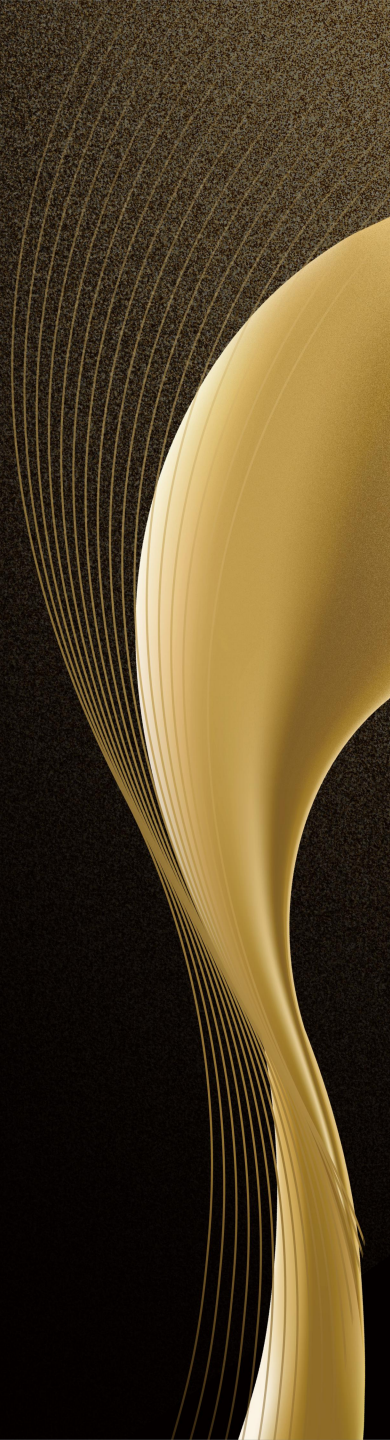




金芦苇工业设计奖

Goldreed Industrial Design Award

GIDA SHOW





关于金芦苇工业设计奖

About GIDA

金芦苇工业设计奖是在河北省人民政府、河北雄安新区管理委员会支持下，由雄安新区未来工业设计研究院主办，金芦苇工业设计奖组委会承办的国际化、专业化、市场化的工业设计领域奖项。

Goldreed Industrial Design Award (“GIDA” for short), based in Xiongan New Area of China, is an international design prize driven by globalization, specialization and market orientation.



关于金芦苇工业设计奖

About GIDA

奖项秉承中国“和合”理念，致力于面向信息社会和可持续发展，汇集全球设计智力资源，发现未来设计，启迪未来生活，赋能未来城市。

The prize is created to discover the future design, inspire the future life and empower the future city by exploring the Chinese concept of “harmony” and attracting the global innovation featuring artificial intelligence and sustainability.



宗旨

Purpose



金芦苇
工业设计奖

Goldreed
Industrial Design Award

面向未来，为创造人类美好生活，
贡献东方智慧，传播设计价值和精神。

Facing the future, creating a better life for mankind
with the oriental wisdom, and spreading the design
value and spirit.

发现未来设计

Discover Future Design

启迪未来生活

Inspire Future Life

赋能未来城市

Empower Future Citie



核心价值理念

Core Values

赋能：洞察科技进步和社会变革，引领产业发展新方向；

Empowerment : Keep a close eye on scientific-technological progress and social changes and lead the new direction of industrial development;

融合：让设计融入生活，创造社会生活新方式；

Integration : Bring design into life and create a new lifestyle;

共生：秉承中国“和合”理念，助力人与自然和谐发展。

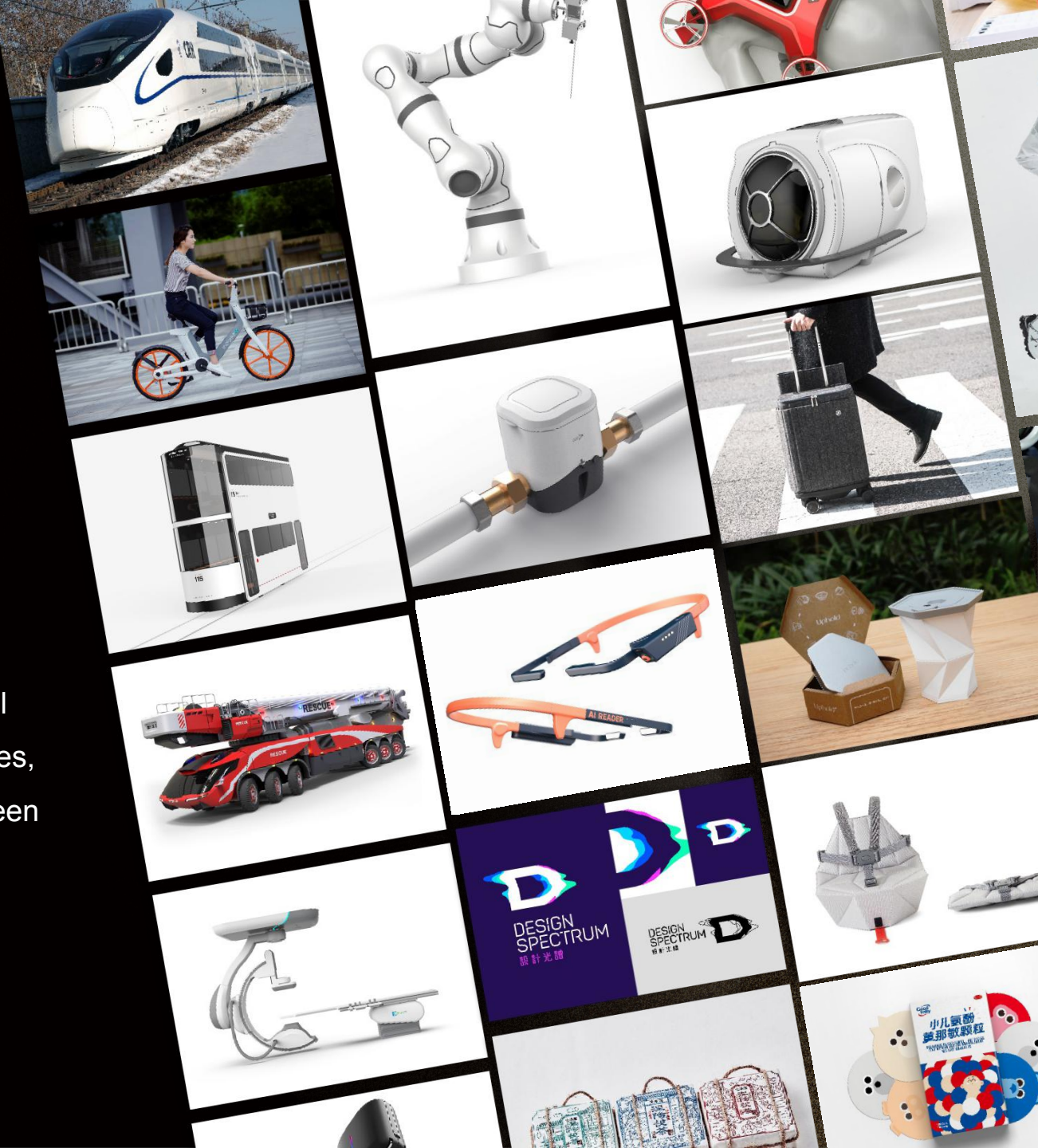
Coexistence : Adhere to China's traditional concept of "harmony" and help to promote the harmonious development between human and nature.

参赛情况

Entries Status

自2020年1月15日起面向全球启动征集，共收到来自美国、德国、意大利、芬兰、荷兰、日本、韩国等54个国家和地区 8393 件优秀工业设计产品（作品）申报。

Starting from January 15, 2020, a total of 8393 outstanding industrial design works from 54 countries and regions such as the United States, Germany, Italy, Finland, the Netherlands, Japan, Korea, etc. have been submitted.





参赛资格

Participant Qualifications

产品组：参赛作品须为已上市产品（须于本年度颁奖典礼前投入量产），产品上市时间不超过 2 年（即上市时间不早于本年度征集时间 2 年），符合国家产业政策及有关技术、标准等规定的产品，皆可报名。

Product Group : Entries must be products that have been on the market, and the product must be on the market for no more than two years, which conform to national industrial policies and relevant technological standards.



参赛资格

Participant Qualifications

概念组：参赛作品须是未在市场销售或生产的原创设计作品，在功能、结构、形态、技术、材料和低碳等方面有较大创新的作品，皆可报名。

每位参赛者可报名的产品（作品）数量不限。

Concept Group : Entries must be original design works that are not sold or produced in the market, with significant innovations in functions, structure, form, technology, materials and low carbon.

参赛类别

Entries Cate



产业装备类
Industrial Equipment



交通工具类
Transportation
Means



家居生活类
Home Life



文化创意类
Culture and
Creativity



运动健康类
Sports and Health



公共设施类
Public Facilities



信息处理类
Information Processing



传播设计类
Communication
Design

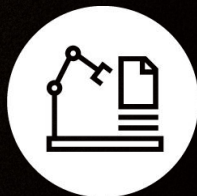
参赛类别

Entries Categories



产业装备类

先进的产业装备设计。包含工业装备、建筑装备、农林装备、机械工具、医疗设备、办公设备、运输装备、防护装备等领域产品与服务。



Manufacturing Equipment

Industrial designs with cutting-edge technologies, including industrial equipment, construction equipment, agricultural and forestry equipment, mechanical tools, medical equipment, office facilities, transportation equipment, protective equipment, etc.



交通工具类

便捷的出行交通产品设计。包含无人车、智慧巴士、高铁动车、汽车、飞行器、代步工具及设施、城市功能服务型车辆、水上交通工具等领域产品与服务。



Transportation Means

Smart and convenient transportations towards future, including 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.

参赛类别

Entries Categories



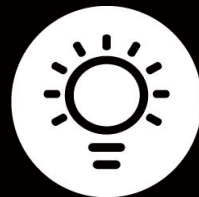
家居生活类

家居生活及相关产品设计。包含生活家具、家用电器、厨房卫浴、家居家饰、老年用品、儿童用品、母婴用品、玩具乐器等领域产品与服务。



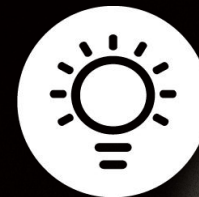
Home Life

Designs related to the home life, including home furniture, home appliances, kitchen and bathroom, home decoration, products for the elderly, children products, mother and baby products, toys and musical instruments, etc.



文化创意类

体现人文关怀的文化创意产品设计。包含地域文化礼品、文教用品、时尚服饰及饰品、器物包装、餐饮器皿等领域产品与服务。



Culture and Creativity

Cultural product designs and human-centered innovations, including products with local culture, stationery, fashion clothing and accessories, packaging and tableware, etc.

参赛类别

Entries Categories



运动健康类

促进人体身心健康的运动产品设计。包含运动健身器械、运动休闲用品、户外旅行用品、体能检测、健康监护等领域产品与服务。



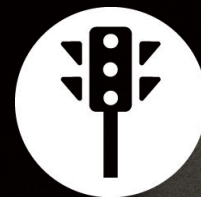
Sports and Healthcare

Product designs that can improve people's mental and physical health, including health and fitness facilities, sports and leisure products, outdoor products, physical fitness test devices, health monitoring devices, etc.



公共设施类

公共活动设施产品设计。包含城市家具小品、公共照明、导视标识、共享设施、信息服务设施、卫生设施、安全设施、交通设施、休闲娱乐等领域产品与服务。



Public Facilities

Public facilities including urban furniture, public lighting, guiding signs, shared facilities, information services, sanitation facilities, facilities for citizen's safety, transportation facilities, facilities for leisure and entertainment, etc.

参赛类别

Entries Categories



信息处理类

基于数字化与智能化的信息处理产品设计。包含通信设备、广播电视设备、音视频产品、可穿戴设备、计算机、智能终端等领域产品与服务。



Information Processing

Product designs with digital and intelligent technologies, including communication equipment, broadcast and television equipment, audio and video equipment, wearable devices, computers, intelligent terminals, etc



传播设计类

具有创新性和交互性的企业产品形象传播设计。包含企业标识、品牌设计、展示设计、包装设计、动漫动画、平面广告媒体、网站界面及用户体验设计等领域产品与服务。

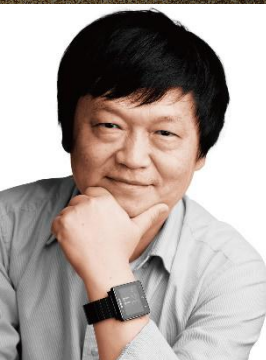


Communication Design

Innovative and interactive communication design, including the logos, branding, showcase, packaging, animation, print advertising media, website interface, user experience, etc.

国际评审团

GIDA Jury



何人可

湖南大学设计艺术学院原
院长



大卫·库苏马

世界设计组织候任主席



德克·舒曼

德国舒曼设计公司创始人



黑川雅之

日本国宝级跨界设计大师



迈克尔·杨

英国迈克杨工作室创始人



塔帕尼·许沃宁

许沃宁设计公司创始人



陈江

广州美术学院工业设计学
院院长



张琦

北京光华设计基金会理事
长



陈国强

燕山大学党委常委、副校
长



周宇舫

中央美术学院建筑学院副
院长、建筑系主任



鲍诗度

东华大学环境艺术设计研
究院院长



毕学锋

中国美术学院设计艺术学
院院长



蔡军

清华大学艺术与科学研究
中心设计管理研究所所长



陈冬亮

中国工业设计协会副会长



冯志锋

朗图创意体创始人



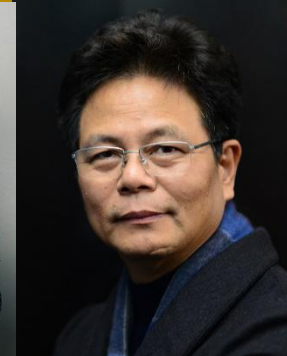
杭间

中国美术学院教授、艺术
博物馆总馆长



黄蔚

桥中创始人

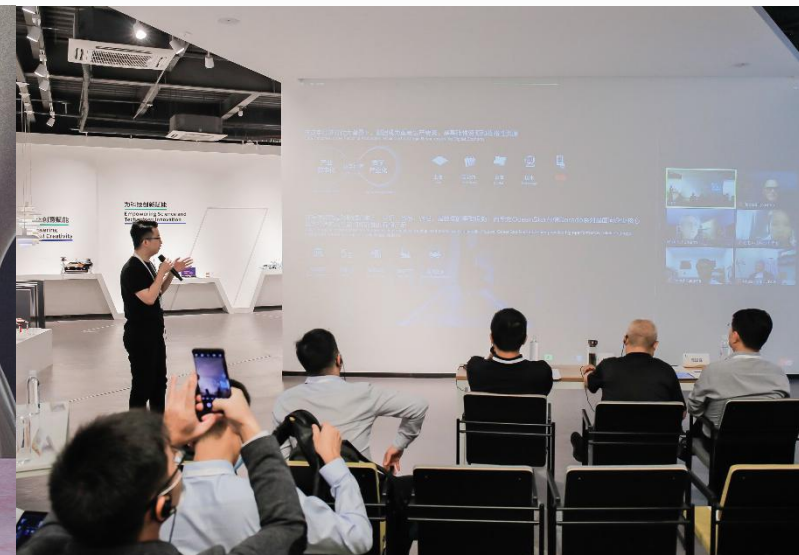


林家阳

同济大学设计创意学院教
授

评审现场

Evaluation Situation

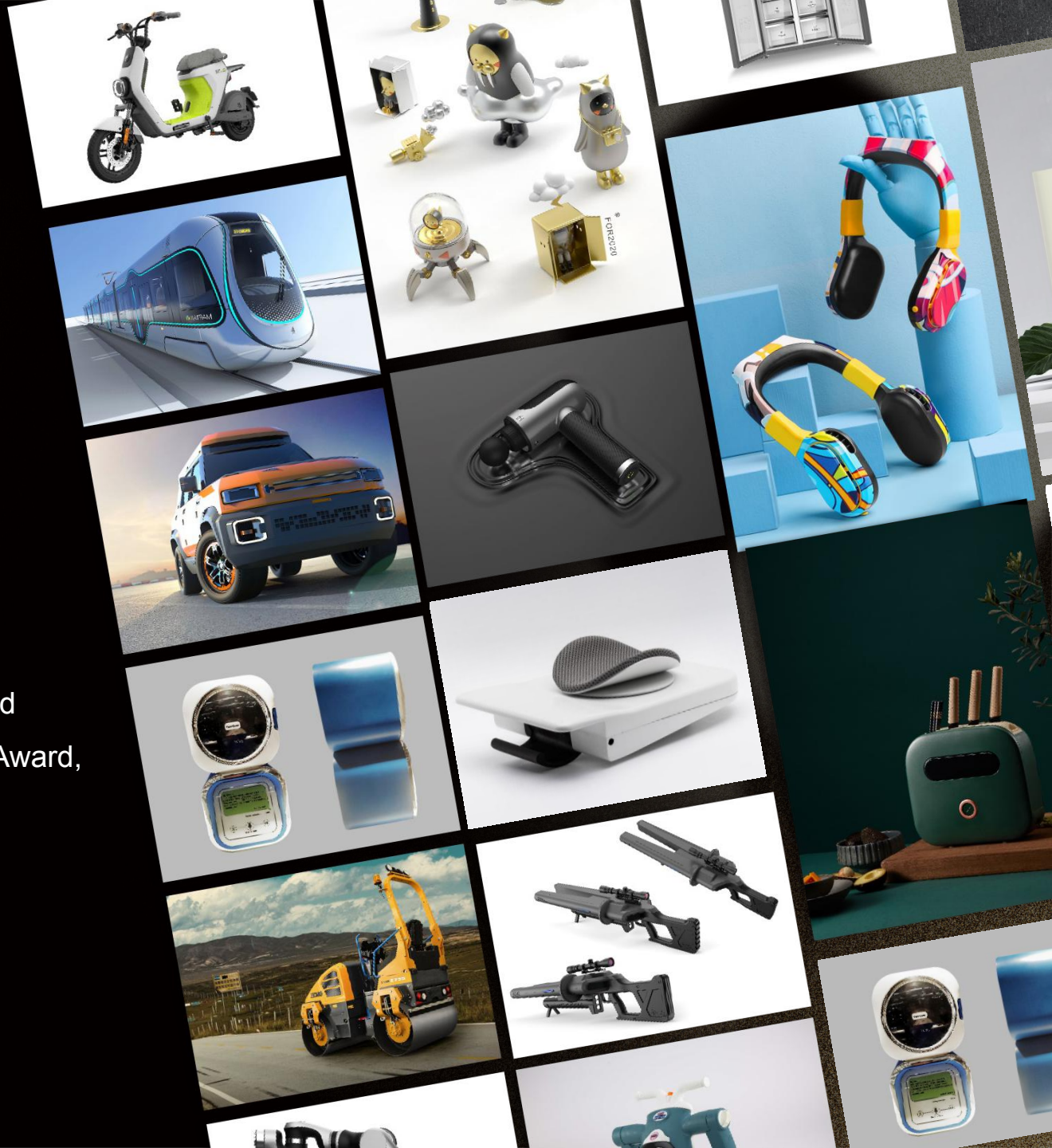


参赛情况

Entries Status

经过 83 位来自海内外设计、市场、技术研发、投融资、媒体等领域专家，三轮评审后，最终评选出至尊奖1项，金奖5项，未来之星奖2项，优秀产品设计奖26项，优秀概念设计奖6项，提名奖107项。

After 83 experts from design, marketing, technology, investment and financing, media and other fields at home and abroad, 1 Supreme Award, 5 Gold Awards, 2 Future Star Awards, 26 Excellent Product Design Awards, 6 Excellent Concept Design Awards and 107 Nomination Awards were finally selected.



奖项设置

Awards Setting

奖项名称 the Awards	奖项介绍 introduction	
至尊奖 Best of the Best	最高奖项。 该奖是综合体现“引领产业发展新方向，创造社会生活新方式，助力人与自然和谐发展”等核心价值理念的顶级奖项。 The top prize comprehensively represents the core value of “leading the industries, improving the quality of future and balancing the nature with human-beings development”.	
金奖 Gold Awards (产品设计奖) (Product Group)	绿色设计金奖 Gold Award for the Best Green Design	高品质设计的象征。 该奖是突出体现奖项宗旨和核心价值理念单一方面的杰出奖项。 These awards represent designs with high quality, emphasizing the purpose and core values of the event.
	时尚设计金奖 Gold Award for the Best Appearance Design	
	智能设计金奖 Gold Award for the Best Smart Design	
	人文设计金奖 Gold Award for the Best Human-centered Design	
	传播设计金奖 Gold Award for the Best Communication Design	

注：所有奖项以实际获奖数量为准。 Ps: All awards are based on the actual number of awards

奖项设置

Awards Setting

奖项名称 The Awards	奖项介绍 Introduction	
未来之星奖 Future Star Awards (概念设计奖) Concept Group	概念设计奖中的最高奖项。在引领未来设计发展方向，传达未来设计理念方面有着突出设计的概念作品。 Top prize in the concept group, granted to works that lead the future design and convey the future design concept.	
优秀设计奖 Good Design Awards	优秀产品设计奖 Good Product Design Award	表彰优异作品的奖项。该奖在细节上应提出优秀的解决方案，且符合奖项核心价值理念。 Awards for outstanding works which propose excellent solutions in details and conform to the core values of the award.
	优秀概念设计奖 Good Concept Design Award	
提名奖 Award Nominations	表彰达到金芦苇奖评选要求候选作品的奖项。 Awards granted to works that meet the requirements of the Goldreed Industrial Design Award.	

注：所有奖项以实际获奖数量为准。 Ps: All awards are based on the actual number of awards

评审标准

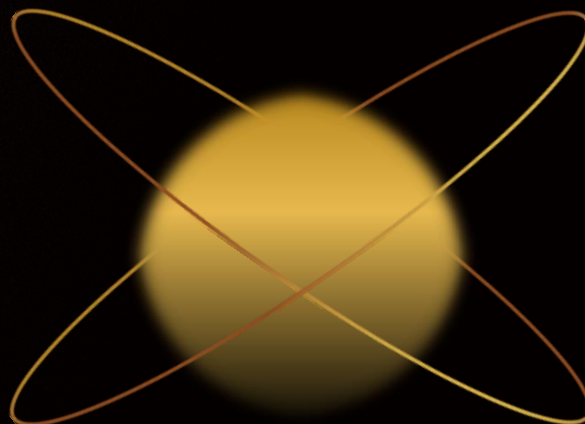
Evaluation Criteria

总则

General Principles

参赛作品是否有利于推动“引领产业发展新方向，创造社会生活新方式，助力人与自然和谐发展”目标的实现。

The rewarded entries shall promote the Goldreed Industrial Design Award to lead the industries, improve the quality of future and balance the nature with human-beings development.



生产维度

Production Dimension

产业引领：实用性、创新性；

Lead the industry: Functionality; innovation

生活维度

Functionality Dimension

生活方式：人本性、美学性；

Life style: human-centered and Aesthetics

生态维度

Ecology Dimension

和合共生：可持续性。

Natural harmony: sustainability

参赛价值

Value for participants

奖金回馈 Cash Award

金池达430万元人民币

¥ 4.3 million prize pool

参加巡展机会 Exhibitions

官方网站常年在线展览

Virtual and physical exhibitions

In different major cities

线上宣传与推广 Online Promotion

GIDA官方自媒体平台

Various GIDA official channels

收录《金芦苇工业设计奖年鉴》GIDA Year Book

年鉴购买优惠

Sold in good prize

参赛价值

Certificate and Trophy 奖杯、证书

获奖作品将收藏于组委会

Both winner and collection certificates for the top designs

Ceremony and Exchanges 行业交流

与全球各界行业代表交流

To attend the GIDA Winners' Ceremony
HIDW and SZIDF, e

Design Salon 其他线下活动品牌露出

GIDA未来设计沙龙、展览等

To share new trends in the design area

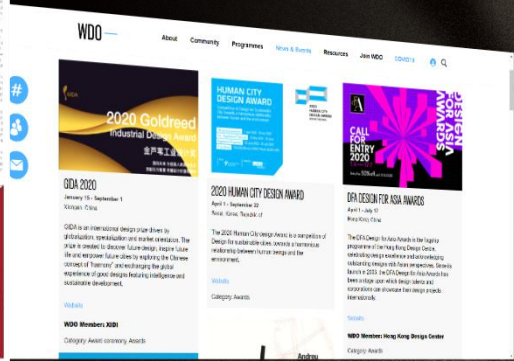
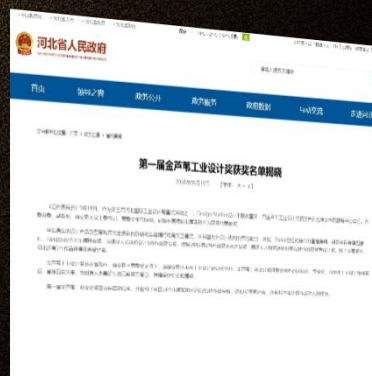
Business Opportunities 产业转化

将获邀参与产业转化系列活动

Chances to cooperate with local governments and manufacturers

媒体聚焦

Media Publicity



GIDA未来设计沙龙

GIDA Design Salon



GIDA未来设计沙龙
GIDA DESIGN SALON

基于地域文化的设计创新

Local Culture Based Design Innovation

【当前嘉宾】
Speaker at present
何人可
湖南大学设计艺术学院
何人可
Prof. He Renke
School of Design, Hunan University

www.goldredward.org

GIDA未来设计沙龙
GIDA DESIGN SALON

景德镇陶瓷大学

JINGDEZHEN CERAMIC UNIVERSITY

文化根基引领中国风潮

文化根基引领中国风潮

【当前嘉宾】
Speaker at present
周飞
景德镇陶瓷大学
陶瓷文化素养研究所所长、副教授

www.goldredward.org

GIDA未来设计沙龙
GIDA DESIGN SALON

万年文明延续的中国现代设计

万年文明延续的中国现代设计

【当前嘉宾】
Speaker at present
李凤朗
LPlusDesign 首席设计师 李凤朗

www.goldredward.org

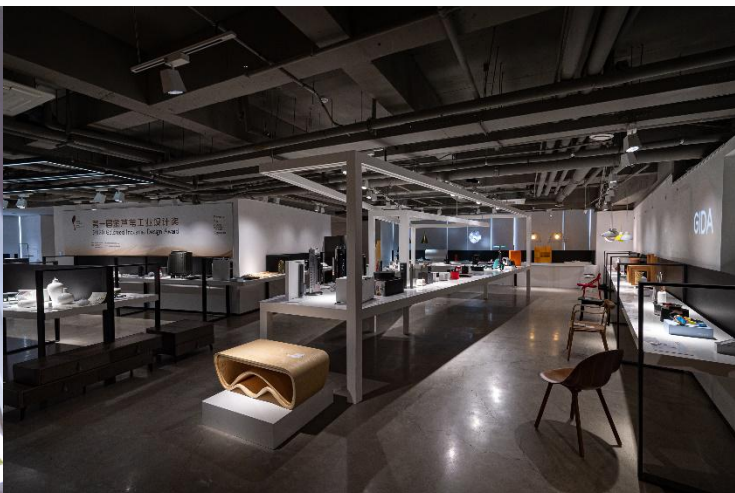


颁奖典礼 Awards Ceremony



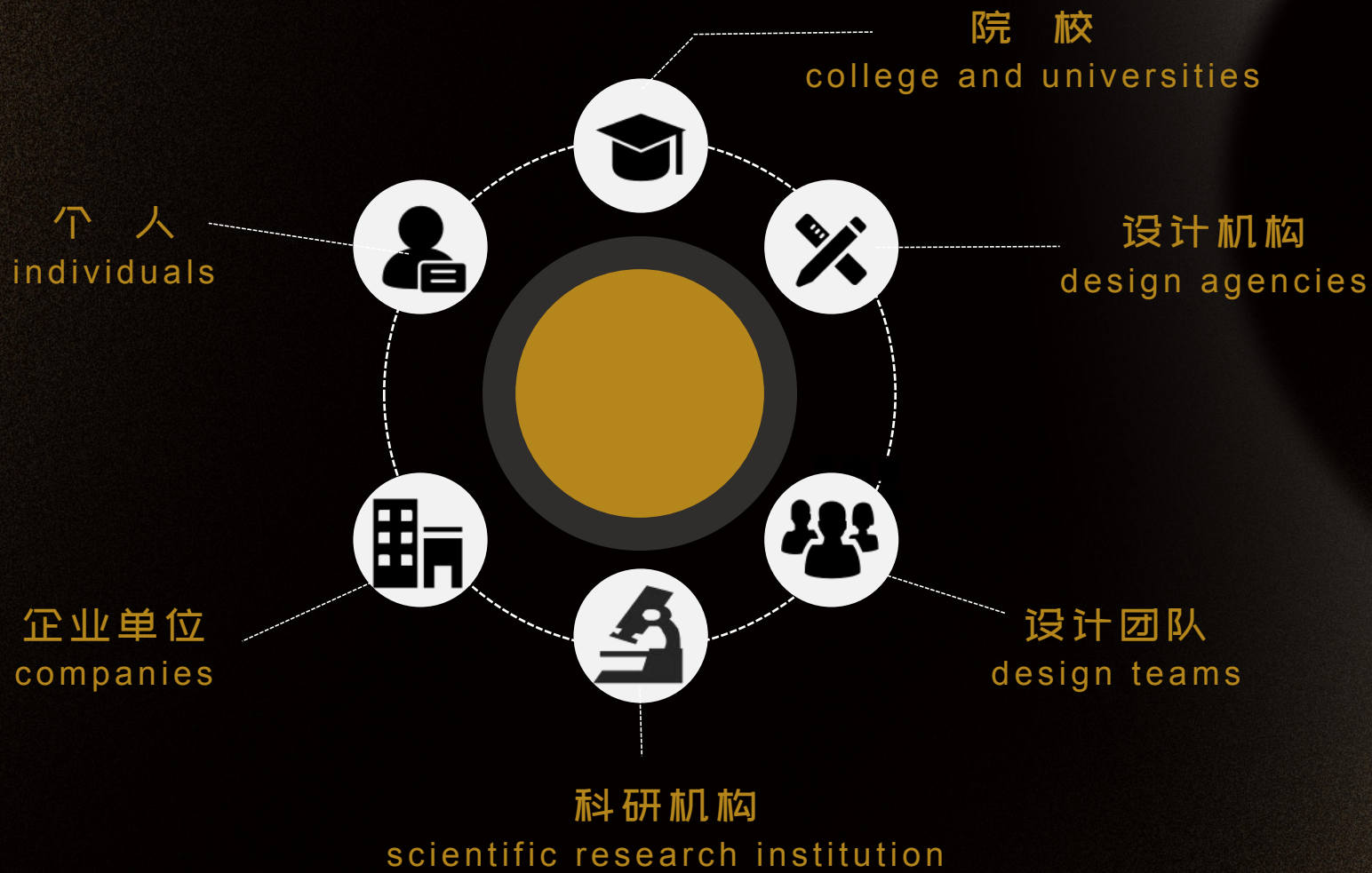
获奖作品国内外巡展

World Exhibition Tour



参赛资格

Participant Qualifications





联系方式 Introduction

官方网站 Website : www.goldreedaward.org

官方微信号 WeChat : goldreed-award

电话 / 传真 Phone/Fax : +86-312-5675515

电子邮件 EMAIL : service@xidi.org.cn





THANKS!

/ 设计赋能·未来城市 /
Design Empowers the Future City

| 河北·雄安 | XIONGAN·HEBEI