Award

Industrial

Goldreed

Design

THE 6TH GOLDREED INDUSTRIAL DESIGN AWARD

2025 GOLDREED
INDUSTRIAL DESIGN AWARD

ENTRY GUIDE

*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.

*AWARD CLASSIFICATION

This year's event, with a total prize money of 4.5 million RMB, will focus on the transformation of results, combined with the Sci-Tech Innovation Voucher in Xiongan New Area.

The Main Competition

Award	Quota	Bonus (RMB)	Sci-Tech Innovation Voucher (RMB)	Subtotal (RMB)
the Best of the Best	1	50,0000	50,0000	100,0000
Gold Award	5	10,0000	10,0000	20,0000
Future Star Award	3	5,0000	5,0000	10,0000
Good Product Design Award	24	1,0000	1,0000	2,0000
Good Concept Design Award	16	1,0000	1,0000	2,0000
Nomination Award	100	—	—	—
Subtotal	149	155,0000	155,0000	310,0000

The Special Competition

Award	Quota	Bonus (RMB)	Sci-Tech Innovation Voucher (RMB)	Subtotal (RMB)
Demand A	5	—	10,0000	50,0000
Demand B	5	—	6,0000	30,0000
Demand C	15	—	3,000	45,0000
Organization Award	10	1,5000	—	15,0000
Subtotal	35	15,0000	125,0000	140,0000
Total	**184**	**170,0000**	**280,0000**	**450,0000**

Note 1:
The Best of the Best and Gold Award belong to the Product Category only; Future Star Award belongs to the Concept Category only.
Note 2:
Sci-Tech Voucher will be issued to the winners in accordance with the relevant policies, and the vouchers will be valid for 6 months after the award ceremony.
Note 3:
Up to RMB 100,000 Sci-Tech Voucher for a single enterprise in the Specialized Competition.
Note 4:
10 Outstanding Organization Awards will be set up to recognize units with outstanding performance in event publicity, work collection and organization, and each award-winning unit will receive a prize of 15,000 yuan and an honorary certificate.

Award Name	Award Introduction	
the Best of the Best (Product Group)	The Best of the Best is the highest award of GIDA. It is a top-level award that comprehensively embodies the core values of "leading the new direction of industrial development, creating a new way of social life, and helping the harmonious development between man and nature".	
Gold Award (Product Group)	Gold Award for the Best Green Design Gold Award for the Best Appearance Design Gold Award for the Best Smart Design Gold Award for the Best Human-centered Design Gold Award for the Best Communication Design	Gold award is a symbol of high-quality design. It is an outstanding award that highlights a single aspect of GIDA purpose and core values.
Future Star Award (Concept Group)	Future Star Award goes to concept works with outstanding design in leading the direction of future design development and conveying future design concepts.	
Good Design Award	Good Product Design Award Good Concept Design Award	Good Design Award is for outstanding works. The award goes to entries that propose an excellent solution in detail and conform to the core values of GIDA.
Nomination Award	Works from all entries in the product group and concept group are selected and awarded the "nomination award" (the actual number is subject to the evaluation result).	

The organizing committee reserves the right to leave the Best of the Best vacant if this year's entries are unable to meet the requirements for the award.

*REGISTRATION TIME AND FEE

The registration for GIDA The Main Competition this year starts from June 10, 2025 and ends at 24:00, July 20, 2025 (Beijing time). Deadline for the Special Competitions is 22 August.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.

*Entry Categories

The Main Competition

The main competition is divided into two groups: product group and concept group, each group is divided into six categories of entries.The two groups focus on the 107 characteristic industrial clusters in Hebei Province and the "eight pillar industries" in Hebei Province. The entries must meet the needs of economic and social development and upgrading of consumption structure, and have forward-looking and artistic products and works. Products and works based on the design concepts of "Air", green environmental protection, manufacturing + service and the integration of traditional products and industries are encouraged.

| Product group |

Entries must be products that have been on the market within three years (i.e. after June, 2022), or products that can be on the market before this year' s award ceremony(September 2025), and must be provided with a physical product or a functional prototype of equal proportion during the second evaluation.

| 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. Prototypes or models must be provided during the second evaluation.

a.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.

b.Biomedical Science

Focuses on designs that promote the development of human physical and mental health. Includes products and services in the whole industry chain such as high-end medical devices, therapeutic products, pharmaceutical production equipment, medical rehabilitation equipment, nursing care products, and health management.

c.Digital Technology

Focuses on the innovative design applications of artificial intelligence, blockchain, digital technology and information services in various fields. Includes products and services in the whole industry chain such as industrial software, public services, smart city systems, blockchain applications, digital twin platforms, and AI service terminals.

d.Transportation Means

Smart transportation designs, including unmanned vehicles, smart buses, high-speed trains, automobiles, aircraft, mobility tools and facilities, service-oriented vehicles in urban areas, water and underwater vehicles, traffic robots, etc.

e.Public Facilities

Product designs of service facilities within urban space system, including urban furniture, public lighting, guiding signs, shared facilities, information services, satellite facilities, safety facilities , facilities for leisure and entertainment, emergency equipment, etc.

f.Future Scenario

Focuses on the design of future life, culture, technology integrated with creative thinking and innovative scenarios. Includes products and services in the fields of future living homes, intelligent products, aging-friendly products, non-heritage revitalization, cultural and creative products, fashionable apparel, packaging design, IP image, digital culture, and so on.

The Special Competition

The special competition takes the needs of 107 characteristic industrial clusters and new districts in Hebei Province, carries out solicitation, sets the theme and requirements of the special race, and focuses on point-to-point docking in the form of workshop. Municipal and county governments or leading enterprises in the industry are invited to cooperate with the competition, and according to the actual design orders, the competition is divided into one type of demand, two types of demand, and three types of demand (the amount of design orders is at least 10% higher than that of Sci-Tech Vouchers), so as to promote the transformation of design achievements on the ground.
Oriented original design responses are made around the design demands of enterprises according to the index requirements. The special competition demand release takes the form of dynamic management and dynamic solicitation to promote, at least 10 demands for a period, after the organizing committee review and approval of the immediate release, to start the response unit invitation or public solicitation, the formation of a number of results that is to carry out the assessment work.

*ENTRY

This year's GIDA adopts public entry and expert nomination. Public entries are required to participate in the preliminary evaluation, while expert nominees are allowed to enter the second evaluation after review by the organizing committee. To ensure fairness and impartiality, experts who recommend entries can't participate in the evaluation process.

SUBMIT ENTRY

a. All entrants must log on to the official website of GIDA (www.goldreed-award.com.en) to register.
b. 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.
c. Entrants must be the designer or owner of the entry, and have no intellectual property disputes with others.
d. Under the normalization of the epidemic, in order to facilitate the international jury to evaluate the entries in a comprehensive and exhaustive manner and in a scientific and rigorous manner, the entrants should fill in the information of the entries (better in English and Chinese) carefully and standardized. The information entrants fill in will affect the outcome of evaluation.

REQUIREMENTS

1. Entrants: 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. The entries should be close to the current situation of Hebei industry and fully consider the market value and realizability.

3. The winners of the special competition are required to follow up the whole process from design - sampling - mass production, and the designers and the demand enterprises will complete the production together.

4. The same entry can only declare a category. Entries that have participated in previous sessions shall not be repeated, in principle, no repeated awards.

5. Works submitted in the form of: 2-3 more complete design effect diagrams (no logo and no text and descriptive elements), such as text or lines, etc.; Figure 1 is the main picture of the work, Figure 2 is the scenario diagram of the work, Figure 3 can be supplemented), 2-3 illustrations of the work, and should try to consider the provision of other views that can clearly reflect the innovative design points and the description in English and Chinese. The format of the pictures should be JPG, the ratio of the pictures should be 16:9, the resolution should be more than 300DPI, and the layout should be horizontal.

6. Product demonstration video: format MP4, less than 100MB, within 2 minutes in length; resolution is recommended to be 720P or above, optional uploading for preliminary evaluation, and submission of demonstration video is required for final evaluation;

7. Encourage the submission of physical objects or models.

8. The entries must be original and innovative projects with legal right to participate, without intellectual property disputes and without involving any infringement of third party's intellectual property rights, ownership, use and disposal rights. The intellectual property rights of the entries of the main competition shall belong to the declarant, and the copyright of the entries of the special competition shall be transferred to the relevant units of the organizer after the award.

*Evaluation Methods

(1) Evaluation Procedures of the Main Competition

The product group and the concept group are evaluated independently, and there are three rounds of evaluation for each: In the preliminary evaluation, all entries are evaluated online. The second evaluation using on-site physical evaluation, if due to force majeure factors are taken online video evaluation method. The final evaluation includes online evaluation and offline physical evaluation (including physical work, model or prototype, etc.), entrants are required to conduct a 3-minute video defense. If a participant does not submit a defense video on time or if the jury unanimously believes that a single entry does not qualify for the award, it may be selected from among the pending nominees for a replacement evaluation, and the unsuccessful entry will be given a nomination award.

(2) Evaluation Procedures of the Special Competition

The product group and the concept group are evaluated independently, and there are three rounds of evaluation for each: In the preliminary evaluation, all entries are evaluated online. The second evaluation using on-site physical evaluation, if due to force majeure factors are taken online video evaluation method. The final evaluation includes online evaluation and offline physical evaluation (including physical work, model or prototype, etc.), entrants are required to conduct a 3-minute video defense. If a participant does not submit a defense video on time or if the jury unanimously believes that a single entry does not qualify for the award, it may be selected from among the pending nominees for a replacement evaluation, and the unsuccessful entry will be given a nomination award.

(3) Evaluation Standards

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.

First is **manufacture** focusing on "leading industry which covers functionality and innovation."

Three Dimensions

Second is **life** focusing on "lifestyle", which covers "human care and aesthetics."

The third is **ecology**, focusing on "harmony, peace and symbiosis", which covers sustainability and other factors.

A.FUNCTIONALITY
It is implementable and maneuverable, meets the needs of users in terms of function and structure, and has good economic and practicality, which helps to improve the level of industrial development and user satisfaction.

B.INNOVATION
It is novel and unique in design, innovative in material, science and technology application, which can boost the diversified innovations in terms of society, technology, culture, and economy, etc.

C.HUMAN CARE
It is safe, healthy and easy to use, and can meet various needs of different users from the perspective of ergonomics, representing equality for all as well as human care.

D.AESTHETICS
The design is aesthetic in form, function and technology, integrating the comprehensive beauty of materials, craftsmanship, technology and culture. It also enjoys emotional values and attractiveness.

E.SUSTAINABILITY
The design considers economic, environmental, ethical and social factors to reduce material and energy consumption, cut pollution, guide, meet and sustain consumers' demands.

*Entry Values

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 / 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.

04 / Industrial Expert Exchange

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".

05 / 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.

06 / 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.

07 / Yearbook

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

08 / 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.

09 / Talent Support

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 / 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

The Main Competition

Entry Collection	June 10, 2025 -July 20, 2025
Preliminary Evaluation	July 22, 2025 -July 29, 2025
Announcement of the Preliminary Evaluation Results	August 1, 2025
Mail of Products in Kind for the Shortlisted Entries	August 1, 2025-August 24, 2025
Second Evaluation	August 29, 2025-August 31, 2025
Good Design Exhibition	August 31, 2025-September 7, 2025
Announcement of the Second Evaluation Results	September 4, 2025
Final Evaluation	September 18, 2025
Award Ceremony	September 19, 2025
Exhibition Tour	October, 2025

The Special Competition

Entry Collection	June 10, 2025 -August 22, 2025
Preliminary Evaluation	August 26, 2025 -August 31, 2025
Announcement of the Preliminary Evaluation Results	Semtember 4, 2025
Final Evaluation	September 17, 2025
Award Ceremony	September 19, 2025
Exhibition Tour	October, 2025

Please see the latest notice in case of time changes.

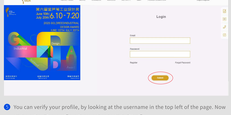
*APPLICATION PROCESS

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

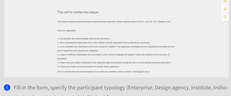
2 Click "Register".

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

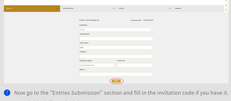
4 Now fill in your credentials and click "Submit".



5 You can verify your profile, by looking at the username in the top 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 Organization) and click "Submit".

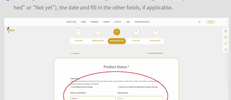


7 Now go to the "Entries Submission" section and fill in the invitation code if you have it. Leave it blank if you don't have one.

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

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