GIDA

Please visit our official website for more information
www.goldenseedaward.com

Call for Entries

2021.1.1-2021.6.30

Goldseed Industrial Design Award

Best of the Best ¥ 1,000,000 RMB
Prize pool ¥ 4,500,000 RMB

Award Positioning

With the support of Ningbo Government of Zhejiang Province and Yinzhou Bao Bao International Group Co.Ltd,Goldseed Industrial Design Award ("GIDA" for short), was established in 2021. It is a professional, independent, and non-profit organization, specialized in promotion and market orientation. Founded by Dongguan Goldseed Industrial Design Institute (hereinafter referred to as the "Dongguan" such as subsidiaries by Goldseed Industrial Design Award Organizing Committee (hereinafter referred to as the "Organizing Committee").

Focusing on the theme of "Design Driving Innovation", the Organizing Committee will actively promote the concept of "Design Driving Innovation" and strive to build an international, professional and high-quality design award that reflects social concern and value in depth. Taking information security and sustainable development as the main theme, the award will focus on the industrial design of information security products and the sustainable development of products, and strive to discover and promote excellent products and designs that are innovative in function, beautiful in appearance, and in line with the development trend of the times, and promote the exchange and cooperation between the vast number of design practitioners and enterprises, and promote the overall level of the entire audience and the market prestige and value and drive the vast number of design practitioners and enterprises to continuously improve their design level and strength.

Entry Requirements

Entry is open to international, and Chinese mainland, Hong Kong, Macao, Taiwan, scientific research institutions and individuals from any country and region.

The second-tier cities are charged, any registration fee, but other expenses caused by logistics, insurance, customs clearance and travel for the competition shall be borne by the participants themselves.

Typeings of admission entries

- **Product group**: Home appliances, electronic products, office equipment, medical equipment, audio and video equipment, wearable devices, computers, intelligent hardware, etc.
- **Home Life**: Furniture, home appliances, home improvement, home decoration, products for the elderly, children products, sports and fitness, outdoor, luggage and travel products, etc.
- **Culture & Creativity**: Cultural products and cultural creations, fashion clothing and accessories, packaging and stationery, etc.
- **Sports and Healthcare**: Sports goods and fitness equipment, dietary products, medical products, physical therapy devices, health monitoring devices, etc.
- **Public facilities**: Public facilities such as public lighting, garbage cans, street furniture, information service facilities, ventilation facilities, safety facilities, transportation facilities, facilities for the disabled and elderly, etc.
- **Information Processing**: Computer peripherals, mobile phone accessories, smart home products, audio and video equipment, wearable devices, computers, intelligent hardware, etc.
- **Communication Design**: Communication design, brand design, packaging, promotion, print advertising, media, website, apps, user interface, publishing, etc.

Entry category

Entry Group: when the Product is the Campaign , must belong only to one category,choosing from the following eight categories.

Award

The Goldseed Industrial Design Award consists of the Best of the Best, Gold Award, Silver Award, Future Star, Good Design Award, Excellent Design Award, Excellent Creative Award, and Innovation Award, with a total prize pool of ¥4,500,000 RMB.

Best of the Best: 1 Winner (US $150,000 Prize)
Gold Award: 3 Winners (US $50,000 Prize)
Future Star: 5 Winners (US $20,000 Prize)
Good Design: 10 Winners (US $10,000 Prize)
Excellent Design: 20 Winners (US $5,000 Prize)
Excellent Creative: 20 Winners (US $5,000 Prize)
Innovation: Any outstanding Creative Design will be awarded

If select "BEST OF THE BEST", 1 USD=6.5RMB

Bonuses benefits

1) Trophy and Certificate

Winners will receive a trophy and an electronic award certificate. Entries in the part of Good Design Exhibition of will receive an "Exhibition Certificate", and special scoring entries presented to the Organizing Committee or Collection Certificate.

2) Logo Green

Award winning entries will get a preferential logo use for the "GIDA" logo for free.

3) Entry Productization and Commercialization

Outstanding products will be recommended to the cooperation of industrial manufacturers similar to the year.

4) Industrial Expert Exchange

Winners will be invited to participate in the year's award ceremony, the 2021 Goldseed International Industrial Design Week and other series of activities to exchange and discuss with industry experts, scholars, and enterprise leaders in the industry, and to share the latest achievements in the industry, industrial chain, industry, industrial chain, industry, etc., and strive for opportunities for cooperation and exchange with Goldseed Industrial Design Institute and other companies.

5) Exhibitions

All winning products are recommended to the annual exhibition, so as to promote and strive for more exhibitions or opportunities.

6) Media Promotion

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

Timeline

GIDA will unfold throughout various deadlines and experiments along the year, following the timeline shown below.

Main Events	Date
Entry Collection	March 1, 2021-March end, 30, 2021 (Mid)
Preliminary Review	April 1, 2021-April end, 30, 2021 (Mid)
Announcement of the Preliminary Results	July 31, 2021 (Mid)
Mid-Prize Ceremony & Notice for the Second Entry	August 1, 2021-August end, 31, 2021 (Mid)
Second Evaluation	August 30, 2021-31 August, 31, 2021 (Mid)
Announcement of the Second Evaluation Results	August 31, 2021 (Mid)
Good Design Exhibition	August 31, 2021-Mid September, 2021 (Mid)
Final Evaluation	September 30, 2021-Early September, 2021 (Mid)
Award Ceremony	September 30, 2021 (Friday)
Winner' Exhibition	September 30, 2021-Early September, 2021 (Mid)
Exhibition Tour	October-December 2021

※ Please see the latest notice in case of time changes.

Jury and Evaluation criteria

The GIDA award has established through open recruitment and recommendation from comprehensive organizations. We invite authoritative experts from all of the industry to form a professional jury team. The jury will be based on the principle of "fairness, impartiality, and objectivity" and will be scored and evaluated in the three stages of preliminary review, second review, and final evaluation and comprehensive evaluation, and will be selected and recommended to the public and media. The jury will be selected and recommended to the public and media. The jury will be selected and recommended to the public and media. The jury