

# GIDA

## Goldreed

Industrial Design Award



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in partnership with **derall**

# Award Description

## 1. Introduction

**Goldreed Industrial Design Award** (GIDA for short), is an **international design award** hosted by the **Xiongan Future Industrial Design Institute** and undertaken by **Goldreed Industrial Design Award Organizing Committee**.

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.

## 2. Entry requirements

The award is dedicated to **Designers, design teams, design studios, companies, universities and institutes** from all countries and creative fields.

If multiple parties are involved in the same product development (i.e. designer, company, etc.), **make sure only one party registers and submits the entry only once. The same entry can only be submitted for one group in one category.**

**The applicant must be the designer or have the rights on the entries she or he is presenting.**

**Participation is free of charge.**

## 3. Typology of admissible entries



Products already on the market for **no more than two years** (that is, products listed on or after January 15, 2018), which conform to national industrial policies and relevant technologies and standards.



**Original design works**, never published, sold or produced in the market, with significant innovations in functions, structure, form, technology, materials and low carbon impact.

## 4. Entry category

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



### **Transportation Means**

Includes unmanned vehicles, smart buses, high-speed trains, automobiles, aircrafts, tools and facilities for riding instead of walking, service-oriented vehicles in urban areas, water vehicles, etc.



### **Manufacturing Equipment**

Includes manufacturing equipment, construction equipment, agricultural and forestry equipment, mechanical tools, medical devices, office facilities, transportation equipment, protective equipment, etc.



### **Information Processing**

Includes communication equipment, broadcast and television equipment, audio and video equipment, wearable devices, computers, intelligent terminals, etc.



### **Home Life**

Includes home furniture, home appliances, kitchen and bathroom, home decoration, products for the elderly, children products, parent and baby products, toys and musical instruments, etc.



### **Sports and Healthcare**

Includes sports and fitness equipment, leisure products, outdoor products, physical testing devices, health monitoring devices, etc.



### **Public facilities**

Includes urban furniture, public lighting, guiding signs, shared facilities, information service facilities, sanitation facilities, safety facilities, transportation facilities, facilities for leisure and entertainment, etc.



### **Culture & Creativity**

Includes products with local culture, stationery, fashion clothing and accessories, packaging and tableware, etc.



### **Communication Design**

Includes the logos, branding, showcase, packaging, animation, print advertising media, websites, apps, user interface, publishing, etc.

## 5. Awards

The Goldreed Industrial Design Awards has a **total award pool** of **4 500 000 RMB** (about 570 000 Eur), with over **40 cash awards** to assign.

**1° award “BEST OF THE BEST”**: 1 000 000 RMB (about 130 000 Eur)

|   |   |   |   |   |
|---|---|---|---|---|
| <p><b>100<br/>nominations</b></p>  | <p><b>35<br/>winners</b></p> <br><p><b>20 000<br/>RMB/winner</b></p> <p><small>2600 EUR/winner</small></p> | <p><b>2<br/>winners</b></p> <br><p><b>150 000<br/>RMB/winner</b></p> <p><small>19 500 EUR/winner</small></p> | <p><b>5<br/>winners</b></p> <br><p><b>500 000<br/>RMB/winner</b></p> <p><small>65 000 EUR/winner</small></p> | <p><b>1<br/>winner</b></p> <br><p><b>1 000 000<br/>RMB/winner</b></p> <p><small>130 000 EUR/winner</small></p> |
| <b>Award<br/>Nominations</b>  | <b>Good Design<br/>Award</b>  | <b>Future Star<br/>Award</b>  | <b>Gold<br/>Award</b>   | <b>Best of the<br/>Best</b>   |

## 6. Winners benefits

### 1. Cash Award

The award pool for the Goldreed Industrial Design Award totals 4.5 million RMB (about 570,000 Eur).

### 2. Certificate and Trophy

Winners will receive a trophy and an electronic certificate by the GIDA committee. Theirs works will remain part of the Goldreed Industrial Design Award collection.

### 3. Ceremony and exchanges

Winners will be invited to participate in this year’s award ceremony, the 4th Hebei International Industrial Design Week and other series of activities. Also, winners will have the opportunity to serve as the guest speaker of “GIDA Future Design Salon”.



### 4. Business opportunities

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

### 5. Exhibitions

The winning entries will feature both in virtual and physical exhibitions.

### 6. Media Promotion

GIDA, together with more than 100 mainstream media across the world, has established a media promotion network covering different sectors and channels.

### 7. Logo Grant

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

## 7. Timeline

**GIDA** will unfold throughout various deadlines and appointments along the year, following the timeline shared below.



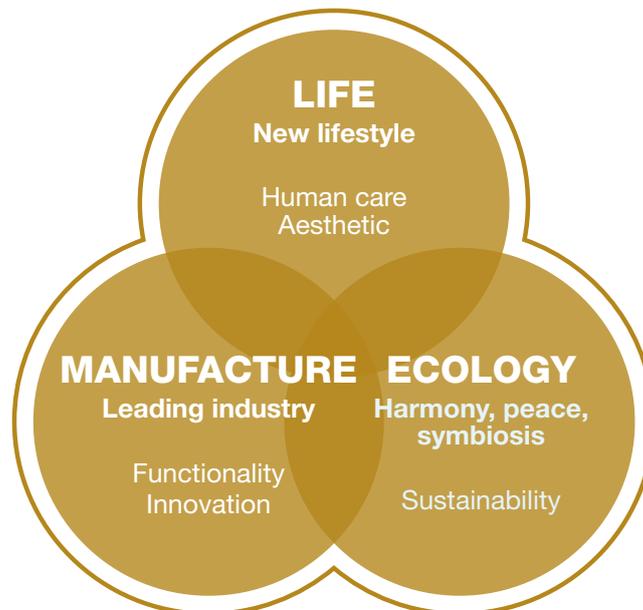
## 8. Jury and evaluation criteria

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

All the members of the jury will be announced on the GIDA official websites in the next weeks.

Focusing on the principle of “facing the future, contributing oriental wisdom and spreading design values and spirit 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.”

In particular, the main evaluation criteria of the Jury will be based on three dimensions:



## 9. Follow this link to apply

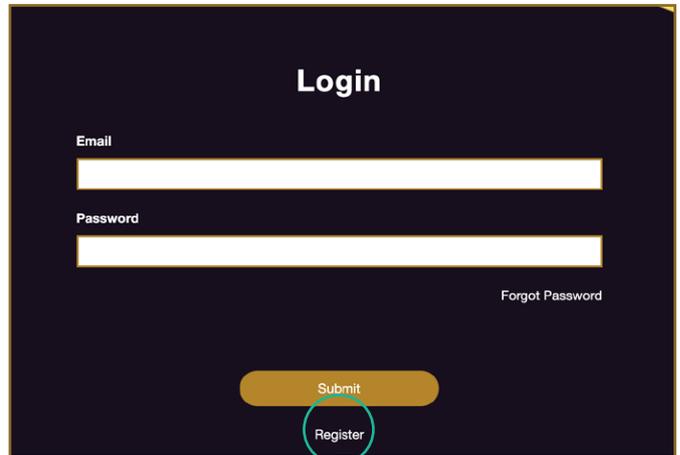
<https://bit.ly/GIDAaward>

# Application Process

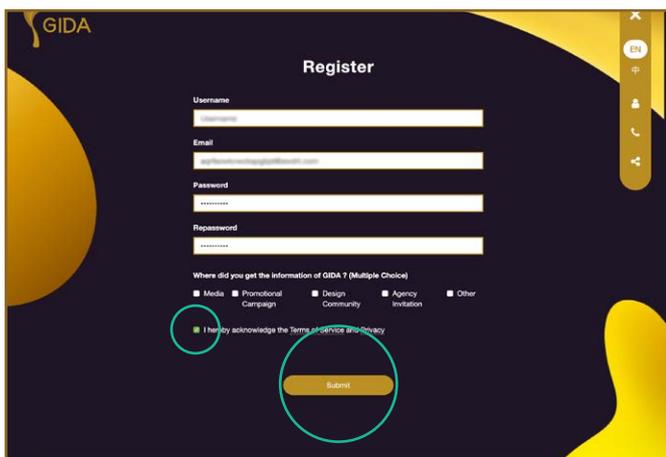
**1** Go to <https://bit.ly/GIDAaward> and click “Enter”.



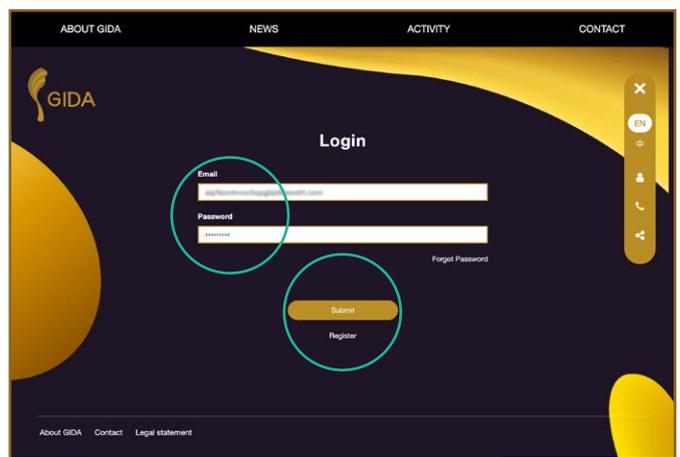
**2** Click “Register”.



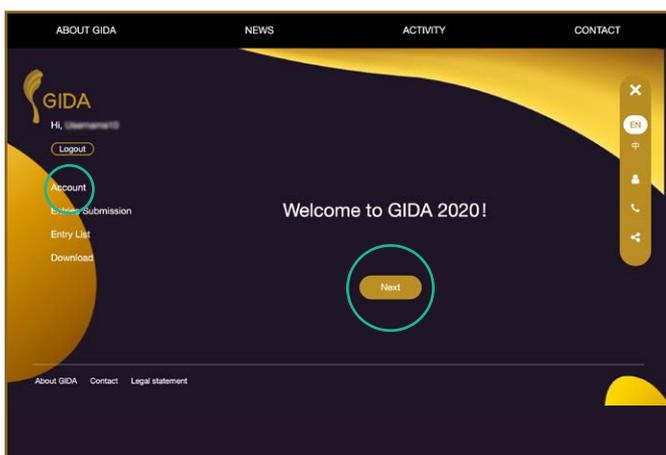
**3** Fill in all the fields, accept the terms and conditions, click “Submit”.



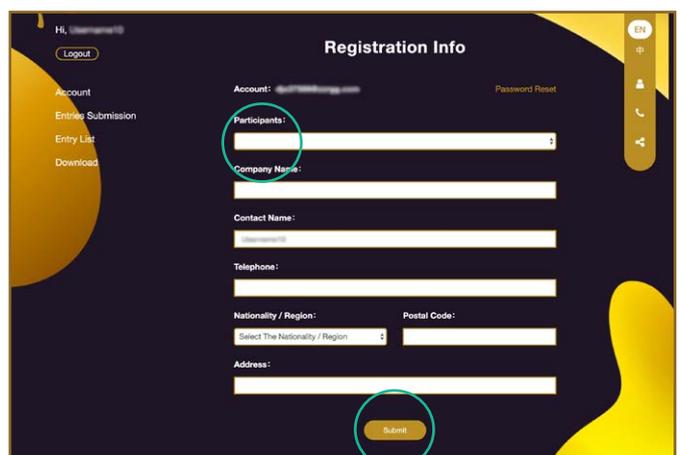
**4** Now fill in your credentials and click “Submit”.



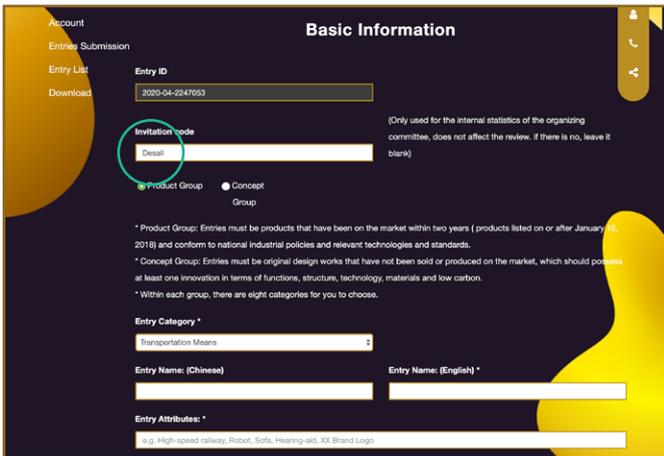
**5** You can verify your profile, by looking at the username in the top left of the page. Now click on the “Account” section or simply click “Next”.



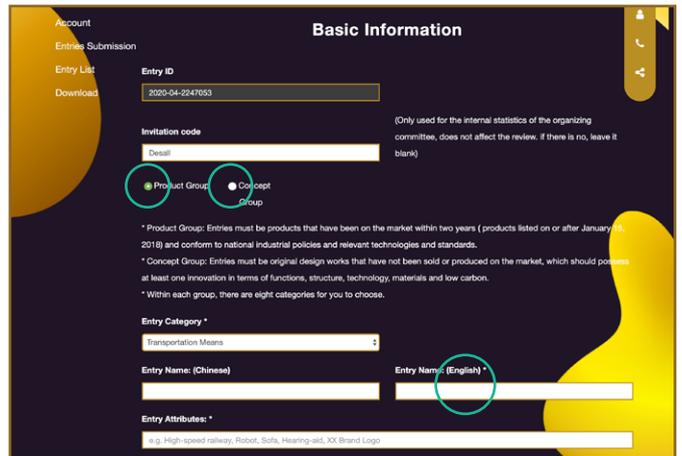
**6** Fill in the form, specify the participant typology (Enterprise, Design agency, Institute, Individual or Organisation) and click “Submit”.



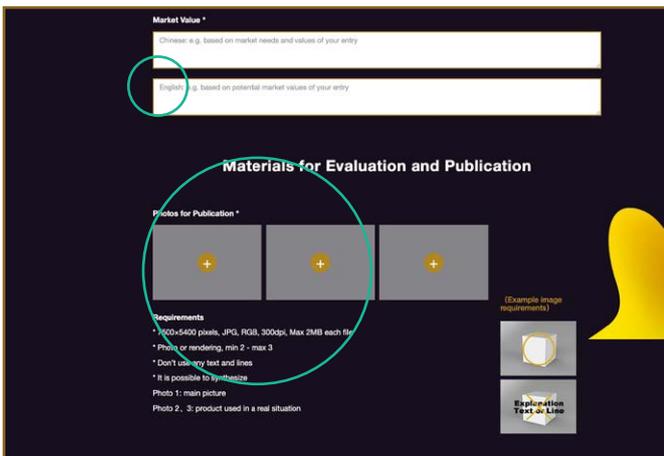
**7** Now go to the “Entries Submission” section and make sure that “Desall” is specified in the Invitation code. If the Invitation code field is blank, please write “Desall”.



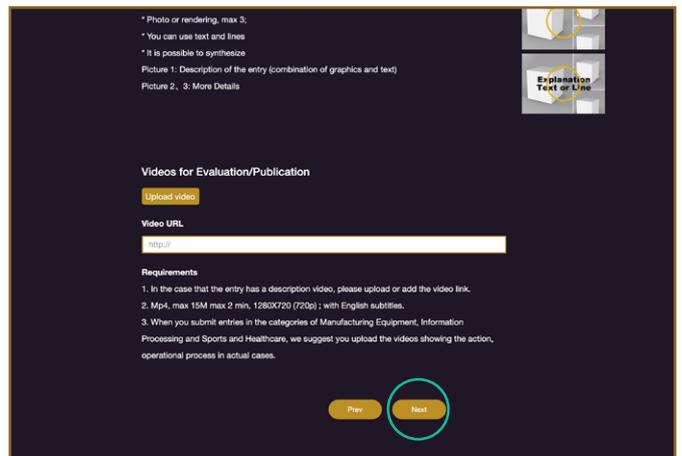
**8** Specify the Entry group, either “Product” or “Concept”. Fill in the remaining fields (English only is enough) and click “Next”.



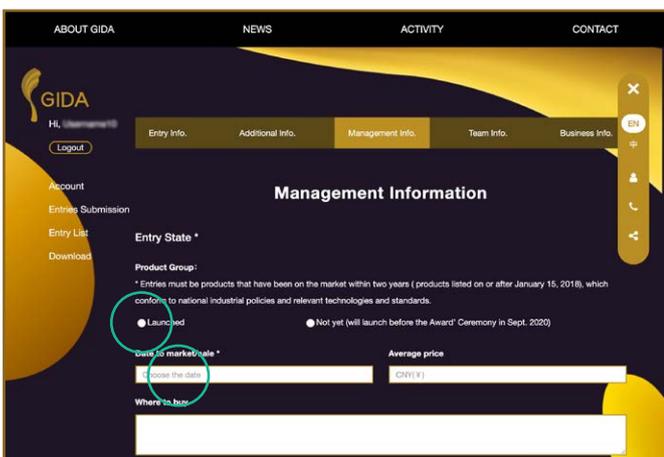
**9** Fill in the various fields, provide at least 2 images for the section called “Photos for publication” and at least 1 image for the “Photos for evaluation”. Fill in the remaining fields (English only is enough).



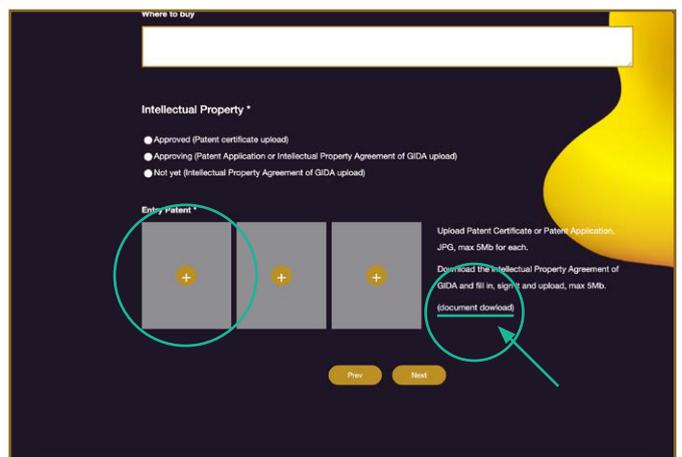
**10** Proceed by clicking “Next”.



**11 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.

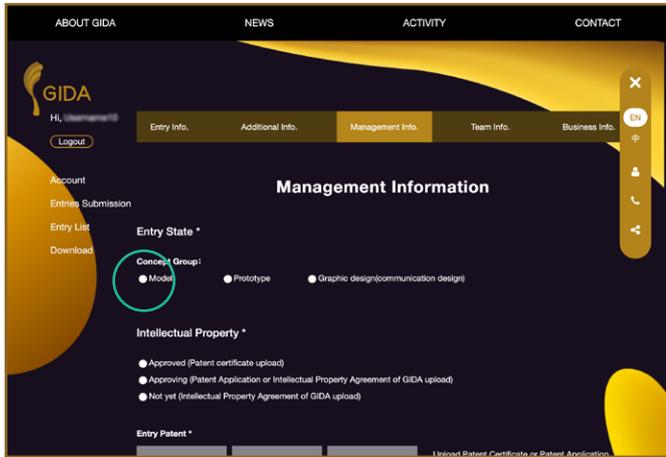


**12 a** Specify the IP status and upload the IP document or the “The Intellectual Property Statement of GIDA entry”, depending on the state. Click “Next”.



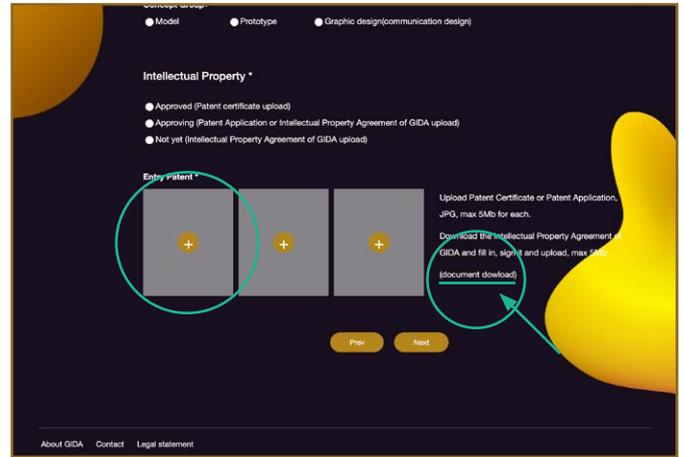
11 b

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



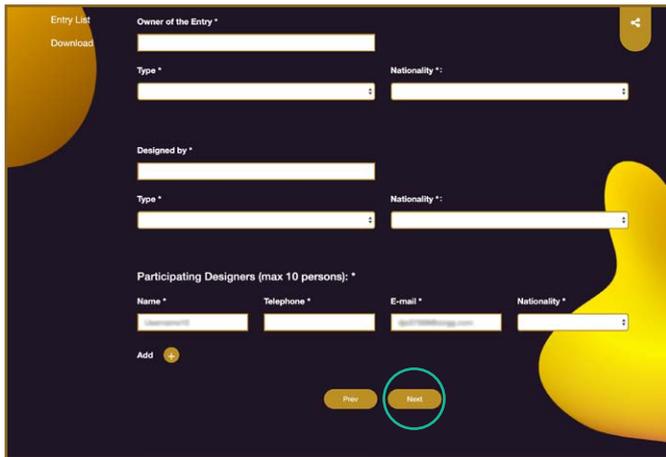
12 b

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



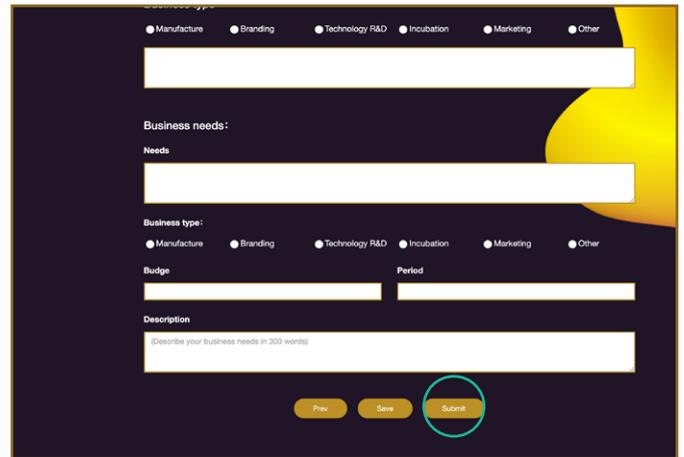
13

Provide the information of the team (up to 10 members) and click "Next".



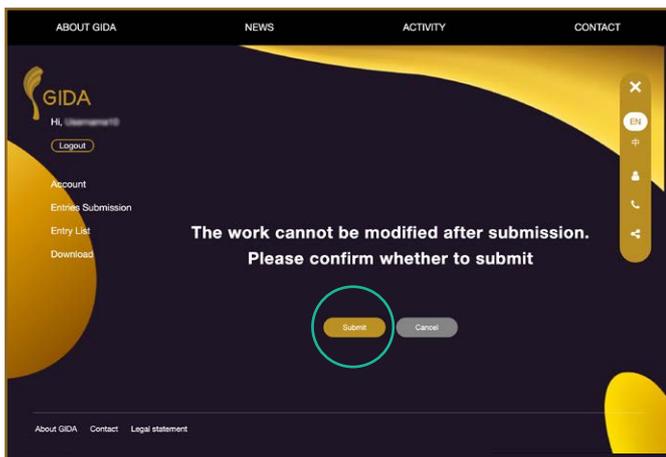
14

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



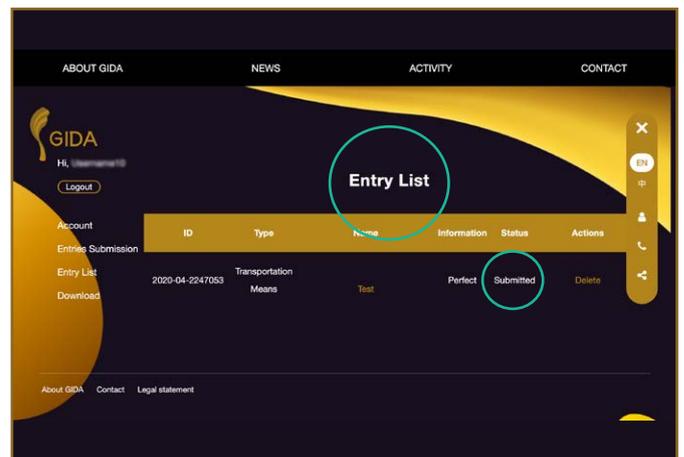
15

Give final confirmation by clicking "Submit".



16

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



**IP document or the “The Intellectual Property Statement of GIDA entry”:** 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 the relevant right holder signs it.

**DISCOVER FUTURE DESIGN**

**The Intellectual Property Statement of Goldreed Industrial Design Award Entry**

The entrant **【 Leone 】** declares that the entry for the "Second Goldreed Industrial Design Award" (entry ID: **2021-03-1716644**, entry name: **Xiongan Cup**) is completed independently (jointly) by **Leone**, hereby **【 Leone 】** (jointly) own(s) complete intellectual property rights for this entry.

**【 Leone 】** (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) : **Leone**  
Date: **2021.03.01**

Other entry right-holder (signature/stamp) : **Leone**  
Date: **2021.03.01**

Single individual

**DISCOVER FUTURE DESIGN**

**The Intellectual Property Statement of Goldreed Industrial Design Award Entry**

The entrant **【 Leone 】** declares that the entry for the "Second Goldreed Industrial Design Award" (entry ID: **2021-03-1716644**, entry name: **Xiongan Cup**) is completed independently (jointly) by **Leone, King**, hereby **【 Leone, King 】** (jointly) own(s) complete intellectual property rights for this entry.

**【 Leone, King 】** (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) : **Leone**  
Date: **2021.03.01**

Other entry right-holder (signature/stamp) : **King**  
Date: **2021.03.01**

Multiple individuals

**DISCOVER FUTURE DESIGN**

**The Intellectual Property Statement of Goldreed Industrial Design Award Entry**

The entrant **【 Xiongan Future Industrial Design Institute 】** declares that the entry for the "Second Goldreed Industrial Design Award" (entry ID: **2021-03-1716644**, entry name: **Xiongan Cup**) is completed independently (jointly) by **Xiongan Future Industrial Design Institute**, hereby **【 Xiongan Future Industrial Design Institute 】** (jointly) own(s) complete intellectual property rights for this entry.

**【 Xiongan Future Industrial Design Institute 】** (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) : **Xiongan Future Industrial Design Institute**  
Date: **2021.03.01**

Other entry right-holder (signature/stamp) : **Xiongan Future Industrial Design Institute**  
Date: **2021.03.01**

Single company

**DISCOVER FUTURE DESIGN**

**The Intellectual Property Statement of Goldreed Industrial Design Award Entry**

The entrant **【 Xiongan Future Industrial Design Institute 】** declares that the entry for the "Second Goldreed Industrial Design Award" (entry ID: **2021-03-1716644**, entry name: **Xiongan Cup**) is completed independently (jointly) by **Xiongan Future Industrial Design Institute, Hebei Industrial Design Innovation Center**, hereby **【 Hebei Industrial Design Innovation Center 】** (jointly) own(s) complete intellectual property rights for this entry.

**【 Hebei Industrial Design Innovation Center 】** (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) : **Xiongan Future Industrial Design Institute**  
Date: **2021.03.01**

Other entry right-holder (signature/stamp) : **Hebei Industrial Design Innovation Center**  
Date: **2021.03.01**

Multiple companies