



第六届 金芦苇工业设计奖

2025 GOLDREED
INDUSTRIAL DESIGN AWARD



发现未来设计
启迪未来生活
赋能未来城市

*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（以下简称“主办方”），金芦苇工业设计奖组委会承办（以下简称“组委会”）的国际化、专业化、市场化的工业设计领域奖项。

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 to as the "Organizer") and undertaken by Goldreed Industrial Design Award Organizing Committee (hereinafter referred to as the "Organizing Committee").

金芦苇奖以“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”为宗旨，致力于打造具有东方色彩的国际化、专业化工业设计大奖，以面向信息社会和可持续发展为基准，汇集全球设计智力资源，发现未来设计，启迪未来生活，赋能未来城市。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新方向，创造社会生活新方式，助力人与自然、城市和谐共生。

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.

*参赛价值

Entry Values

01 / 奖金及奖杯证书

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 Designs 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

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

组织产业集群、工业设计企业、投融资、产业孵化及众筹机构等与意向参赛者进行对接，组织相关对接活动，促进项目产业化落地，优先推荐其在河北省各类载体落地应用。

Outstanding entrants will be invited to participate in a series of industrial transformation activities of the year.

04 / 行业大咖交流

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，同时将有可能会担任“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 Xiongan 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 / 展览展示

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，参与由金芦苇工业设计奖组委会的线上、线下全球巡展活动。

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

06 / 媒体推广及获奖专访

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 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 / 作品收录

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。

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

08 / 政策支持

依据河北省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、引导资金申报优先支持等相应优惠政策。对获奖的在校学生，优先向重点工业设计企业等用人单位推荐实习和就业机会。

According to the relevant supporting policies of Hebei Province to support the development of industrial design, we guide enterprises to participate in design innovation competitions, and provide the winners of the Golden Reed Industrial Design Award with corresponding preferential policies such as financial rewards, talent introduction, green channel for enterprise listing, enterprise financing, priority support for guiding fund application, etc. For the award-winning students, we give priority to recommending internships and employment opportunities to key industrial design enterprises and other employers.

09 / 人才支持

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。金奖及以上获得者（前位3位完成人），属于雄安新区特聘B档人才，按用人单位给付薪资的 75%给予岗位奖励。

Winners of the Golden Reed Award who meet the corresponding conditions of A, B, and C talents in the "Management Measures for Xiongan New Area's "Talent Card" (Trial)" can apply for "Talent Cards" and provide service guarantees for cardholders. Winners of the Gold Award and above (the first three completers) are specially hired B-level talents in Xiongan New Area and will be given job rewards at 75% of the salary paid by the employer.

10 / 入驻资格

优先补贴获奖企业入驻“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。

Priority subsidies will be given to the winning enterprises to settle in the new area's industrial carriers such as the "Xiongan Green Building Exhibition Center", and supporting services and conditions such as move-in ready, talent apartments, and rent discounts will be provided.

* 参赛要求

Entry Requirements

参赛方式

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.com) to register.

2.为便于国际评审团全面详尽、科学严谨地评审参赛作品,参赛者应按照填报信息清单要求,认真、规范填写参赛作品信息(中英文均需填写),并建议上传图片及展示视频,这将影响到您的评审结果。

To facilitate the international jury to comprehensively, thoroughly, scientifically and rigorously evaluate the entries, entrants should fill in the entry information carefully and in a standardized manner according to the requirements of the information filling checklist (both Chinese and English must be filled in), and it is recommended to upload pictures and demonstration videos, which will affect your evaluation results.

报名时间及费用

本届金芦苇奖申报期限为北京时间2025年6月10日至2025年7月20日24时。其他时间概不受理,如有变化将另行通知。

本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 June 10, 2025 and ends at 24:00, July 20, 2025 (Beijing time). Registration at other times will not be accepted. Any changes will be notified separately.

The 6th 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.

参赛作品要求

1.参赛对象: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。

Participants: 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.

2.参赛作品应贴近河北产业现状,并充分考虑市场价值和可实现性。

The entries should be close to the current status of Hebei's industries and fully consider market value and feasibility.

3.专项赛获奖选手获奖后需从设计-打样-量产全流程跟进,由设计师与需求企业共同完成产品落地转化。

After winning the special competition, the winners must follow up the entire process from design-prototyping to mass production, and the designers and the demand companies will work together to complete the product transformation.

4.同一参赛作品仅能申报一个类别。已参加过往届的作品不得重复申报,原则上不重复奖励。

The same entry can only be submitted in one category. Works that have participated in previous competitions are not allowed to be submitted again, and in principle, no duplicate awards will be given.

5.作品提交形式:2-3张外观、功能方面较为完整的设计效果图(需无logo且无文字与装饰性元素,如文字或线等;图1为作品主要图片,图2为作品使用状况情景图,图3可做补充),2-3张作品说明图,应尽量考虑设计能够清晰反映创新设计点的其他视图及中英文说明。图片格式为JPG,图片比例为16:9,分辨率300DPI以上,版面均为横向排版。

Submission form: 2-3 relatively complete design renderings of appearance and function (no logo, text or decorative elements, such as text or lines; Figure 1 is the main picture of the work, Figure 2 is the scene picture of the work in use, and Figure 3 can be supplemented), 2-3 work description pictures, and other views and Chinese and English descriptions that can clearly reflect the innovative design points should be considered as much as possible. The picture format is JPG, the picture ratio is 16:9, the resolution is above 300DPI, and the layout is horizontal.

6.产品展示视频:格式MP4,小于100MB,时长2分钟以内;分辨率建议720P以上,初评可选择上传,终评要求提交展示视频;

Product demonstration video: MP4 format, less than 100MB, duration less than 2 minutes; resolution is recommended to be 720P or above. You can choose to upload the video for the preliminary evaluation, but you are required to submit the demonstration video for the final evaluation;

7.鼓励提交实物或模型。

Submission of physical objects or models is encouraged.

8.参赛作品须为原创性创新项目,且具有合法参赛权、不存在知识产权争议,不涉及任何侵犯第三方的知识产权、所有权、使用权和处置权行为。主体赛参赛作品知识产权归申报者所有,专项赛参赛作品获奖后需将版权转移至主办方相关单位。

The entries must be original and innovative projects with legal rights to participate, no intellectual property disputes, and no infringement of third-party intellectual property rights, ownership, use rights, and disposal rights. The intellectual property rights of the entries in the main competition belong to the applicants, and the copyright of the entries in the special competition must be transferred to the relevant units of the organizer after winning the award.

* 主体赛

Main Competition

主体赛分为产品组和概念组两大组别,每个组别分设6个作品类别。

两大组别聚焦河北省107个重点产业集群与河北省重点发展“八大支柱产业”。作品需符合经济社会发展 and 消费结构升级需求,具有前瞻性、艺术性的产品及作品。重点鼓励基于“AI+”、绿色环保、制造+服务的设计理念与传统产品、产业融合的产品及作品。

The main competition is divided into two groups: product group and concept group, each group has 6 categories of works.

The two groups focus on 107 characteristic industrial clusters in Hebei Province and the "eight pillar industries" that Hebei Province focuses on developing. The works must meet the needs of economic and social development and consumption structure upgrading, and have forward-looking and artistic products and works. Focus on encouraging products and works based on the design concept of "AI+", green environmental protection, manufacturing + service and traditional products and industrial integration.

主体赛组别设置

| 产品组 |

参赛作品须为已上市三年内(即2022年6月之后)上市产品,或能在本年度颁奖典礼前(即2025年9月)上市的产品,复评评审时需提供产品实物或等比例功能样机。

Entries must be products that have been on the market within two years (i.e. after April 2022), or products that can be on the market before this year's awards ceremony (i.e. September 2025). Physical products or proportional functional prototypes must be provided during the re-evaluation.

| 概念组 |

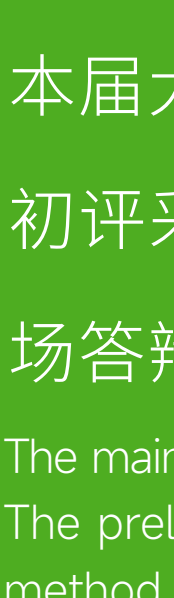
参赛作品须为未在市场销售或生产的原创设计作品,且在功能、结构、形态、技术、材料和用户体验等方面有较大创新,复评评审时需提供样机或模型。

The entries must be original designs that have not been sold or produced on the market, and must have significant innovations in function, structure, form, technology, materials and user experience. Prototypes or models must be provided during the re-evaluation.

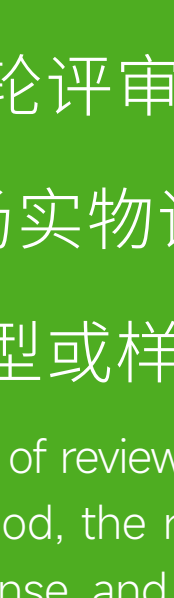
所有作品不限形式,产品、软件、综合服务均可报名,金芦苇奖组委会有权对作品的参赛组别及参赛类别进行调整。

All works are not limited in form, and products, software and comprehensive services can be registered. The Golden Reed Award Organizing Committee has the right to adjust the entry groups and categories of the works.

主体赛类别设置



产业装备类
MANUFACTURING
EQUIPMENT



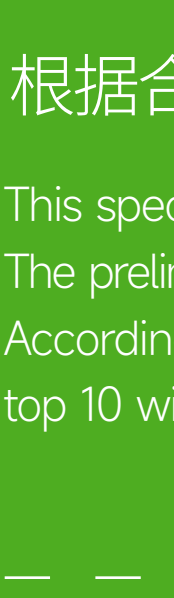
交通工具类
CULTURE AND
CREATIVITY



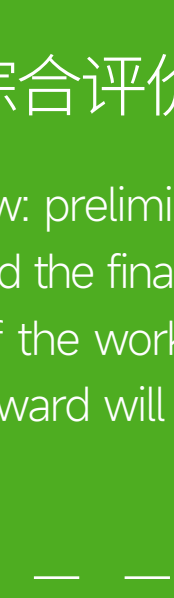
生物医药类
TRANSPORTATION MEANS



公共设施类
SPORTS AND HEALTHCARE



数字信息类
HOME LIFE



未来场景类
PUBLIC FACILITIES

* 专项赛

Special Competition

专项赛以河北省107个重点产业集群与新区重点布局产业发展和城市建设实际需求,组织开展命题响应设计征集,设定专项赛主题及作品征集要求,以工作坊形式开展点对点精准对接。邀请有意向合作的市、县政府或行业龙头企业,采取联合主办、支持协办等形式举办专项赛,根据设计订单金额分为一类需求、二类需求、三类需求(设计订单金额至少高于科创券10%),以此推动设计成果落地转化。

The special competition is based on the actual needs of industrial development and urban construction of 107 characteristic industrial clusters and new areas in Hebei Province. It organizes the solicitation of design responses to the topic, sets the theme of the special competition and the requirements for the collection of works, and conducts point-to-point precise docking in the form of workshops. Invite city and county governments or leading enterprises in the industry that are interested in cooperation to hold special competitions in the form of co-sponsorship, support and co-organization, etc., and divide them into first-class demand, second-class demand, and third-class demand according to the amount of design orders (the amount of design orders is at least 10% higher than the science and technology innovation vouchers), so as to promote the transformation of design results.

围绕制造业企业具体的设计需求,根据相关设计指标要求,进行定向原创设计响应。专项赛需求发布采取动态管理和动态征集的形式推进,最少10个需求为一期,经组委会审核通过后即时发布,展开响应单位邀请或公开征集,形成一批响应成果后即开展评审工作。

Focusing on the specific design needs of manufacturing enterprises, according to the relevant design index requirements, targeted original design responses are carried out. The release of special competition requirements is promoted in the form of dynamic management and dynamic collection, with at least 10 requirements in one period. After being reviewed and approved by the organizing committee, they will be released immediately, and the invitation of responding units or public collection will be launched. After a batch of response results are formed, the review work will be carried out.

* 国际评审团及评审标准

Evaluation Standards and Award

主体赛评审

本届大赛主体赛设初评、复评、终评三轮评审环节。

初评采用图文评审方式,复评采用现场实物评审方式,终评采用参赛选手现场答辩与实物展示(包括作品实物、模型或样机等)等方式评审。

The main competition of this competition has three rounds of review: preliminary review, re-review and final review. The preliminary review adopts the graphic review method, the preliminary review adopts the on-site physical review method, and the final review adopts the on-site defense and physical display (including physical works, models or prototypes, etc.) of the contestants.

专项赛评审

本届专项赛分为初评、终评两轮评审环节。

初评采用图文评审方式,终评采用参赛选手答辩方式评审。

根据合作机构征集按投稿数及作品质量综合评价后取前10名,评选出优秀组织奖。

This special competition is divided into two rounds of review: preliminary review and final review. The preliminary review adopts the graphic review method, and the final review adopts the contestant's defense method. According to the number of submissions and the quality of the works collected by the cooperative institutions, the top 10 will be selected and the Outstanding Organization Award will be selected.

评价标准

评审将围绕“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.

1.落地性:产品具有市场化应用前景,且具备可服务于雄安新区建设发展及河北产业升级的成果落地可能性,以设计为手段引领产业、城市高质量发展。
Feasibility: The product has market application prospects and has the possibility of serving the construction and development of Xiongan New Area and the industrial upgrading of Hebei Province, using design as a means to lead the high-quality development of industries and cities.

2.创新性:具有独特、前沿的设计理念,在材料、技术和科技应用等方面有着引领性的设计理念,有益于社会、科技、文化、经济多元化创新发展。
Innovation: It has unique and cutting-edge design concepts, and has leading design concepts in materials, technology and technological applications, which is beneficial to the diversified innovative development of society, science and technology, culture and economy.

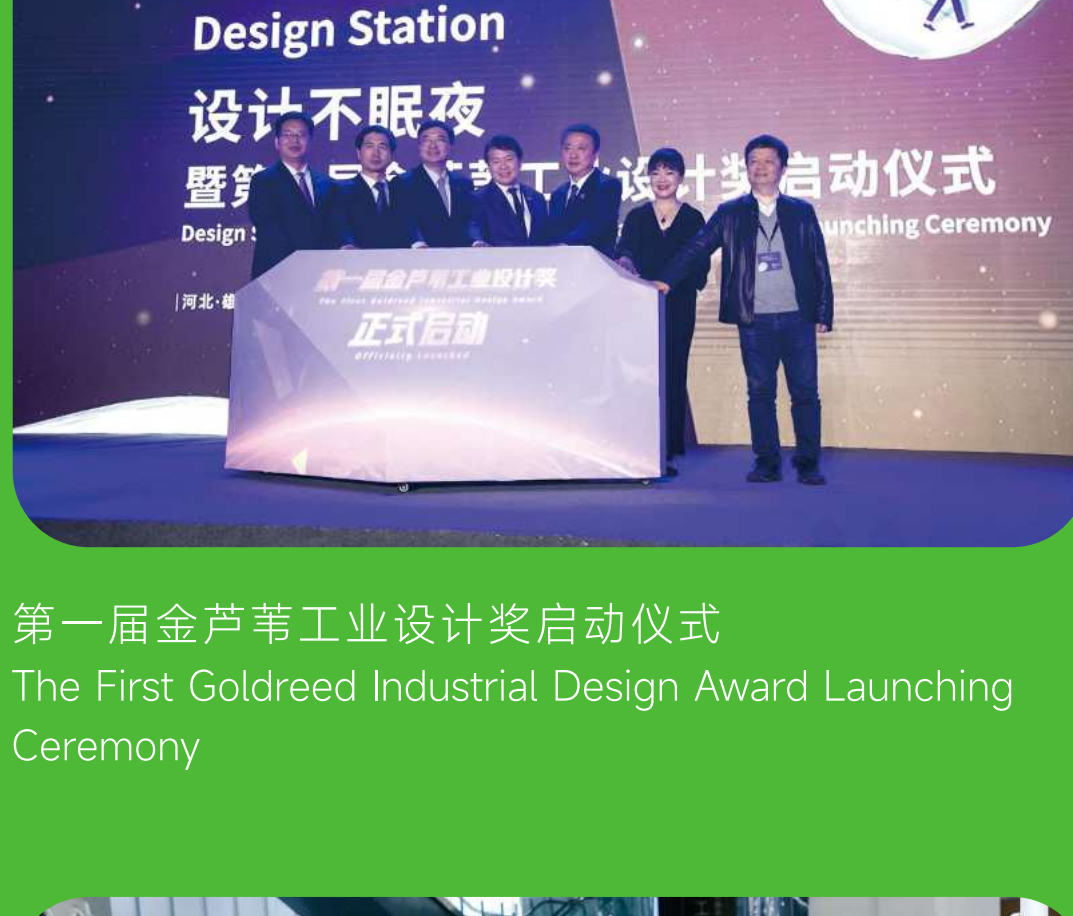
3.人本性:具有安全性、健康性和易用性的特点,从人机工学方面考虑,灵活满足不同使用者的需求,体现人人平等、充满人文关怀。
Humanity: It is safe, healthy and easy to use. It takes ergonomics into consideration, flexibly meets the needs of different users, and embodies equality for all and is full of humanistic care.

4.美学性:设计具有形式美、功能美和技术美,集材料、工艺、科技、文化的综合之美,具备情感价值及吸引力。
Aesthetics: The design has formal beauty, functional beauty and technical beauty, integrates the comprehensive beauty of materials, craftsmanship, technology and culture, and has emotional value and appeal.

5.可持续性:设计考虑经济、环境、道德和社会等因素,降低材料、能源消费,减少污染,引导和满足消费需求,维持需求的持续满足。
Sustainability: Design takes into account economic, environmental, ethical and social factors, reduces material and energy consumption, reduces pollution, guides and meets consumer demand, and maintains the continuous satisfaction of demand.

*历届风采

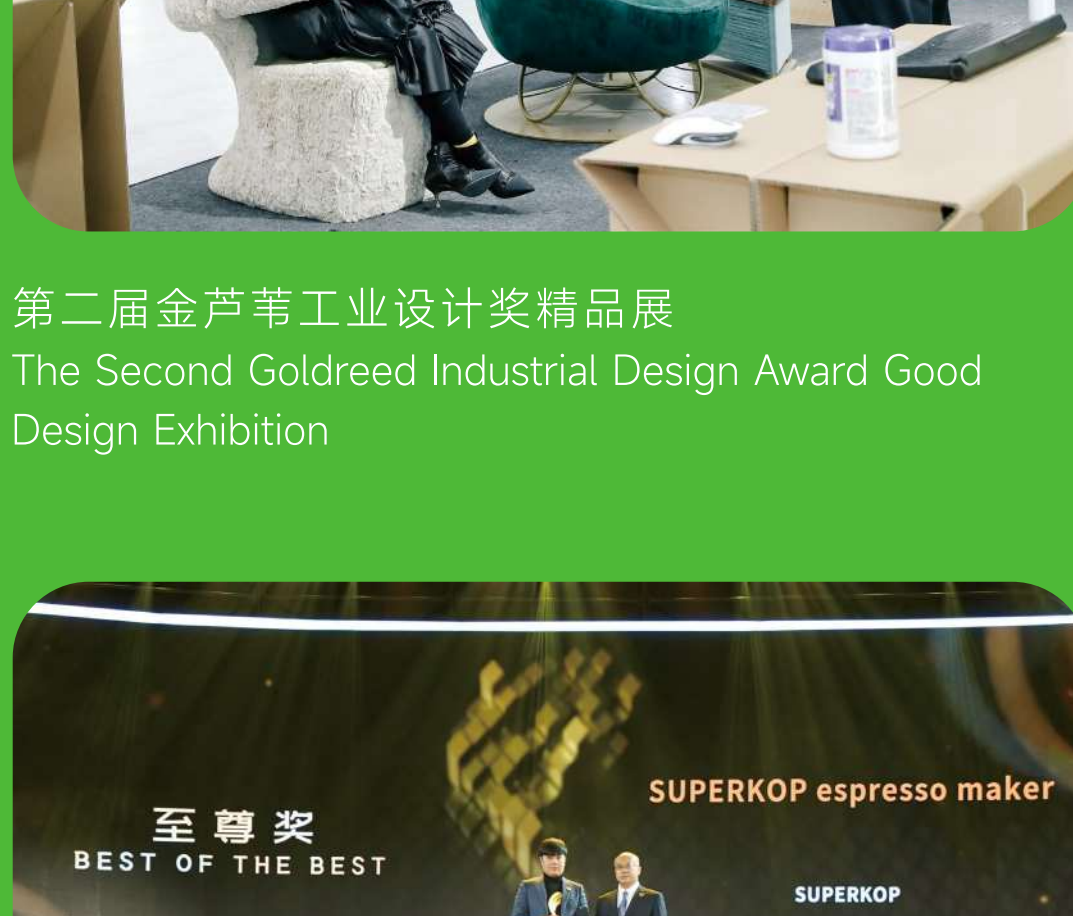
Record



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



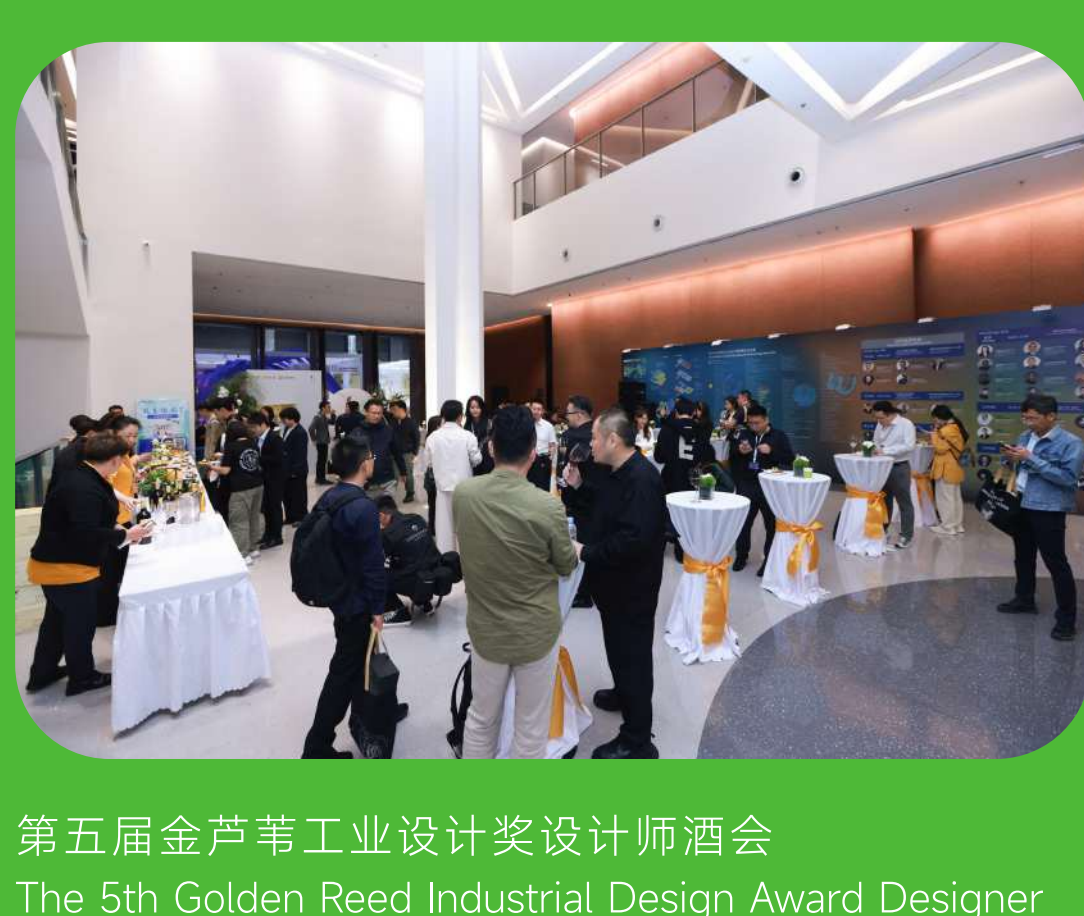
第三届金芦苇工业设计奖颁奖典礼
Award Ceremony of The Third Goldreed Industrial Design Award



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
The 4th Golden Reed Industrial Design Award Ceremony



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



第五届金芦苇工业设计奖精品展
The 5th Golden Reed Industrial Design Award Exhibition



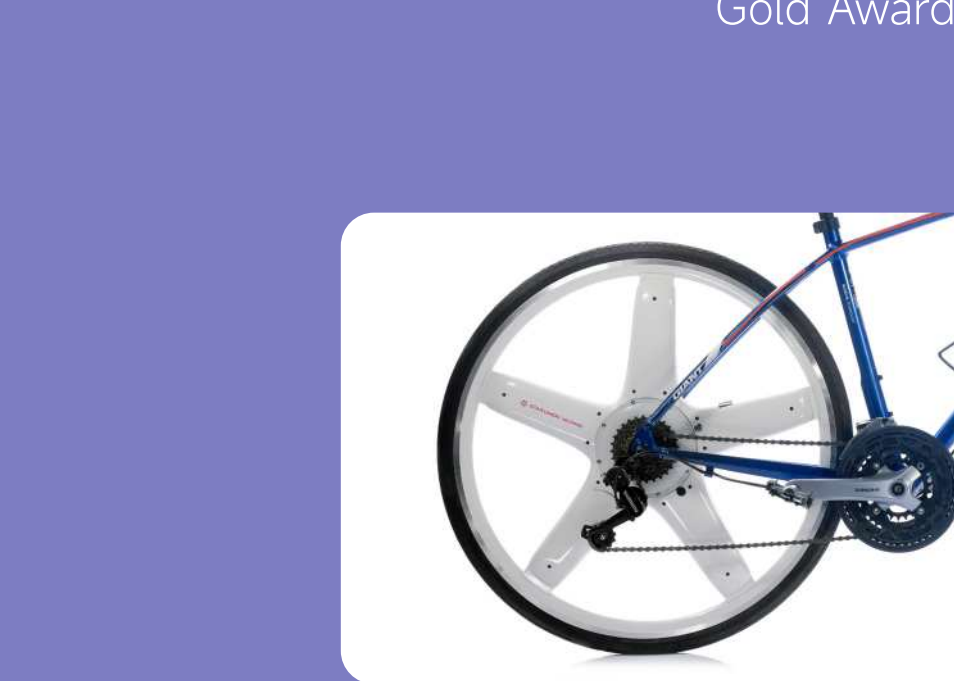
第五届金芦苇工业设计奖设计师酒会
The 5th Golden Reed Industrial Design Award Designer Reception

*历届获奖作品

Previous Winning Entries

至尊奖

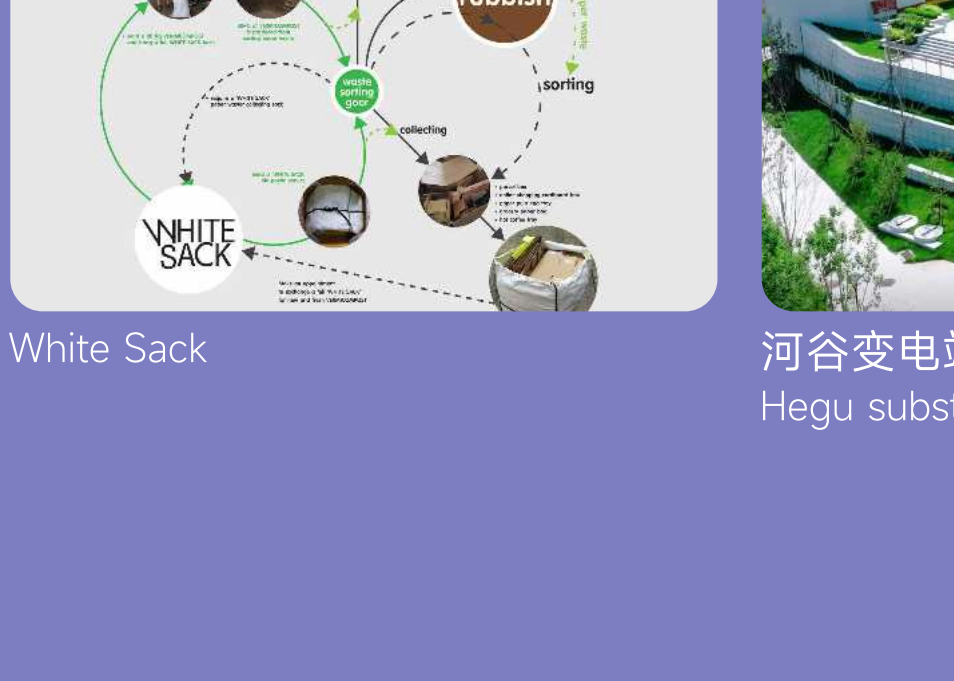
Best of the Best



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



AIL 2400 储能电源
AIL 2400



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

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



White Sack



河谷变电站
Hegu substation



梁
Beam

时尚设计金奖

Gold Award for the Best Appearance Design



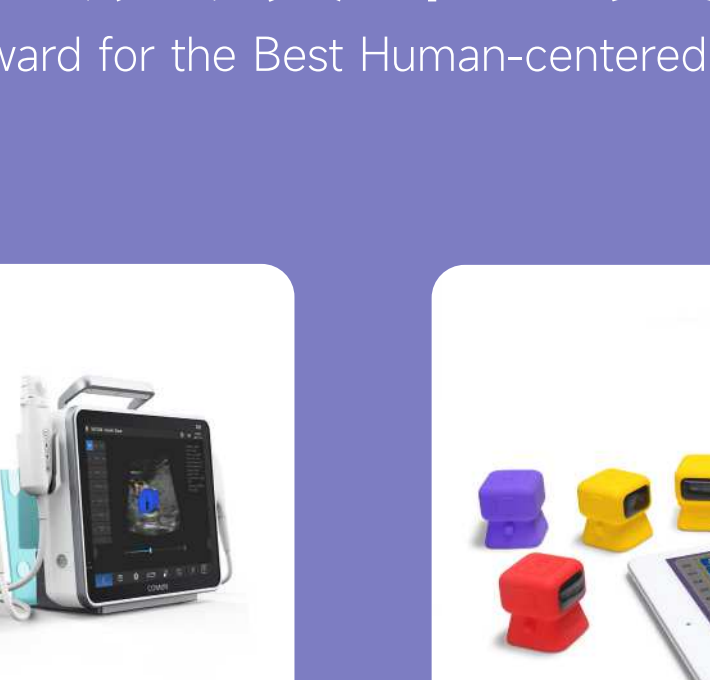
Tonal 悬挂式综合力量健身器
Tonal Strength Training System



ET360小白快客茶器
ET360 White Portable Tea Maker



OFITO-urban racer R3



H 系列一次性电子内窥镜
H Series Disposable Electronic Endoscope



石头
ST-One

智能设计金奖

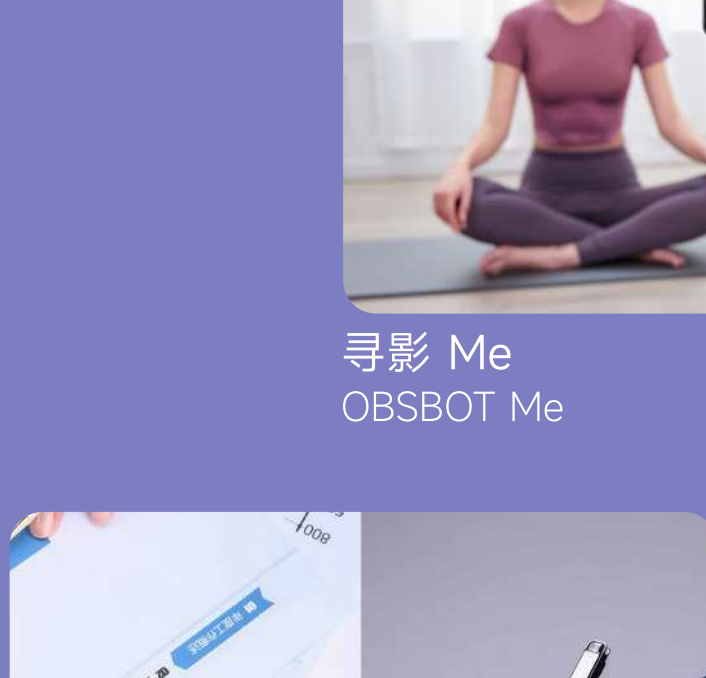
Gold Award for the Best Smart Design



科大讯飞智能办公本Air
iFLYTEK AiNote Air



新石器无人车 X3
NEOLIX X3



哈浮飞行相机X1
Hoer Camera



庞加莱移动式实景扫描仪
POINCARÉ Mobile imaging Laser scanner



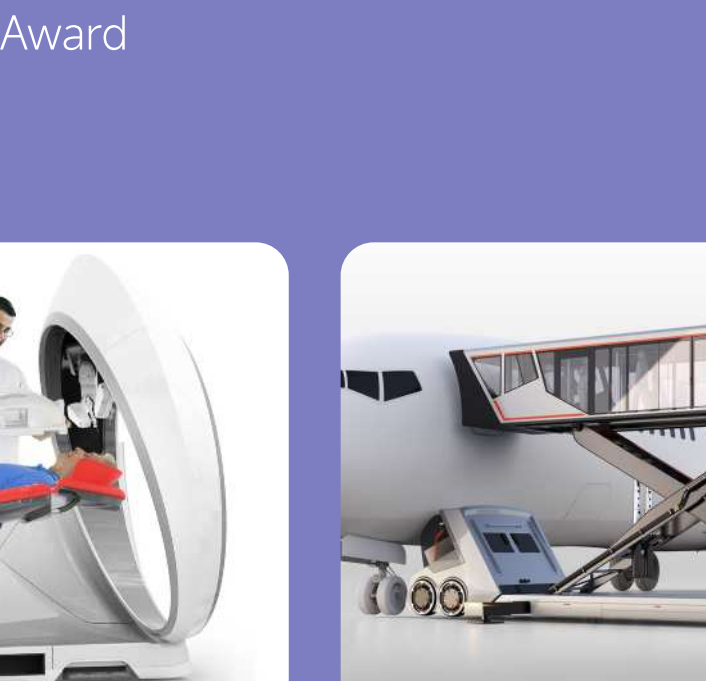
寻影AI自导演摄像机
OBSBOT Tail

人文设计金奖

Gold Award for the Best Human-centered Design



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



Tangitplay 小火车编程套装
Tangitplay Coding Kits



皮皮熊电动轮椅W3
Paiseec W3



魏氏心脏不停跳心肌切除器
Wei's Beating-heart MyectomyDevice



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

传播设计金奖

Gold Award for the Best Communication Design



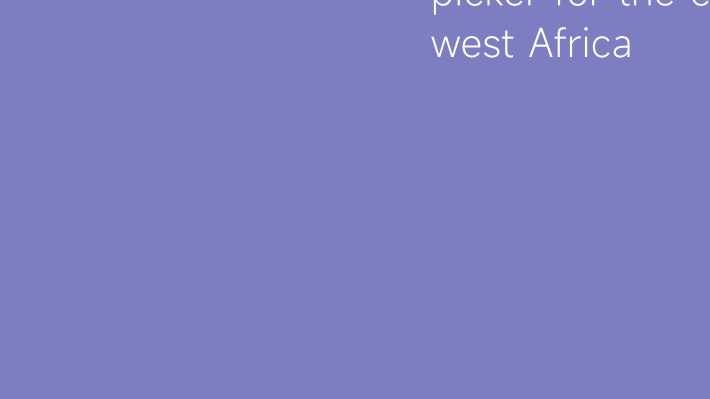
寻影 Me
OBSBOT Me



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



讯飞智能录音笔H1Pro
iFLYTEK Smart Recording Pen H1 Pro



鱼跃普美康Y系列自动体外除颤仪
Yuwell Primedic Y series AED



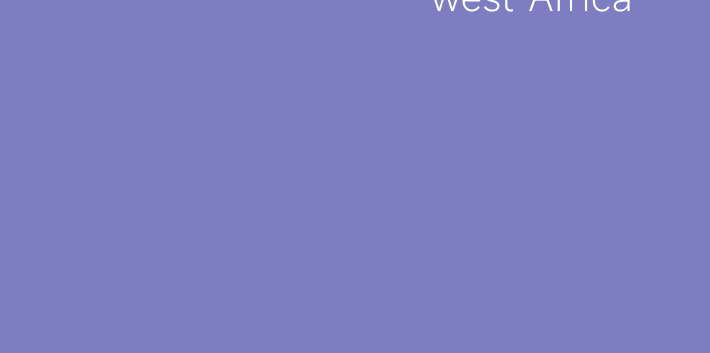
乌锺浸入式体验设计
Wu Zhen Immersive Experience Design

未来之星奖

Future Star Award



“岛屿”无人驾驶双层电车
Island



玻璃机器人-全球在线操作
VITREOUS ROBOT- ONLINE WORLDWIDE OPERATION



基于功能创新的升降式摆渡车
X-ferry bus

降噪L型枕
DE-NOISING PILLOW

蝗虫-食物转化机
From Locust to Nutrition

Oto智能诊察感服装
Oto Virtual-haptic sensory Garment

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

Virbix 虚拟触觉感服装
Virbix Virtual-haptic sensory Garment

基于未来城市-智能化货运高铁
Based on the future city - Intelligent Freight high speed railway logistics system

Harvest-Hand-面向西非地区棉花种植业的便携式手持采棉机
Harvest-Hand-Portable handheld cotton picker for the cotton growing industry in west Africa