

GIDA

Goldreed

Industrial Design Award
2023



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in partnership with **derall**

Award Description

1. Introduction

The Goldreed Industrial Design Award (GIDA) is an esteemed international design award organized by the Xiongan Future Industrial Design Institute and managed by the Goldreed Industrial Design Award Organizing Committee.

Embracing the Chinese philosophy of “harmony and peace,” GIDA views technological progress and social evolution from an Eastern perspective. It advocates a new direction for industrial development and envisions a harmonious, symbiotic relationship among humans, nature, and cities.

2. Participation

GIDA welcomes designers, design teams, studios, companies, universities, and institutes from all countries and creative fields to participate.

Applicants must either be the author of the submitted product or possess the rights to the entries they present.

If multiple parties contribute to a product’s development (i.e., designers, companies, etc.), ensure that only one party registers and submits the entry. Each entry can only be submitted once, under a single category and group.

Participation is free of charge. Submissions are open until 30 June, 2023 (midnight Beijing time).

3. Awards

The Goldreed Industrial Design Award offers a **total prize pool of 4.5 million RMB** (approximately 600,000 EUR) and features more than 40 cash awards to be distributed among the winners.

1° Award “BEST OF THE BEST”: 1 million RMB (about 133,000 EUR)

<p>1 winner</p>  <p>1 000 000 RMB/winner</p> <p>133 000 EUR/winner</p>	<p>5 winners</p>  <p>500 000 RMB/winner</p> <p>66 000 EUR/winner</p>	<p>2 winners</p>  <p>150 000 RMB/winner</p> <p>20 000 EUR/winner</p>	<p>35 winners</p>  <p>20 000 RMB/winner</p> <p>2600 EUR/winner</p>	<p>100 nominations</p> 
Best of the Best	Gold Award	Future Star Award	Good Design Award	Award Nominations

4. Winners Benefit

1. Cash award

The award pool for the Goldreed Industrial Design Award totals 4.5 million RMB (about 600,000 Eur).

2. Trophy & Certificate

Winners will receive a trophy and an electronic certificate by the GIDA committee.

3. Logo Grant

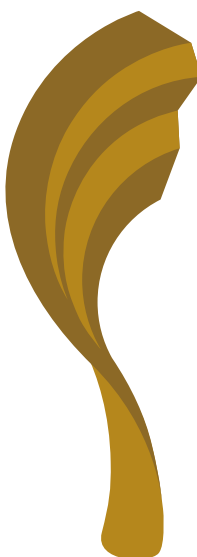
Award-winning entries will be granted a lifetime right to use the “GIDA” logo for free.

4. Entry Productization and Commercialization

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

5. Industrial Expert Exchange

Winners will be invited to participate in this year’s award ceremony, the Hebei International Industrial Design Week and other activities to conduct face-to-face exchanges with the global design community, academia,



media community, industrial community and other industries. Winners will have the opportunity to serve as the guest speaker of “GIDA Future Design Salon”.

6. Exhibition

Winning entries will be featured in both virtual and physical exhibitions and other global events.

7. Media Promotion

GIDA has established a media promotion network covering different industries and channels with more than 100 mainstream media around the world.

8. Winner Interview

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

9. Yearbook

GIDA will produce and promote a yearbook of outstanding entries that will include all winning entries.

5. Entry Groups



Products that have been **on the market for no more than two years** (launched on or after April 1st, 2021) OR or products that will be on the market before this year’s award ceremony. Submitted products should adhere to national industrial policies, relevant technologies, and standards.



Original design works with significant innovations in functionality, structure, form, technology, materials, and low carbon impact, **never published, sold, or produced in the market.** Entry forms are unlimited, allowing submission of concepts for products, software, and comprehensive services.

6. Categories

Each entry, whether in the Product or Concept group, must belong to **one of the following eight categories**:



Manufacturing equipment

Advanced industrial equipment designs for emerging industries, encompassing industrial equipment, construction equipment, agricultural and forestry equipment, mechanical tools, office facilities, transportation equipment, protective equipment, industrial robots, etc.



Transportation means

Smart transportation designs, encompassing 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.



Home life

Designs enhancing everyday living, encompassing home furniture, appliances, kitchen and bathroom essentials, decorations, products for seniors, children's items, maternal and infant care, toys, and musical instruments, among others.



Culture & creativity

Cultural, creative product designs, encompassing local cultural gifts, stationery, fashion clothing and accessories, utensil packaging and tableware, etc.



Sports and healthcare

Sport product designs that can improve people's mental and physical health, encompassing health and fitness facilities, medical devices, sports and leisure products, outdoor products, physical fitness test devices, health monitoring devices, etc.



Public facilities

Product designs of service facilities within urban landscape systems, encompassing urban furniture, public lighting, guiding signs, shared facilities, information services, sanitation facilities, safety facilities, facilities for leisure and entertainment, etc.



Digital technology

Designs centered on digital and information networks, encompassing various delivery forms such as system or user experience (UX) in cloud computing, AI, blockchain, VR, smart cities, etc.



Communication design

Innovative and interactive corporate product image communication designs, including corporate identity, brand design, display design, packaging design, animation, print advertising media and other areas of products and services, etc.

7. Timeline

GIDA will progress through a series of deadlines and events, as outlined in the timeline below:



8. Jury and Evaluation Criteria

The Jury of the **Goldreed Industrial Design Award** includes world top-experts and representatives from the design and business community.

The main evaluation criteria of the Jury will be based on three dimensions. First is **manufacturing**, focusing on “leading industry”, which covers functionality and innovation. Second is **life**, focusing on “lifestyle”, which covers human care and aesthetics. The third dimension is **ecology**, focusing on “harmony, peace and symbiosis”, which covers sustainability and other factors.

Functionality: The design is implementable and maneuverable, meets the needs of users in terms of function and structure, and has good economic marketability, which helps to improve the level of industrial development and user satisfaction.

Innovation: The design 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.

Human Care: The design 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.

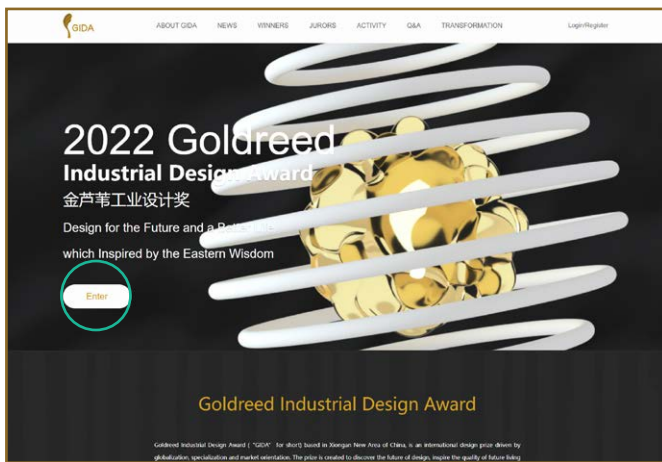
Aesthetics: The design is aesthetic in form, function and technology, integrating the comprehensive beauty of materials, craftsmanship, technology and culture. It also enjoys emotional value and attractiveness.

Sustainability: The design considers economic, environmental, ethical and social factors to reduce material and energy consumption, cut pollution, guide, meet and sustain consumers’ demands.

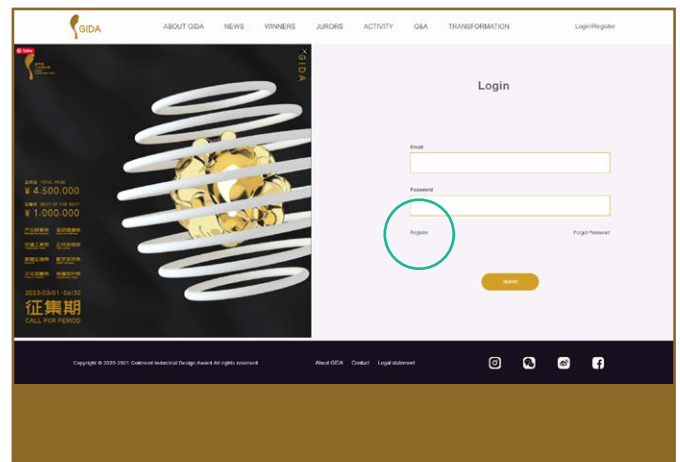
9. Apply Here: <https://bit.ly/GIDAaward>

Application Process

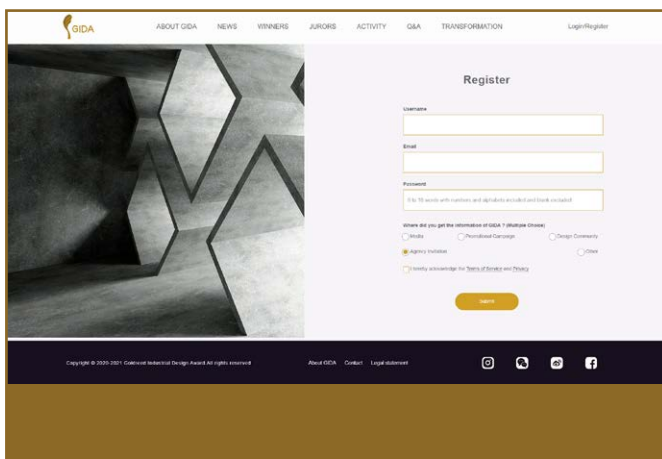
You may complete the submission forms in English. To save your progress and resume later, use the Save button. **The IP Statement can be downloaded here** (refer to slide 10) and must be uploaded in JPG format. For guidance on completing the Statement, please see the following section.



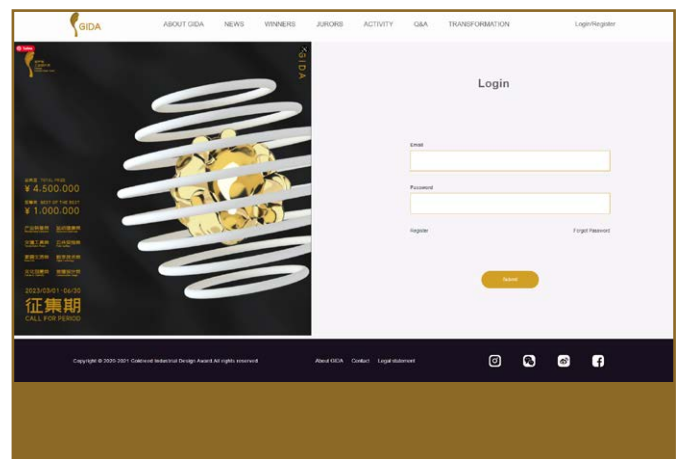
1 Visit <https://bit.ly/GIDAaward> and click “Enter”.



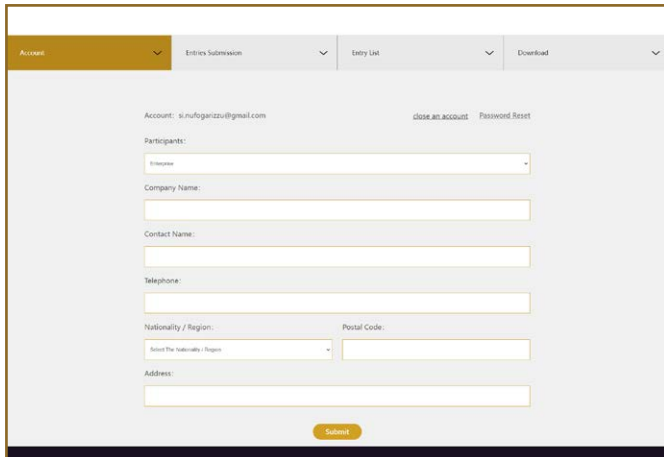
2 Click “Register”.



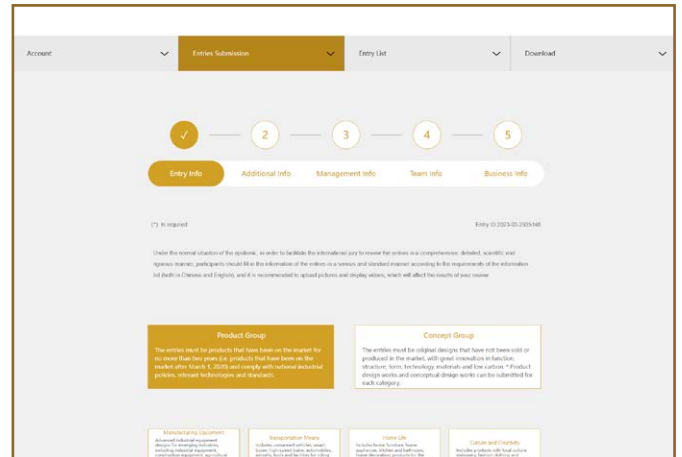
3 Complete all fields, select “Agency Invitation”, accept the terms and conditions, and click “Submit”.



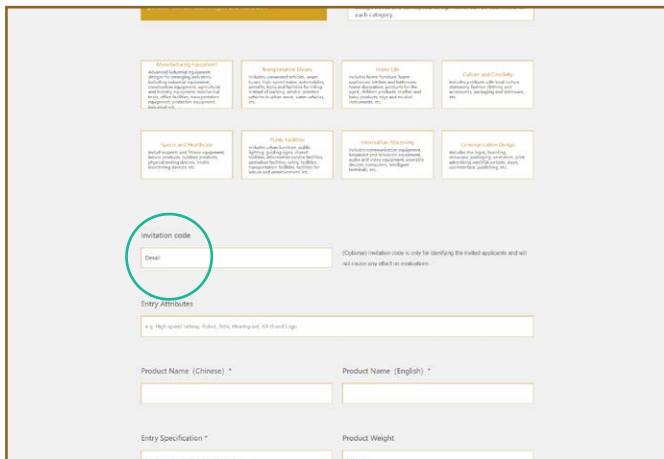
4 Input your credentials and click “Submit”.



5 Click “Account”, choose your participant category from the drop-down menu, complete the form, and click “Submit”.



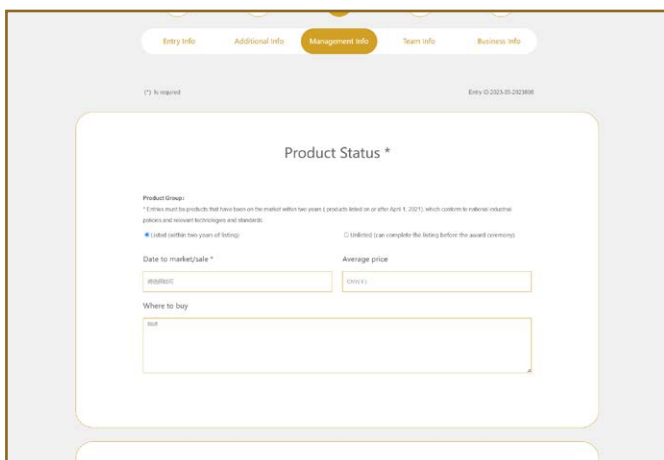
6 Go to “Entries Submission”, and Select Entry Group: “Product” or “Concept”. Fill in the fields (English only).



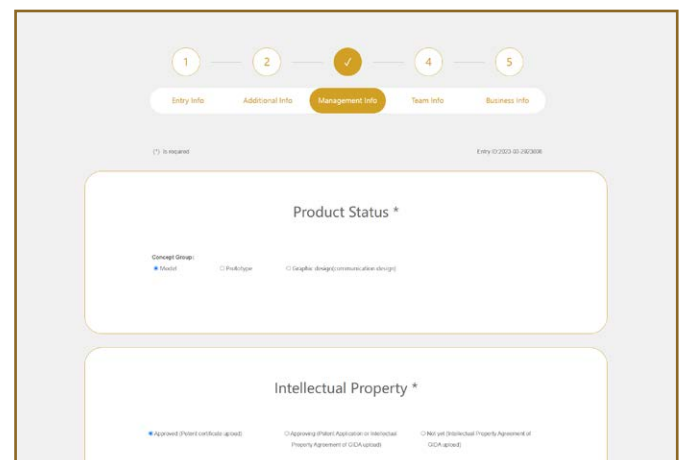
7 Ensure “Desall” appears in the Invitation Code field or enter “Desall” if blank. Click “Next”.



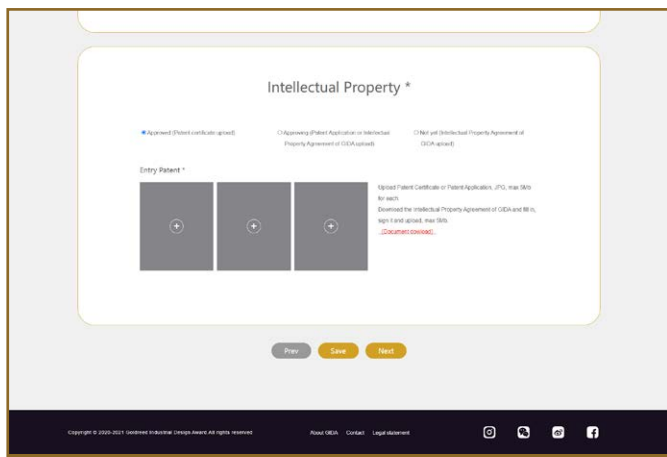
8 Provide required information (English only), upload 2+ images for “Photos for Publication” and “Photos for Description”, and add a video if needed. Click “Next”.



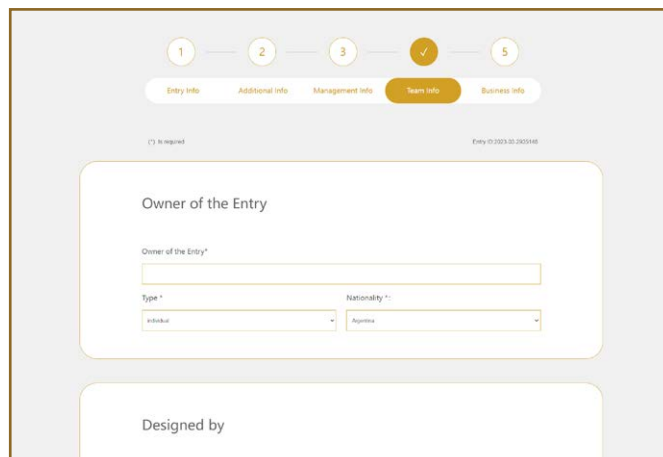
9 a For submissions in the Product Group: specify commercialization status as “Listed” or “Unlisted”. If listed, indicate date of commercialization, average price, and distribution channels.



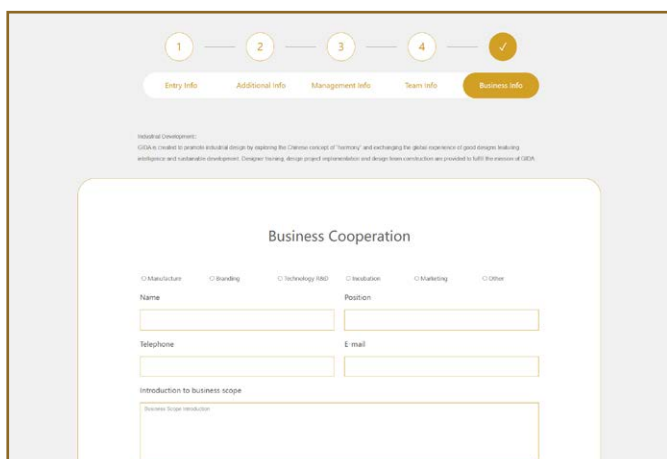
9 b For submissions in the Concept Group: state your entry’s status as “Model”, “Prototype”, or “Graphic design”.



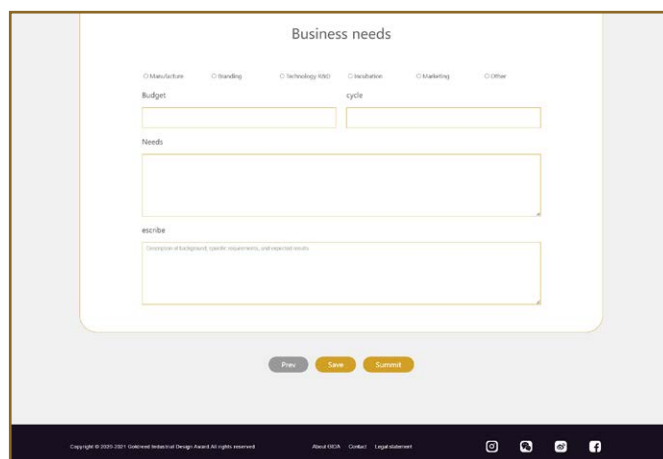
10 State the Intellectual Property status (IP) and upload a patent or the Intellectual Property Agreement that is available at the link at the beginning of this section. Both documents should be uploaded in JPG. Click “Next”.



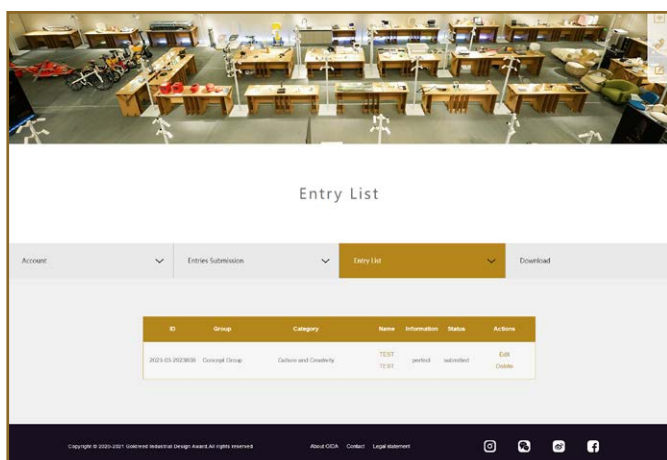
11 In “Team info”, provide owner’s and author’s details, and add team members if needed (up to 10). Click “Next”.



12 In “Business info”, add contact information and specific business opportunity needs for your entry.




13 Click “Submit” to finish the submission.



14 Verify that your submission has been received from the “Entry List” section.

How to compile the Intellectual Property Agreement (Intellectual Property Statement of Goldreed Industrial Design Award Entry)



**第四届金芦苇
工业设计奖**
2023 GOLDREED
INDUSTRIAL DESIGN AWARD

The Intellectual Property Statement of Goldreed Industrial Design Award Entry

The entrant **【John Doe】** declares that the entry for the "Fourth Goldreed Industrial Design Award" (entry ID: **2023-03-2963099**, entry name: **Project's Name**) is completed independently (jointly) by **John Doe**, hereby **【John Doe】** (jointly) own(s) complete intellectual property rights for this entry.

【John Doe】 (unanimously) agrees that the entrant will submit the above-mentioned entry to participate in the evaluation of the Goldreed Industrial Design Award, agrees that the event organizer, the undertaker or a third party entrusted will broadcast, screen, exhibit and print the entry via media based on non-commercial purposes such as publicity and promotion, accepts and recognizes that the entrant has the right to participate in the Goldreed Industrial Design Award evaluation and may receive awards and prizes, and will not raise any objections.

The entrant promises to fill in the entry form accurately and truthfully and take legal responsibility for the contents filled in. If any intellectual property disputes occur in the entry, the entrant will bear full legal responsibilities, hereby declare.

Entrant (signature/stamp) : **John Doe**
Date: **01.04.2023**

Other entry right-holder (signature/stamp) : **JohnDoe**
Date: **01.04.2023**

Individual person



**第四届金芦苇
工业设计奖**
2023 GOLDREED
INDUSTRIAL DESIGN AWARD

The Intellectual Property Statement of Goldreed Industrial Design Award Entry

The entrant **【John Doe】** declares that the entry for the "Fourth Goldreed Industrial Design Award" (entry ID: **2023-03-2963099**, entry name: **Project's Name**) is completed independently (jointly) by **John Doe, Jane Doe**, hereby **【John Doe, Jane Doe】** (jointly) own(s) complete intellectual property rights for this entry.


【John Doe, Jane Doe】 (unanimously) agrees that the entrant will submit the above-mentioned entry to participate in the evaluation of the Goldreed Industrial Design Award, agrees that the event organizer, the undertaker or a third party entrusted will broadcast, screen, exhibit and print the entry via media based on non-commercial purposes such as publicity and promotion, accepts and recognizes that the entrant has the right to participate in the Goldreed Industrial Design Award evaluation and may receive awards and prizes, and will not raise any objections.

The entrant promises to fill in the entry form accurately and truthfully and take legal responsibility for the contents filled in. If any intellectual property disputes occur in the entry, the entrant will bear full legal responsibilities, hereby declare.

Entrant (signature/stamp) : **John Doe**
Date: **01.04.2023**

Other entry right-holder (signature/stamp) : **Jane Doe**
Date: **01.04.2023**

Multiple individuals



**第四届金芦苇
工业设计奖**
2023 GOLDREED
INDUSTRIAL DESIGN AWARD

The Intellectual Property Statement of Goldreed Industrial Design Award Entry

The entrant **【Company Name】** declares that the entry for the "Fourth Goldreed Industrial Design Award" (entry ID: **2023-03-2963099**, entry name: **Project's Name**) is completed independently (jointly) by **Company Name**, hereby **【Company Name】** (jointly) own(s) complete intellectual property rights for this entry.


【Company Name】 (unanimously) agrees that the entrant will submit the above-mentioned entry to participate in the evaluation of the Goldreed Industrial Design Award, agrees that the event organizer, the undertaker or a third party entrusted will broadcast, screen, exhibit and print the entry via media based on non-commercial purposes such as publicity and promotion, accepts and recognizes that the entrant has the right to participate in the Goldreed Industrial Design Award evaluation and may receive awards and prizes, and will not raise any objections.

The entrant promises to fill in the entry form accurately and truthfully and take legal responsibility for the contents filled in. If any intellectual property disputes occur in the entry, the entrant will bear full legal responsibilities, hereby declare.

Entrant (signature/stamp) : **Company Name**
Date: **01.04.2023**

Other entry right-holder (signature/stamp) : **Company Name**
Date: **01.04.2023**

Single company



**第四届金芦苇
工业设计奖**
2023 GOLDREED
INDUSTRIAL DESIGN AWARD

The Intellectual Property Statement of Goldreed Industrial Design Award Entry

The entrant **【Company 1】** declares that the entry for the "Fourth Goldreed Industrial Design Award" (entry ID: **2023-03-2963099**, entry name: **Project's Name**) is completed independently (jointly) by **Company 1, Company 2**, hereby **【Company 1, Company 2】** (jointly) own(s) complete intellectual property rights for this entry.

【Company 1, Company 2】 (unanimously) agrees that the entrant will submit the above-mentioned entry to participate in the evaluation of the Goldreed Industrial Design Award, agrees that the event organizer, the undertaker or a third party entrusted will broadcast, screen, exhibit and print the entry via media based on non-commercial purposes such as publicity and promotion, accepts and recognizes that the entrant has the right to participate in the Goldreed Industrial Design Award evaluation and may receive awards and prizes, and will not raise any objections.

The entrant promises to fill in the entry form accurately and truthfully and take legal responsibility for the contents filled in. If any intellectual property disputes occur in the entry, the entrant will bear full legal responsibilities, hereby declare.

Entrant (signature/stamp) : **Company 1**
Date: **01.04.2023**

Other entry right-holder (signature/stamp) : **Company 2**
Date: **01.04.2023**

Multiple companies

Staying Informed: Official Updates and Important Participation Details

We encourage you to regularly check the [official website](#) for any changes to the timeline. In addition to this introductory guide, carefully read the [supplementary documents](#), where you'll find all the relevant details regarding participation and evaluation stages.

Apply Here: <https://bit.ly/GIDAaward>