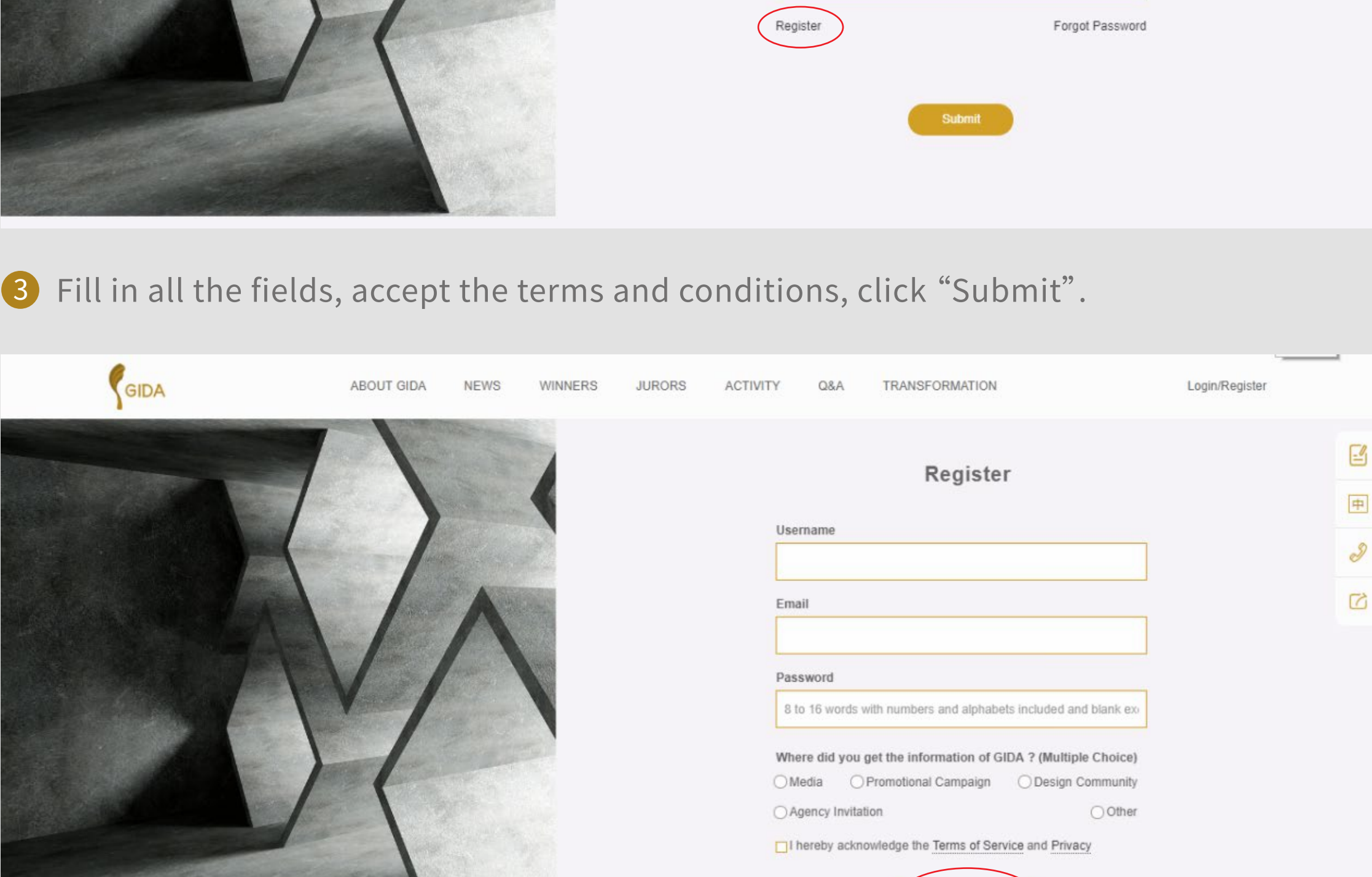


Application Process

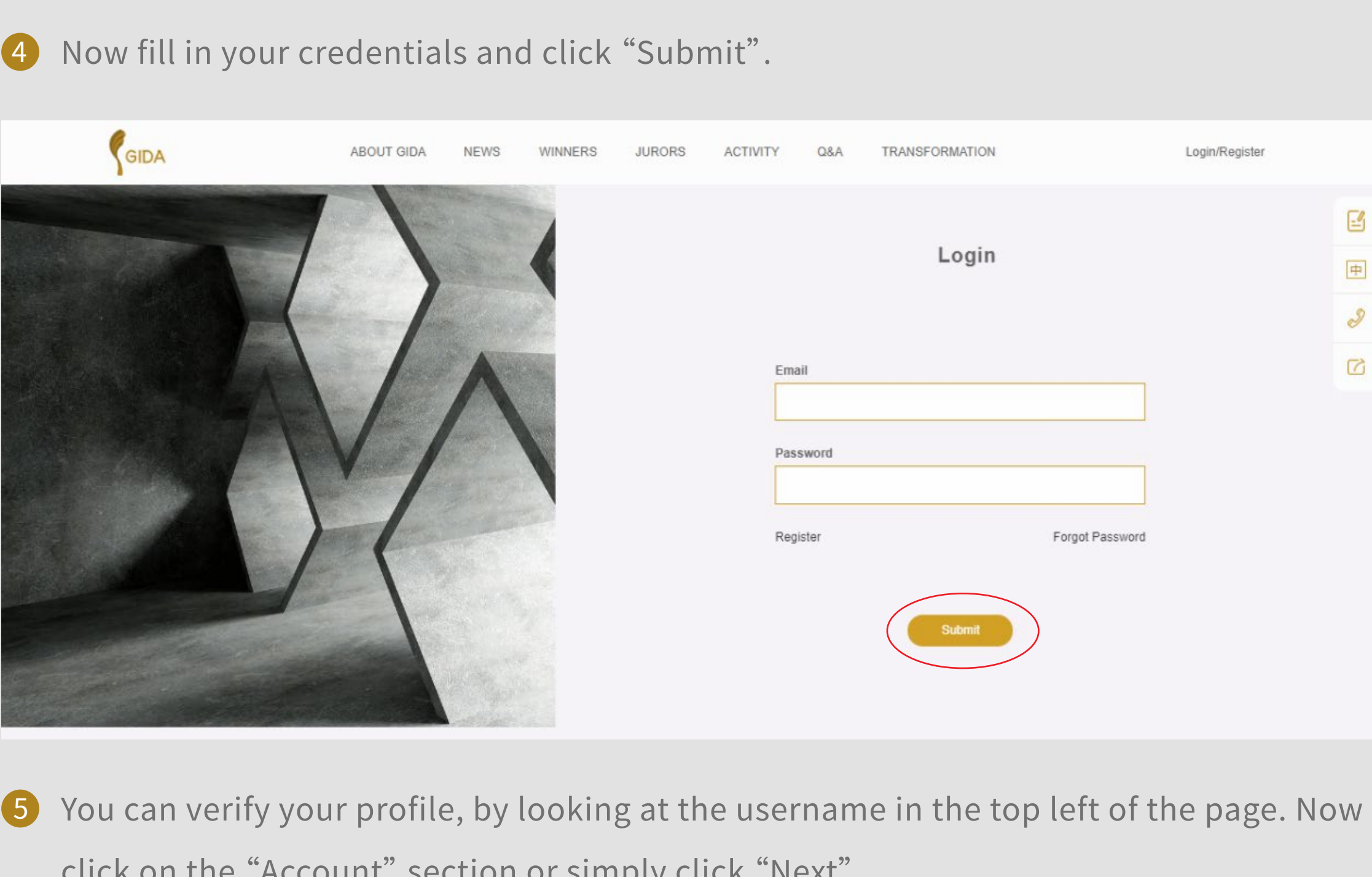
1 Go to www.goldreedaward.org/en and click "Enter".



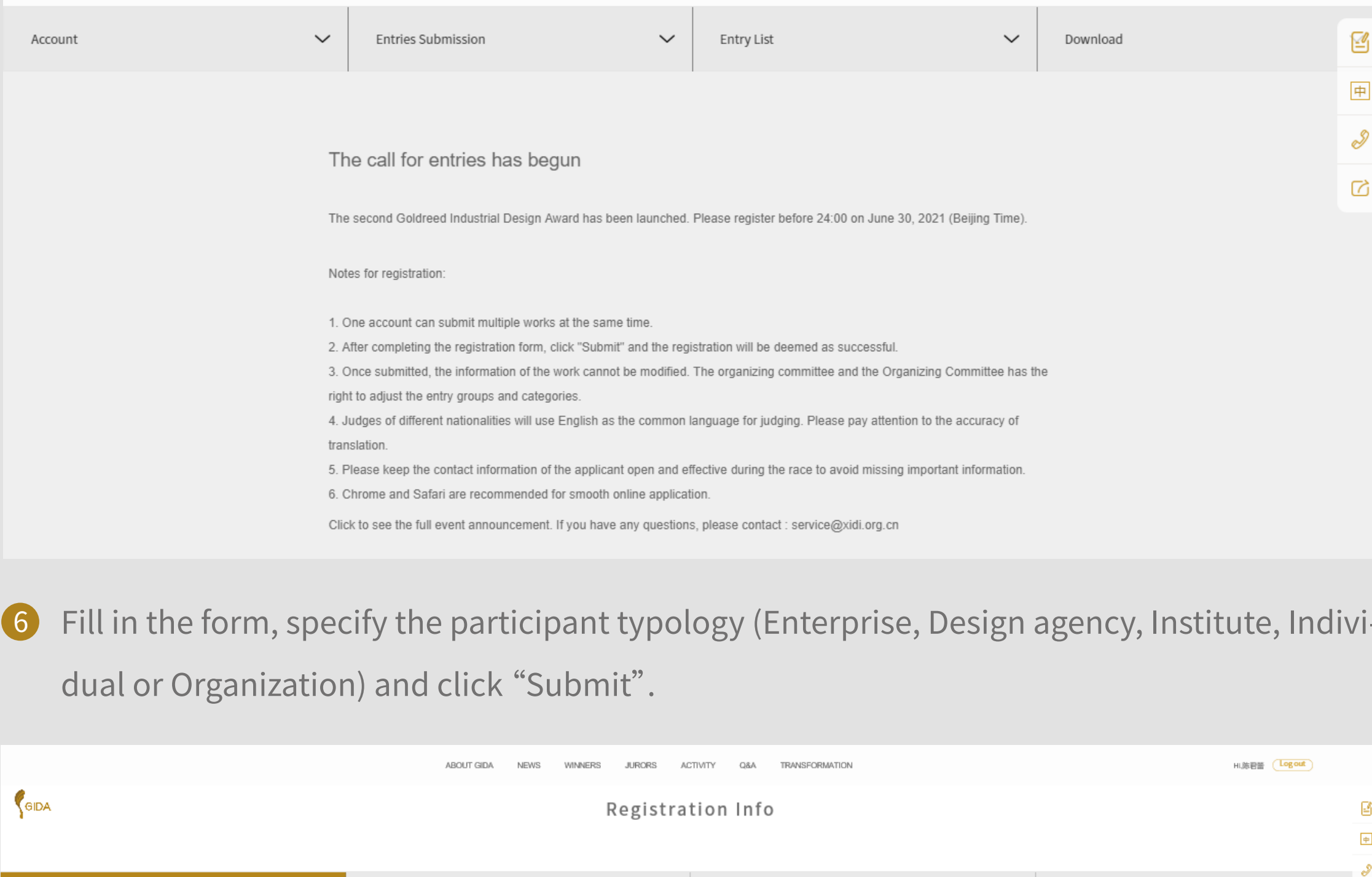
2 Click "Register".



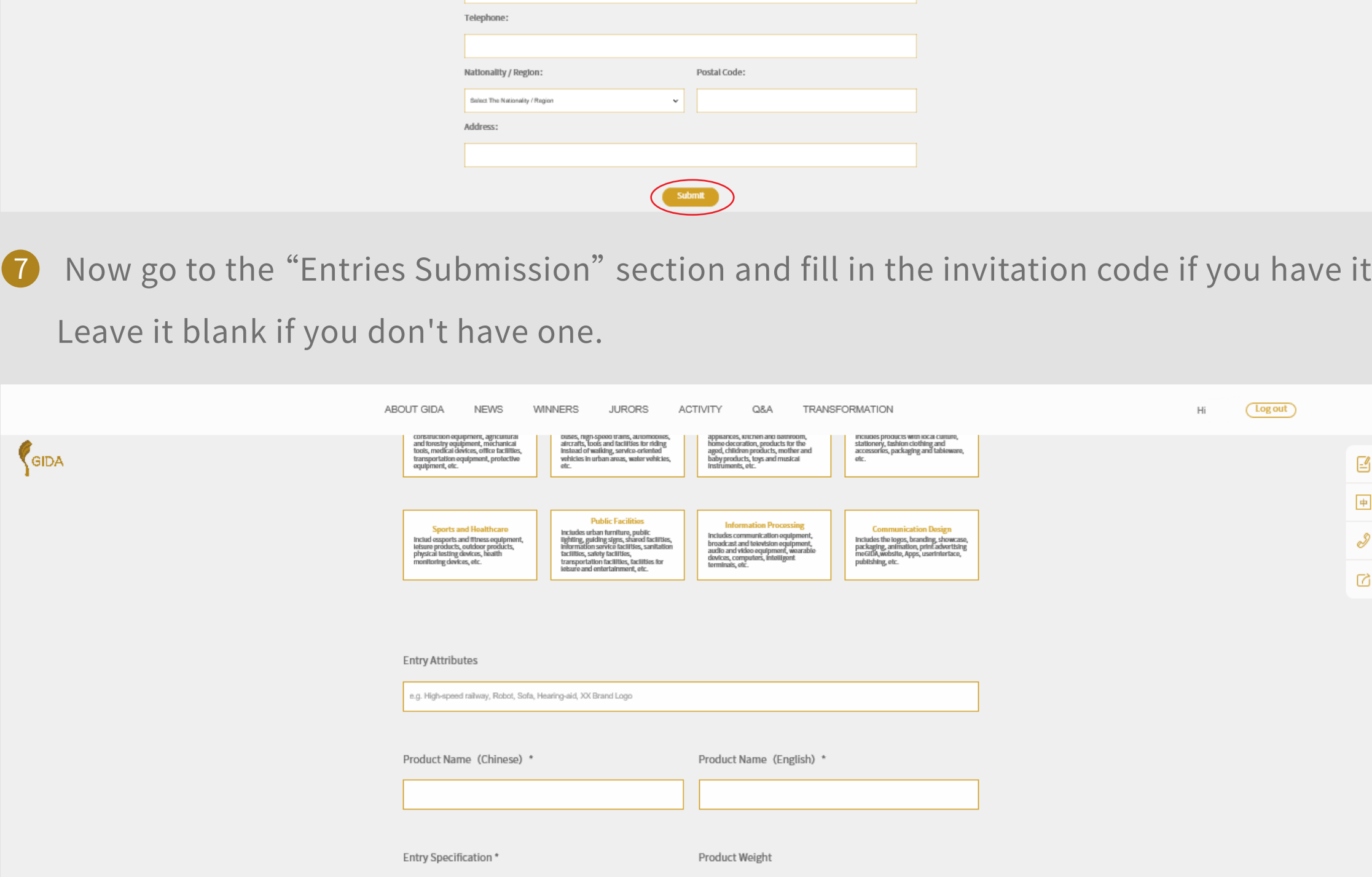
3 Fill in all the fields, accept the terms and conditions, click "Submit".



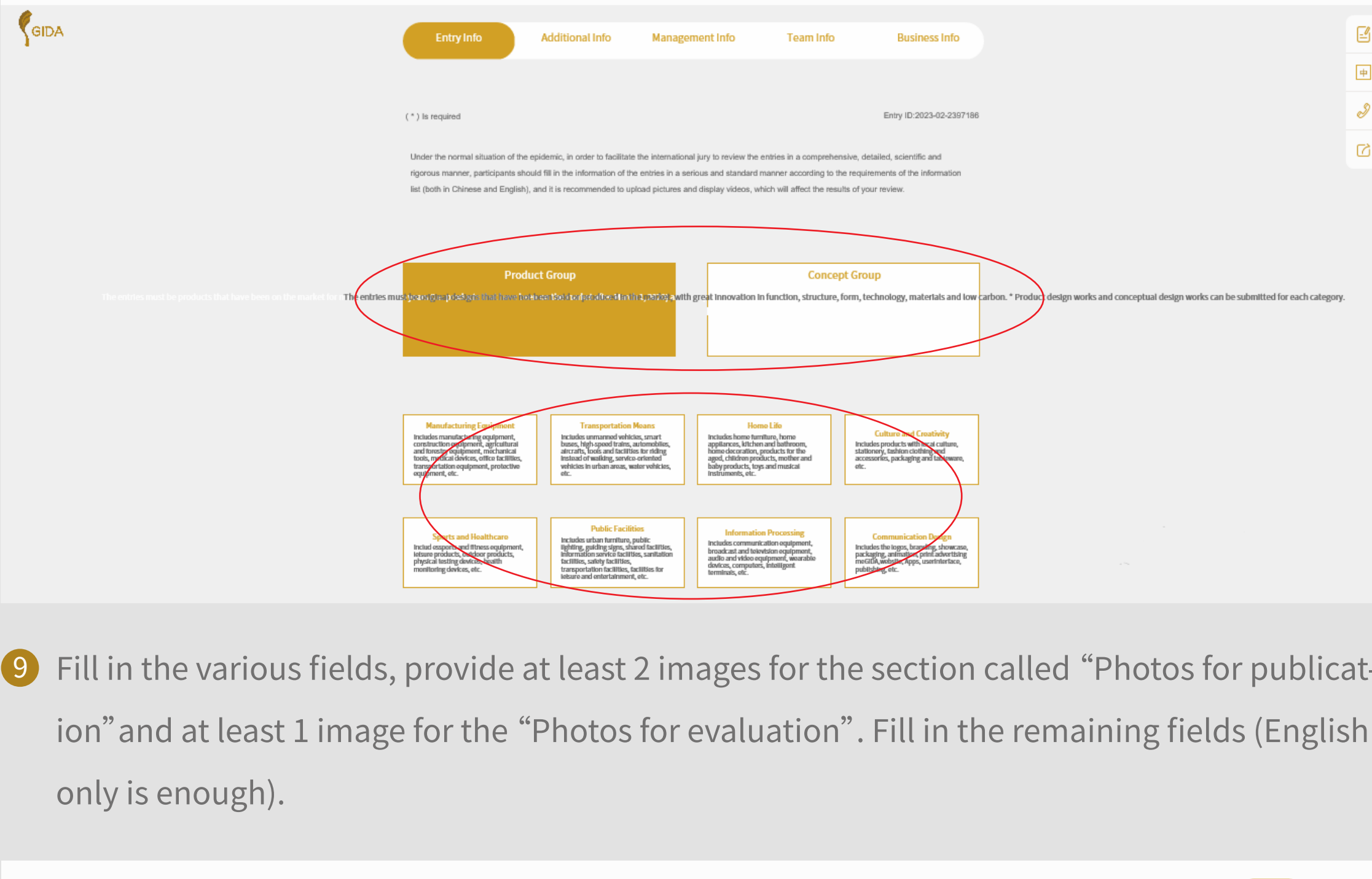
4 Now fill in your credentials and click "Submit".



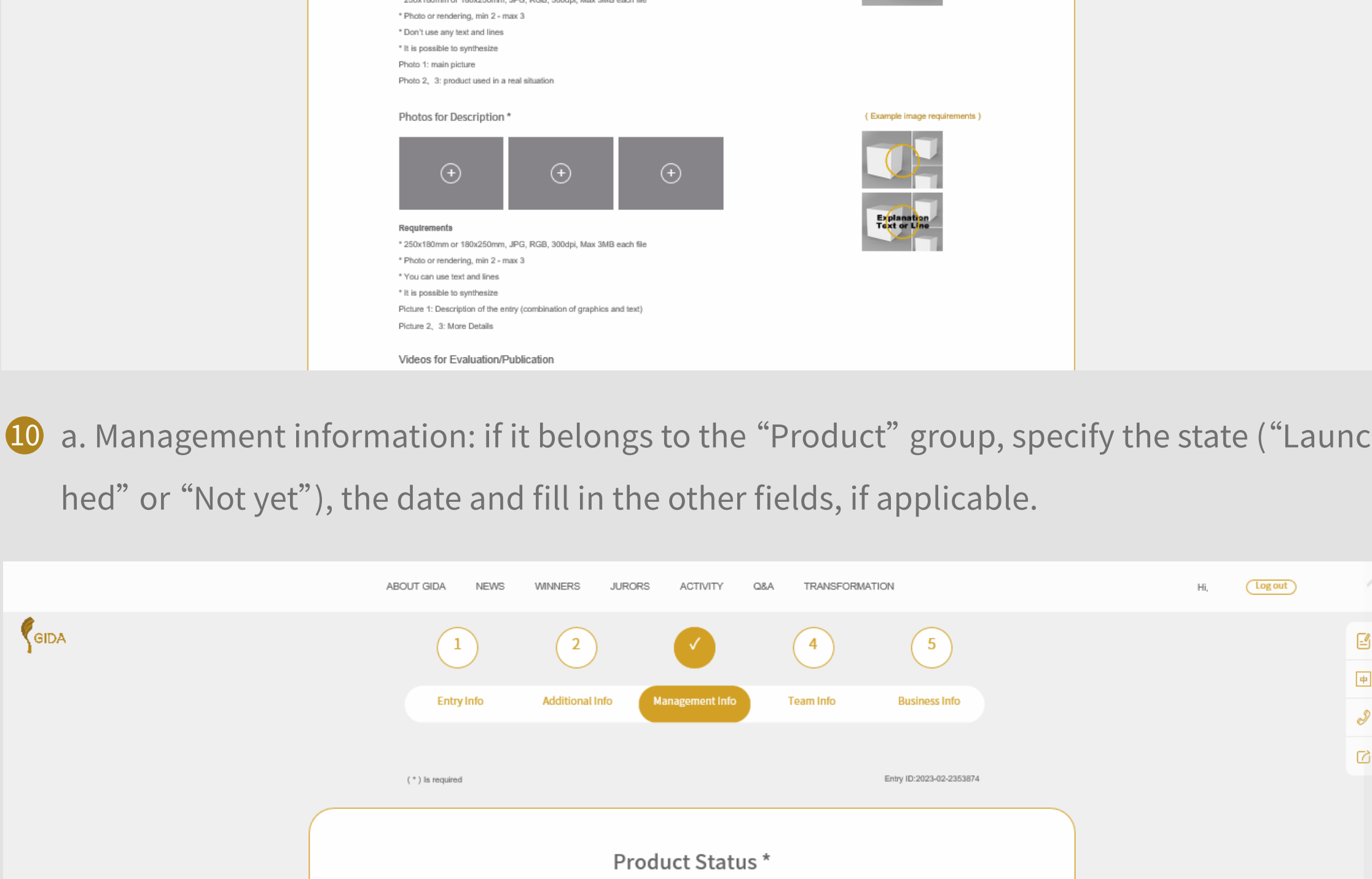
5 You can verify your profile, by looking at the username in the top right of the page. Now click on the "Account" section or simply click "Next".



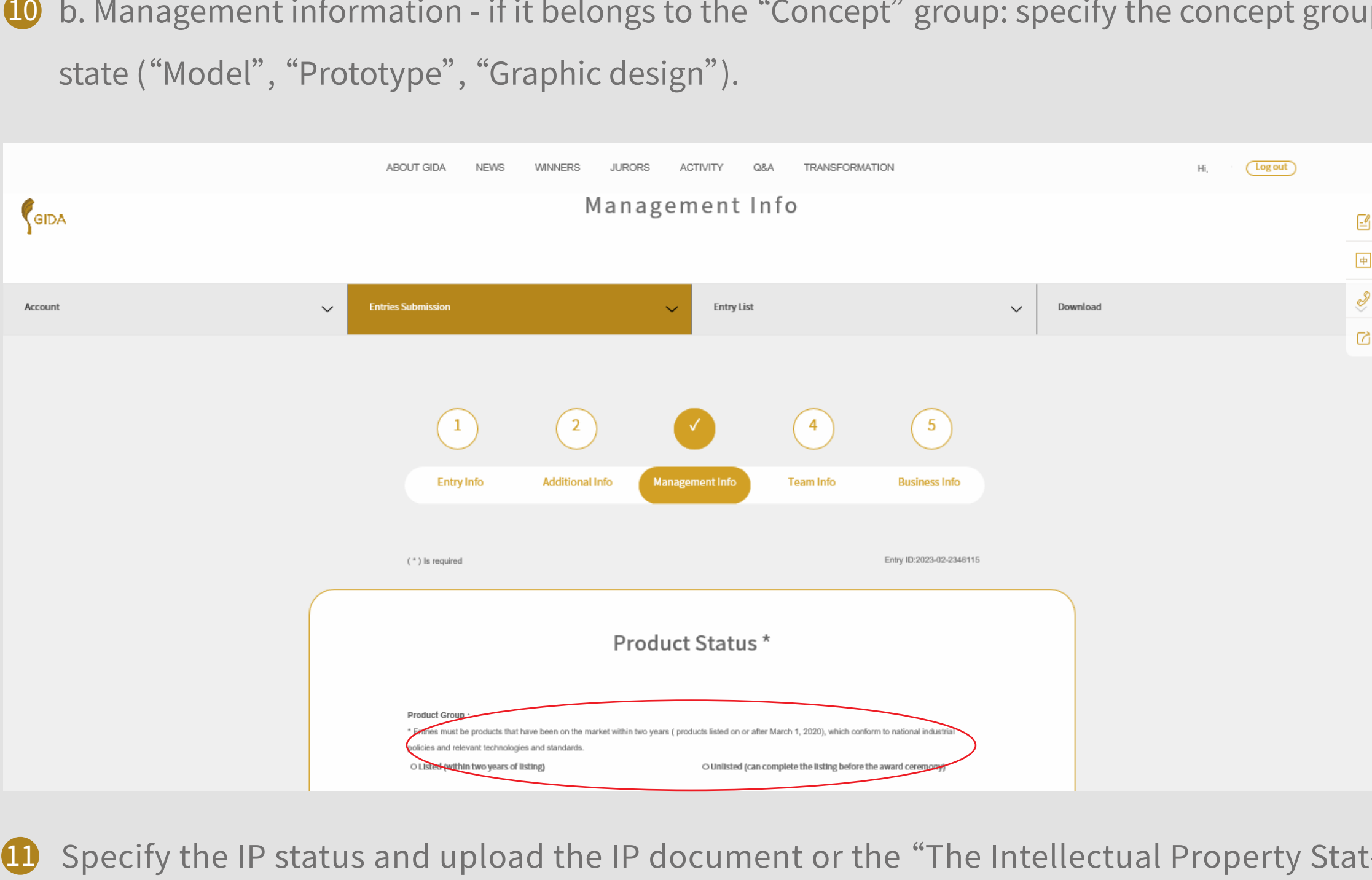
6 Fill in the form, specify the participant typology (Enterprise, Design agency, Institute, Individual or Organization) and click "Submit".



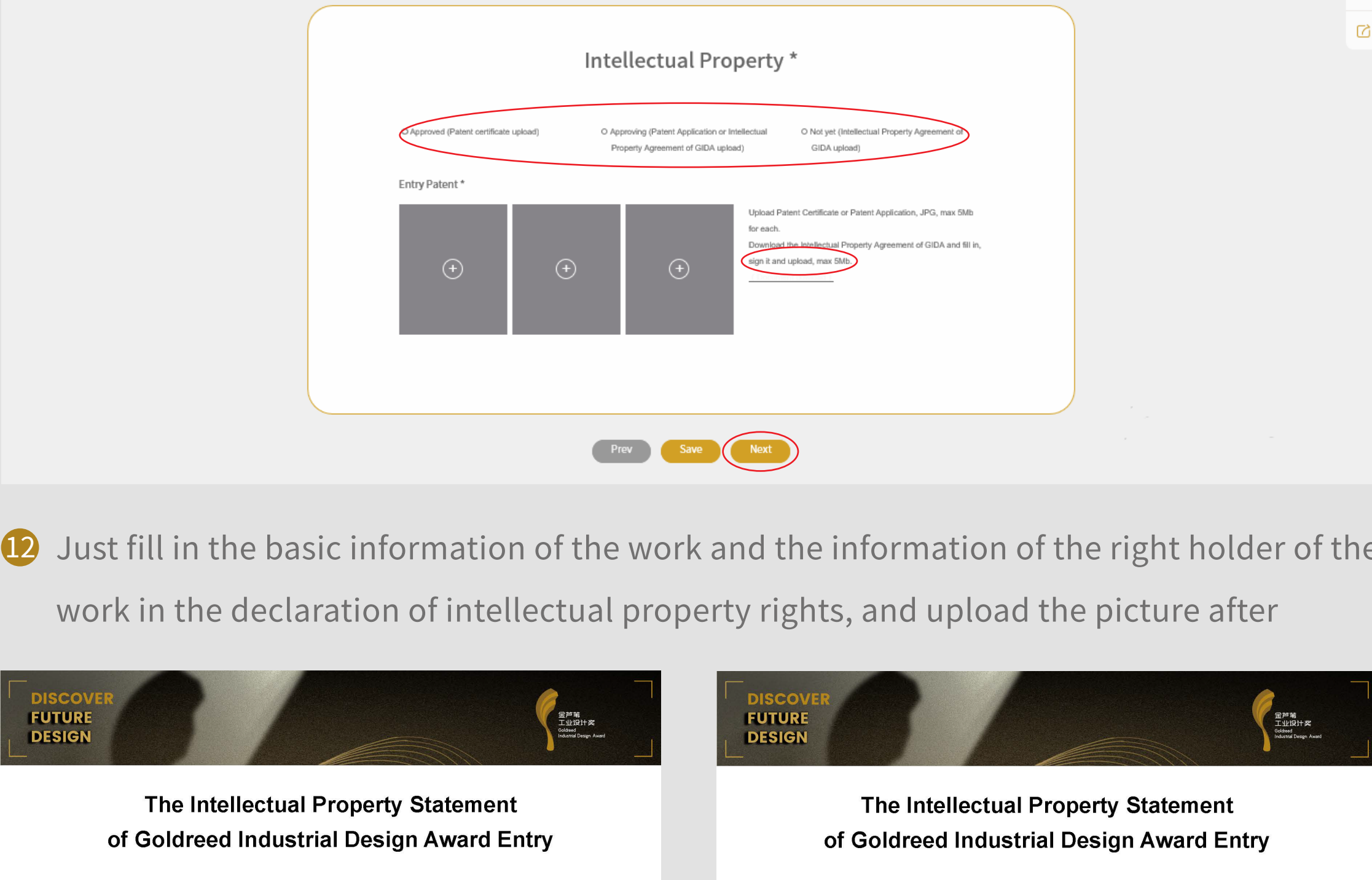
7 Now go to the "Entries Submission" section and fill in the invitation code if you have it. Leave it blank if you don't have one.



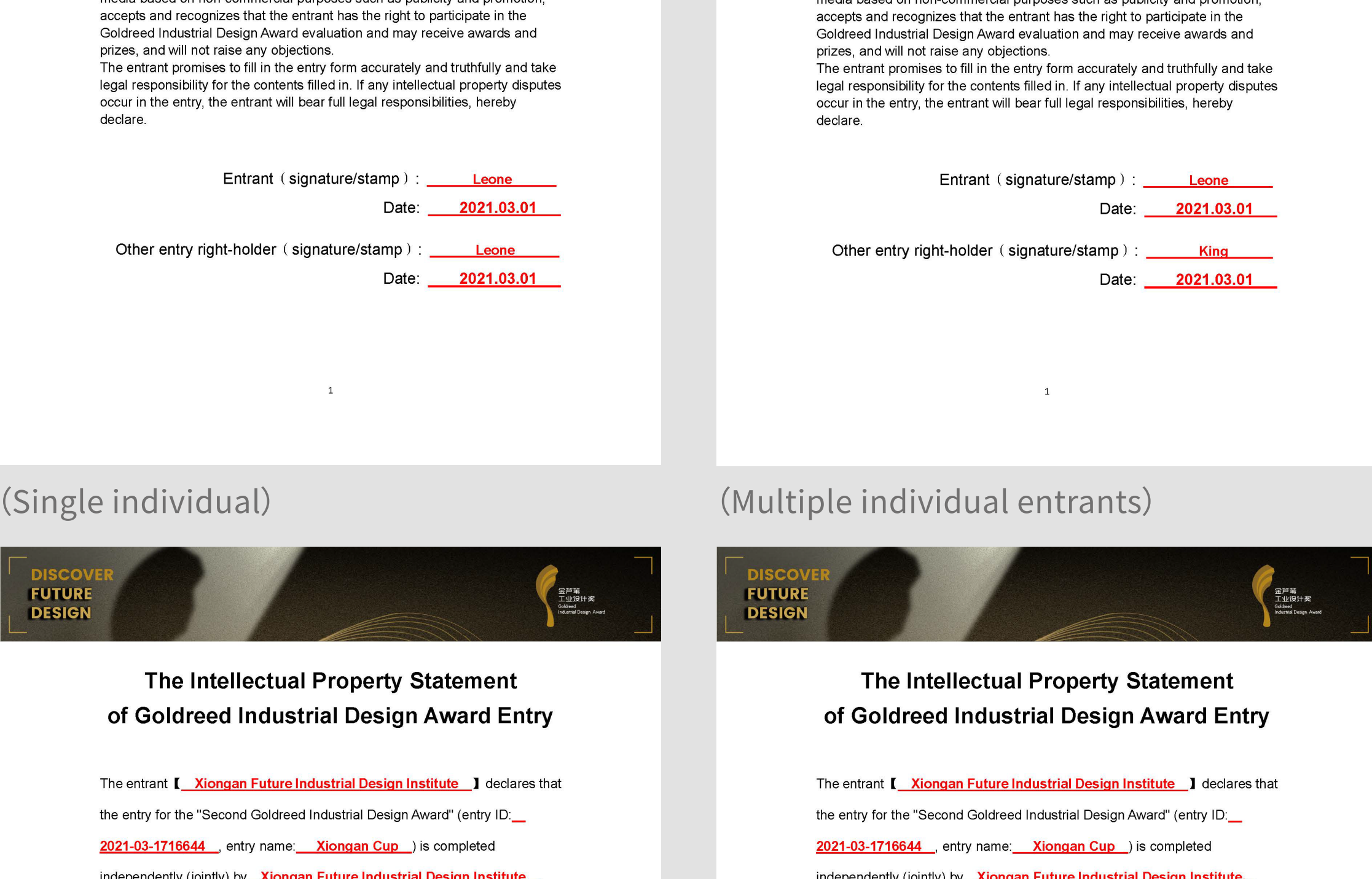
8 Specify the Entry group, either "Product" or "Concept". Fill in the remaining fields (English only is enough) and click "Next".



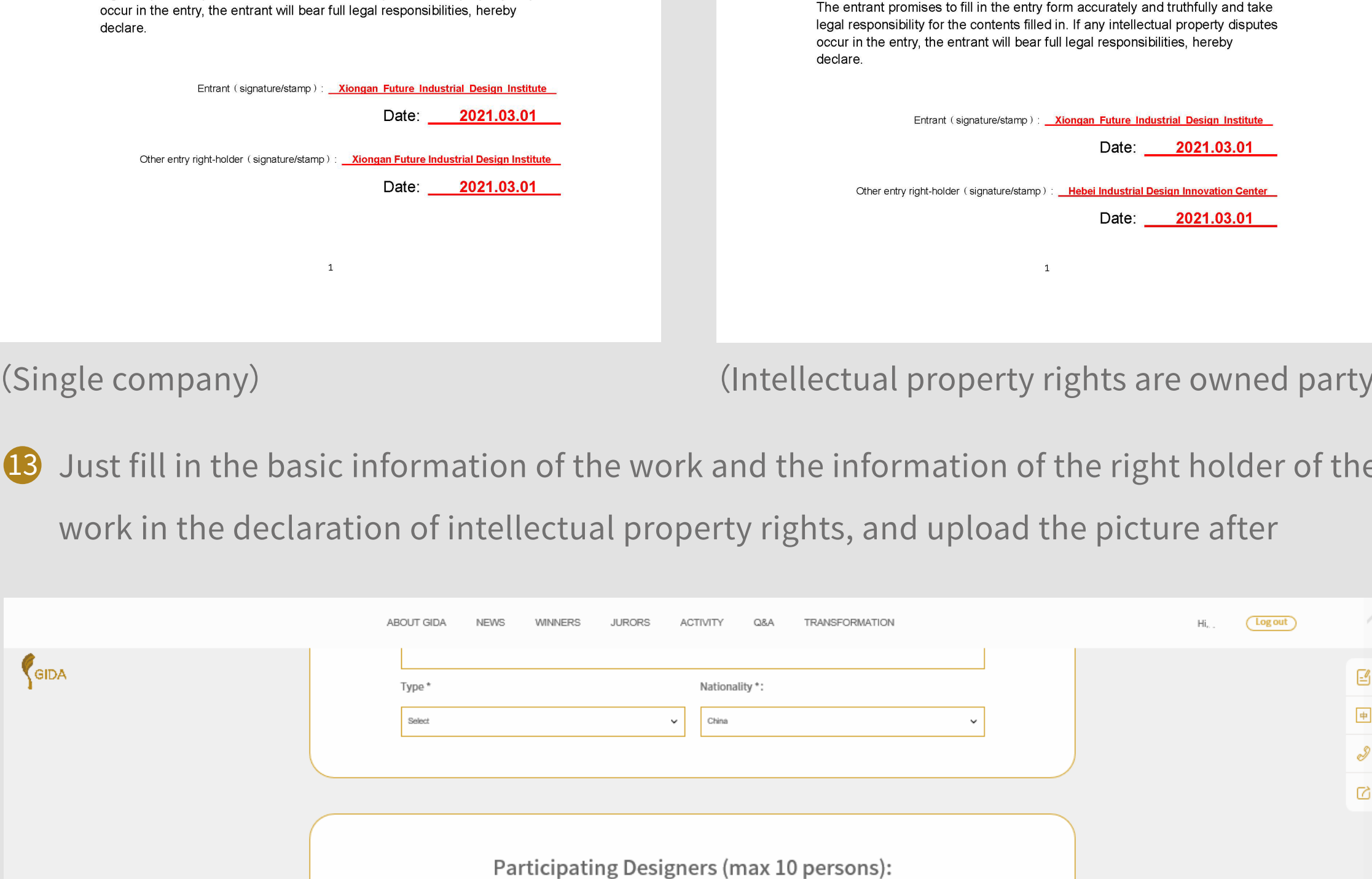
9 Fill in the various fields, provide at least 2 images for the section called "Photos for publication" and at least 1 image for the "Photos for evaluation". Fill in the remaining fields (English only is enough).



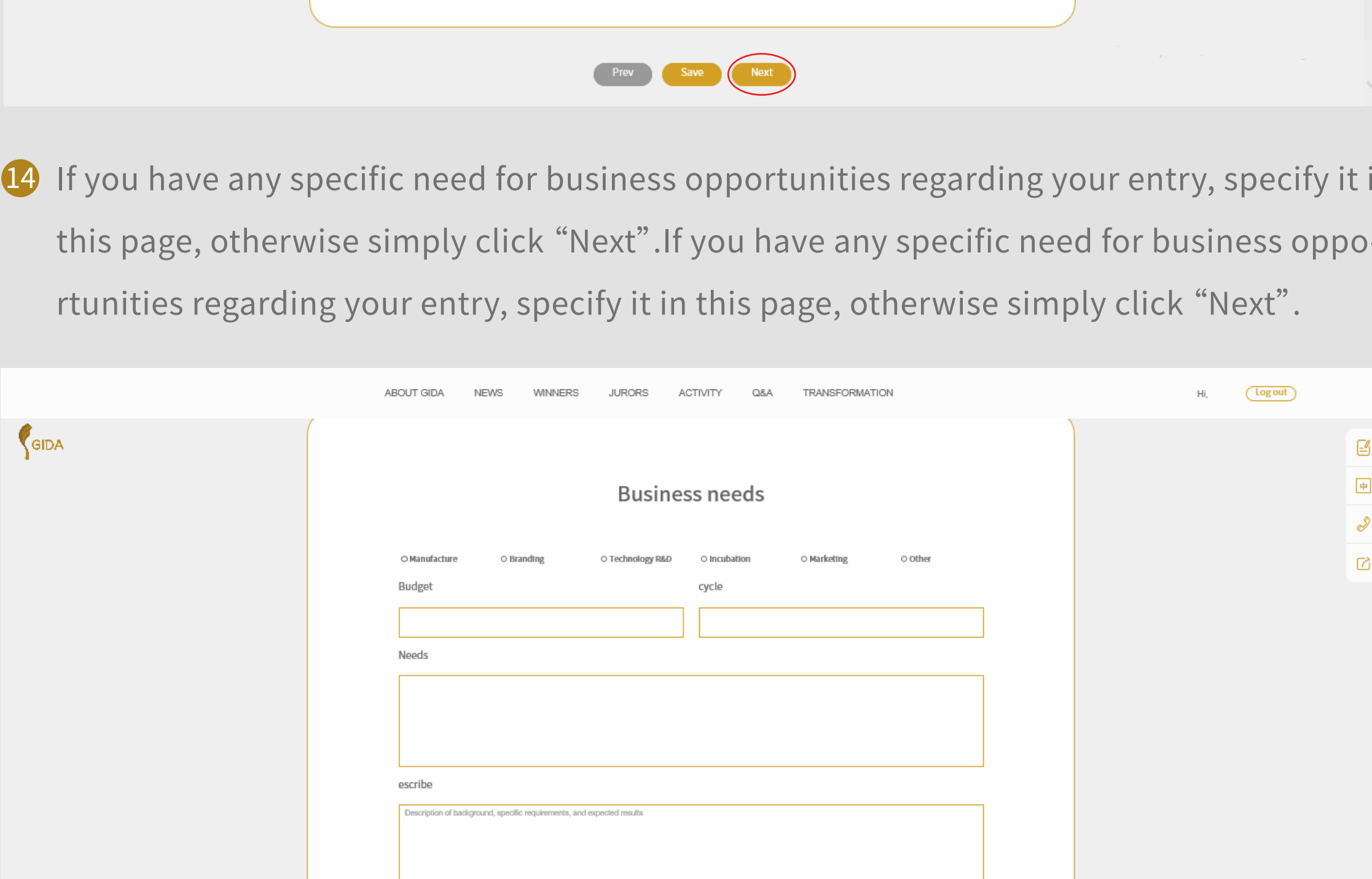
10 a. Management information: if it belongs to the "Product" group, specify the state ("Launched" or "Not yet"), the date and fill in the other fields, if applicable.



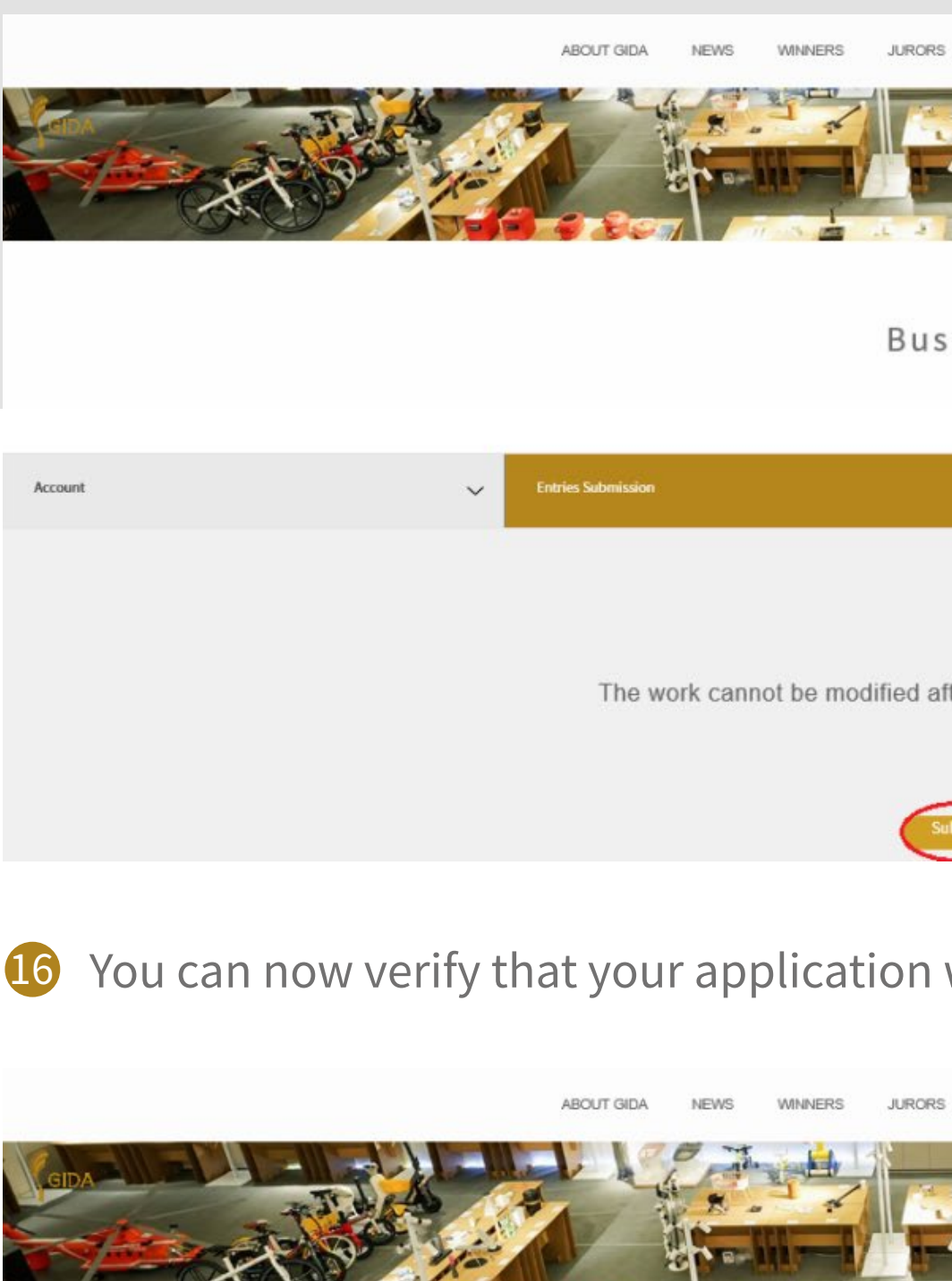
10 b. Management information - if it belongs to the "Concept" group: specify the concept group state ("Model", "Prototype", "Graphic design").



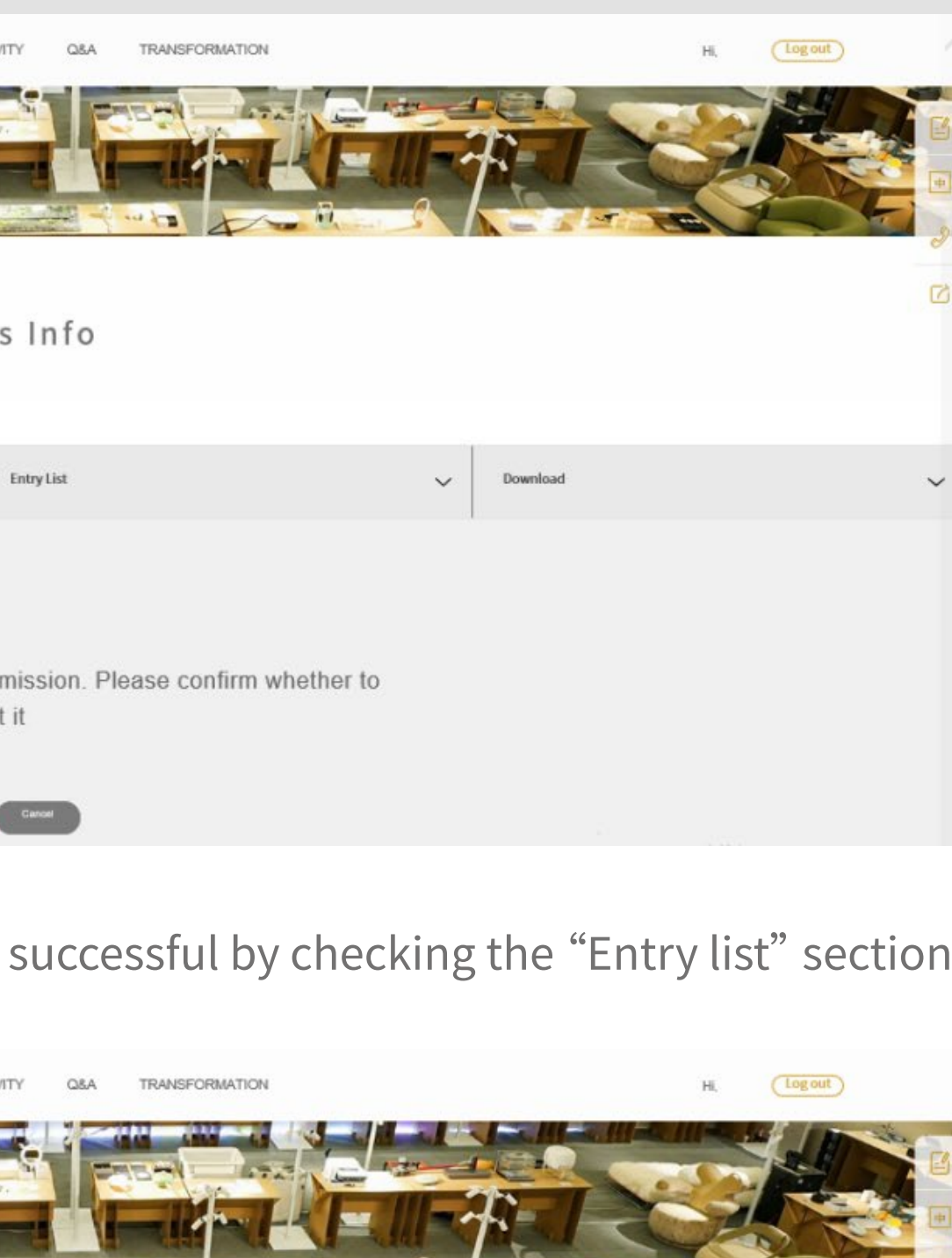
11 Specify the IP status and upload the IP document or the "The Intellectual Property Statement of GIDA entry", depending on the state. Click "Next".



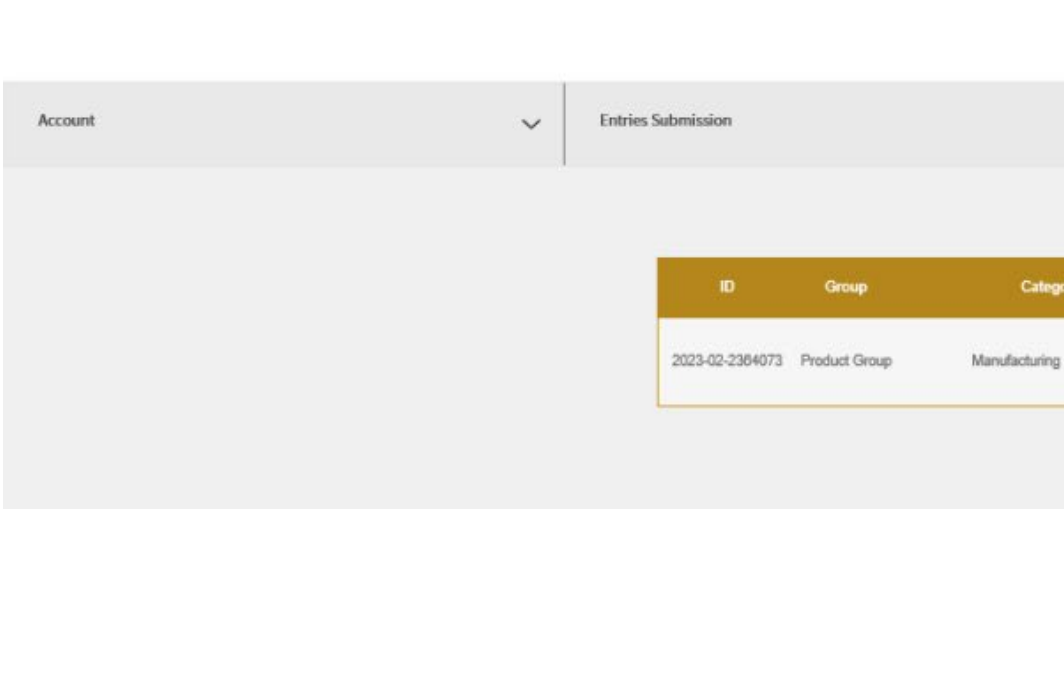
12 Just fill in the basic information of the work and the information of the right holder of the work in the declaration of intellectual property rights, and upload the picture after



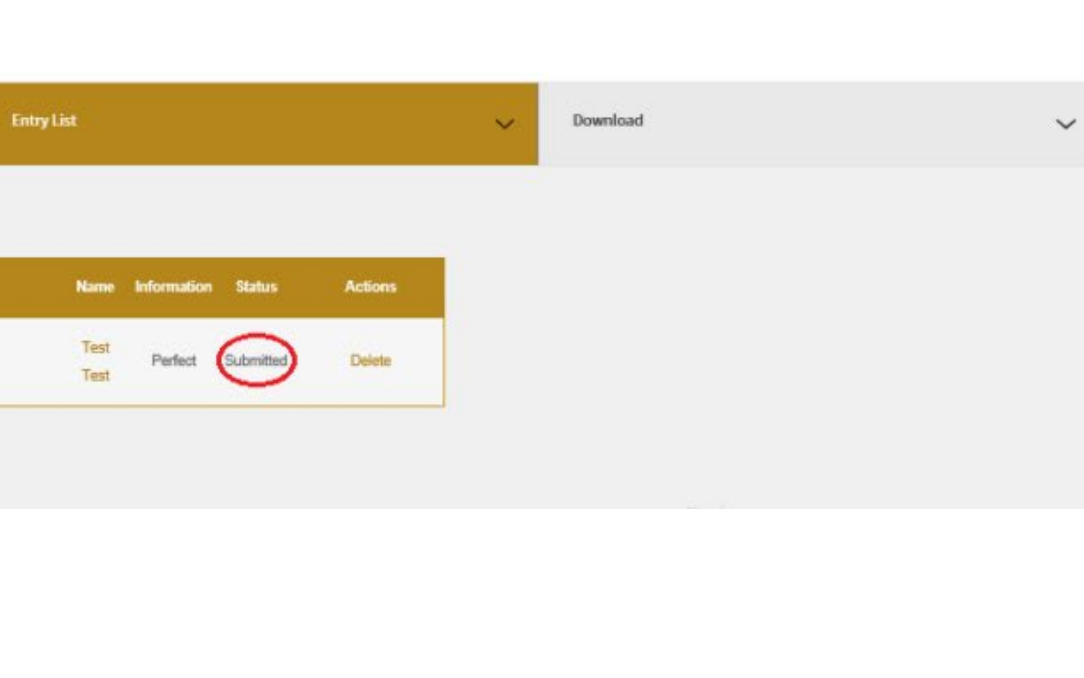
(Single individual)



(Multiple individual entrants)



(Single company)



(Intellectual property rights are owned party)

13 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

15 Give final confirmation by clicking "Submit".

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

