DIA

**DESIGN
INTELLIGENCE
AWARD**

promoted by

POLI.DESIGN

FOUNDED BY POLITECNICO DI MILANO

CALL
FOR ENTRY

SUBSMISSION PERIOD

2020 July 06

www.di-award.org

info@di-award.org

DIA 2020
Design Intelligenze
Award

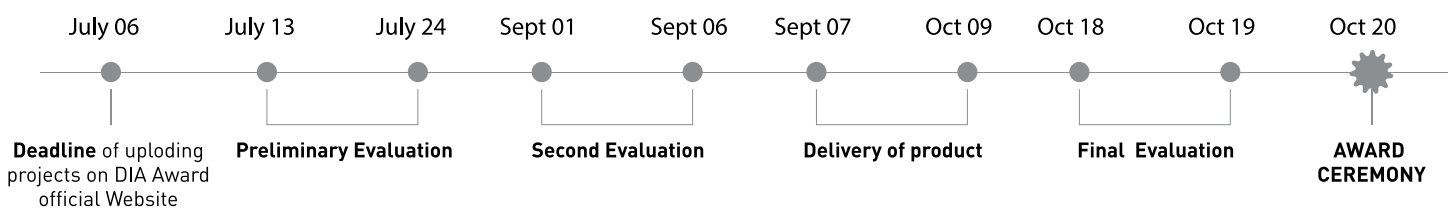**DIA Design Intelligenze Award**
Submission perdiod July 06 2020
Gold Price RMB 1,000,000
Total Price RMB 5,000,000
Entry Categories Product Group | Concept Group
www.di-award.org

AGENDA

July 06	July 13	July 24	Sept 01	Sept 06	Sept 07	Oct 09	Oct 18	Oct 19	Oct 20

Deadline of uploding projects on DIA Award official Website

Preliminary Evaluation

Second Evaluation

Delivery of product

Final Evaluation

AWARD CEREMONY

1. About DIA

Design Intelligence Award (DIA) is an international academic award in industrial design established in China, 2015. It is a platform for evaluation, promotion and communication of design, an accelerator bringing innovation to the industry and the future.
DIA returns to the origin of design with human intelligence, advocates the core value of "Intelligence of Humanity, Wisdom of Life, Fusion of Tech & Art, Brain of Industry", and plays the role of bringing world-widecreativity to an intelligent future.

2. Entry Categories *

Product Group

CULTURAL INNOVATION   LIVING WISDOM   INDUSTRIAL EQUIPMENT   DIGITAL ECONOMY

Concept Group   Theme : Design Transformation

The entry categories of Concept Group **are same** as those of Product Group.

* DIA focuses on the theme of "Design Challenge for COVID-19", which encourages designers to create and transcend themselves. The crisis will be a driving force for people to consider of design values and innovation transformation in the future. Designing for the world, creating the future.

3. Registration

DIA accepts entries through both public registration and expert nomination. Public registration entries will be reviewed in Preliminary Evaluation. Expert nomination entries approved by DIA Committee have the access to skip Preliminary Evaluation. To be fair, experts for nominating and judging will work independently.
The same entry is not allowed to apply for both "Product Group" and "Concept Group".
Participants shall register/login via DIA official website (www.di-award.org).

Registration system is only open from Jan. 8, 2020 to July 6, 2020(24:00, UTC+8). Late submission will not be accepted. No registration fee will be charged. The logistics, insurance and customs clearance expenses incurred by participants shall be borne by themselves.

4. Instruction

Step 1: Registration

Follow the steps as below to create a new account. Login directly if you have the account already.

Website: www.di-award.org
Tel: +86 (0)571 87200197
Email: info@di-award.org

Address: No.352 Xiangshan Road,
Xihu District, Hangzhou
Room 202, Building 17, Xiangshan
Campus of China Academy of Art | Design Intelligence Award Committee Office

Step 2: Fill in Account Information

All users must fill in and save all the account information with "*****". The button of "ADD" is for adding your entry.
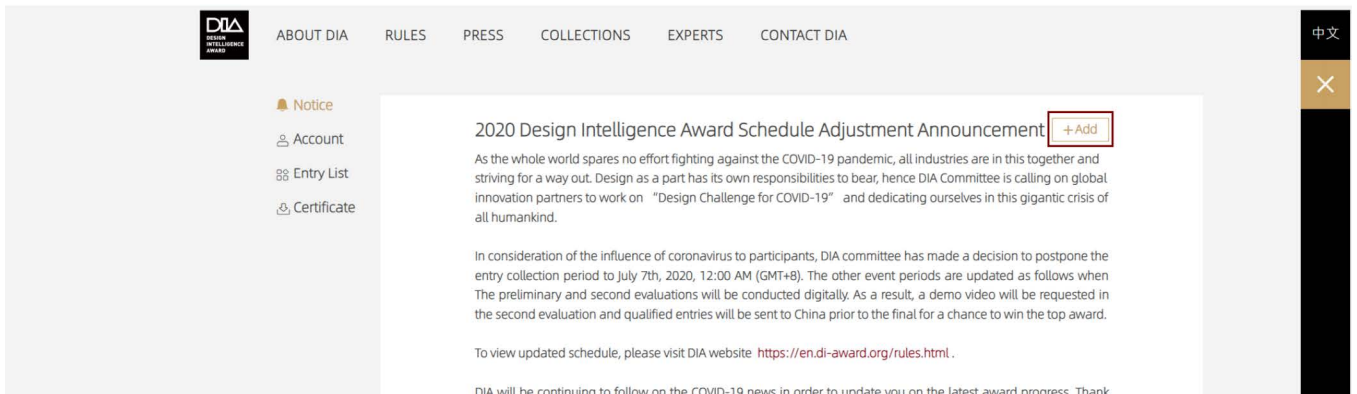
Step 3: Entry Adding/ Editing/ Submitting

After confirming the information, you must click "SUBMIT" to ensure your submission successfully. Please check and complete the information with "*****" if you failed in submitting. **Once submitted, the information cannot be edited.**
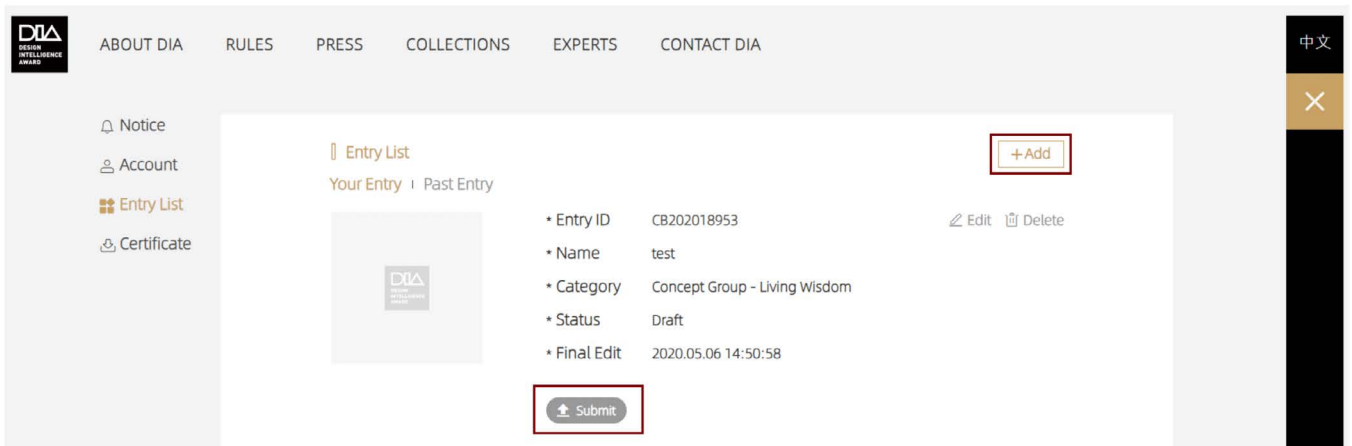
Step 4: Confirmation

If you submit the entry successfully, the confirmation email will be sent to your mailbox immediately.

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5. Required Materials

Preliminary Evaluation		
TYPE	**CONTENT**	**REQUIREMENT**
Text	Entry Description	English. Within 50 words with punctuation
	Innovation Point	English. Within 50 words with punctuation
	Demand & Market Analysis (Product Group) Pain Point (Concept Group)	English. Within 300 words with punctuation
	Core Technology (Product Group) Potential & Feasibility (Concept Group)	English. Within 300 words with punctuation
	Key words	Auto-generation, edit avaible
Picture	Main Effect Plot	Size: 210 mm * 210 mm (NO TEXT) Format: 300 dpi, RGB, JPG Volume: less than 3MB Quantity: 1
	Design Description	Size: 210 mm * 297 mm (direction & text avaible) Format: 300 dpi, RGB, JPG Volume: less than 3MB Quantity: 1-4
Video	Entries in Digital Economy must submit the video. It's OPTIONAL to entries in other categories	Time: Within 3 minutes Format Code: MP4, H.264 Resolution: 1280*720 (720p) Volume: less than 100 MB Other: Subtitle or dub with English at least.

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6. Award settings

Product Group	Concept Group
Gold Award (2 Prizes, 1,000,000RMB/Prize) .... **Silver Award** (8 Prizes, 200,000RMB/Prize) .... **Bronze Award** (10 Prizes, 100,000RMB/Prize)	**Future Talents Award** (2 Prizes, 80,000RMB/Prize) **Young Talents Award** (8 Prizes, 30,000RMB/Prize)
Honorable Mention (around 300 prizes)	
Best Organization Award	

For more details on how to participate or to submit an application, designers and creative professionals, both Italian and foreign should consult the announcement on the site **www.di-award.org**.