# 第五届金芦苇 工业设计奖

2024 GOLDREED

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启迪未来生活

赋能未来城市

er the Future City

金芦苇 工业设计奖 Goldreed Industrial Design Award

主办单位 Host: 雄安新区未来工业设计研究院 Xiongan Future Industrial Design Institute

承办单位 Organizer : 金芦苇工业设计奖组委会 Goldreed Industrial Design Award Committee

支持单位 Support units : 河北省人民政府 People's Government of Hebei Province 河北雄安新区管理委员会 Xiongan New Area Administrative Committee

# About GIDA



With the support of People's Government of Hebei Province and Xiongan New Area Administrative Committee, Goldreed Industrial Design Award ("GIDA" for short), was established in 2019. It is an international design prize driven by globalization, specialization and market orientation, hosted by Xiongan Future Industrial Design Institute (hereinafter referred as the "Organizer") and undertaken by Goldreed Industrial Design Award Organizing Committee (hereinafter referred as the "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 human, nature and cities.

# **Entry Value**

## 01 Trophy and Certificate

Winners will receive a trophy and an electronic award certificate. Entries in this year's Good Design Exhibition of will receive an "Exhibition Certificate", and award-winning entries presented to the Organizing Committee will receive a "Collection Certificate".

## 02 Logo Grant

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

### 03 Industrialization Support and Promotion

Organize investment and financing, industrial incubation and crowdfunding institutions to dock with entrants, promote the industrialization of the project, and recommending its application in Xiongan New Area of various types of carriers.

## 04 Industrial Expert Exchange

Winners will be invited to participate in this year's award ceremony, the Hebei International Industrial Design Week and other series of activities to conduct face-to-face exchanges and cooperation with representatives from the global design community, academia, media community, industrial community and other industries. Also, winners will have the opportunity to serve as the guest speaker of "GIDA Future Design Salon".

# 05 Exhibition

The winner will be given the opportunity to display their entries offline in the investment center of Xiongan Green Building Exhibition Center. At the same time, entries will be exhibited in the online, offline and other global touring activities of Goldreed Industrial Design Award.

## 06 Media Promotion

GIDA has established a media promotion network covering different industries and channels with more than 200 mainstream media around the world. The winners will be recommended to participate in interviews with major media to further enhance the social influence of excellent designs.Winners will be given priority to participate in interviews with major media to further enhance the social influence of excellent design.

# 07 Yearbook

GIDA will produce and promote a yearbook of outstanding entries, and the winning entries will be included in the GIDA yearbook.

### **08** Government Fnancial Support

According to the supporting policies for industrial design development in Xiongnu New Area, enterprises are guided to participate in design innovation competitions, and the winners of the Goldreed Industrial Design Award are provided with preferential policies such as financial incentives, talent introduction, green channel for enterprise listing and enterprise financing.

## **09** Priority Application for "Xiongcai Card"

The winners of the Goldreed Award can apply for the "Xiongcai Card" if they meet the corresponding conditions of A, B and C talents in the "Management Measures for Xiongcai Card of Hebei Xiongan New Area (for trial implementation)" and the card holders are given service protection.

### **10** Entry Qualification

The winners of the GIDA will receive priority admission to the "Xiongan Green Building Exhibition Center" and other industrial carriers of new area. Additionally, we will provide supporting services and conditions such as fully furnished house, talent apartments, and rental discounts.

### **Entry Requirements**

A	Entrants	Entry is open to enterprises and institutions, design agencies, colleges, design teams, scientific research institutions and individuals from any country and region in the world.
B	Entry Methods	1. All entrants must log on to the official website of GIDA (www.goldreed- award.org/en) to register.
		2. Under each registration category, product or concept designs can be submitted while the same entry can only be submitted for one group in one category.
		3. Entrants must be the designer or owner of the entry, and have no intellectual prop- erty disputes with others.
		4. In order to better present the design to the international jury experts, entrants should provide the entry information in both Chinese and English and submit corresponding pictures.
С	Registration Time and Fee	he registration for GIDA this year starts from April 1st, 2024 and ends at 24:00, June 30th, 2024 (Beijing time). Registration at other times will not be accepted. Any changes will be notified separately. The 5th GIDA does not charge any registration fees, but other expenses caused by logistics, insurance, customs clearance and travel for the competition shall be covered by entrants themselves.
D	Entry Requirements	<b>Product group:</b> Entries must be products that have been on the market within two years (i.e. after April 1st, 2022), or products that can be on the market before this year's award ceremony(i.e. September 2024). Meanwhile, entries must conform with relevant national industrial policies, technologies, and standards.
		<b>Concept group:</b> Entries must be original designs that are not sold or produced on the market, and also be highly innovative in function, structure, form, technology, materi-

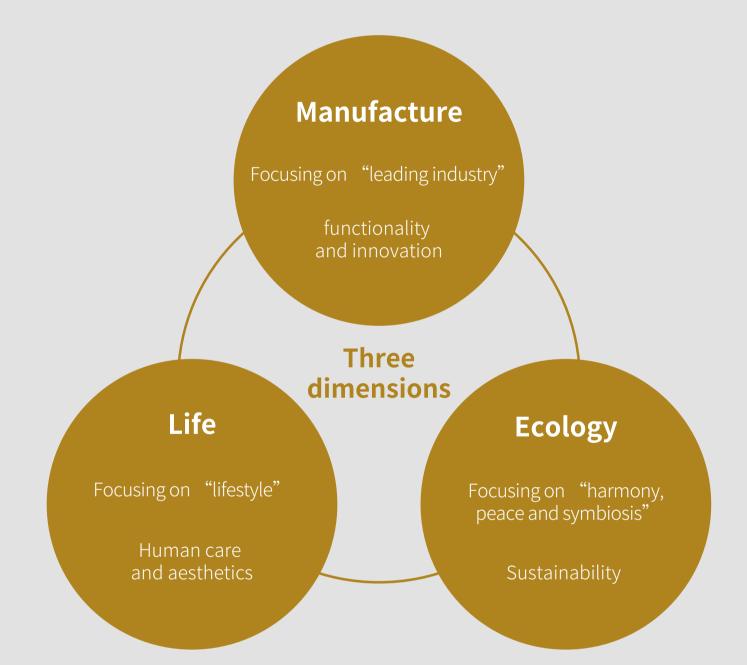
There is no limit in entry form. Products, software and comprehensive services are allowed to register. Meanwhile, the Organizing Committee has the right to adjust the entry groups and categories.



als and low carbon.

Standards and Award Focusing on the principle of "facing the future, contributing oriental wisdom and spreading design values and spirits 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."

The evaluation system consists of three dimensions.



G Award System

Best of the Best

1 Winner 1 000 000 RMB/winner

#### Gold Award

5 Winners 350 000 RMB/winner

Gold Award for the Best Green Design

Gold Award for the Best Appearance Design

Gold Award for the Best Smart Design

Gold Award for the Best Human-centered Design

Gold Award for the Best Communication Design

#### **Future Star Award**

3 Winners 150 000 RMB/winner

#### **Good Design Award**

55 winners 20 000 RMB/winner

Good Product Design Award

Good Concept Design Award

### **Agenda and Organizational Structure**

Agenda



Please see the latest notice in case of time changes.

### Organizational Structure

Host	Xiongan Future Industrial Design Institute
Organizer	Goldreed Industrial Design Award Committee
Support units	People's Govemment of Hebei Province Xiongan New Area Administrative Committee
Strategic Partners	World Design Organization Shenzhen Industrial Design Profession Association
	Jiangsu Svfactory Technology Co., Ltd

# **Contact Information**



Goldreed Industrial Design Award Committee

Website www.goldreedaward.org/en

**Tel** +86-(0)312-5675515

Address

GIDA Organizing Committee, Building1, Xiongan Green Building Exhibition Center, Intersection of Changtai Road and Shunda Street, Rongcheng County, Xiongan, HebeiProvince, China



GIDA Official Wechat



WECHAT customer service



Participant Exchange Group

### Record



The First Goldreed Industrial Design Award Launching Ceremony



Award Ceremony of The First Goldreed Industrial Design Award



The Second Goldreed Industrial Design Award Good Design Exhibition



Award Ceremony of The Second Goldreed Industrial Design Award



Award Ceremony of The Third Goldreed Industrial Design Award



Award Ceremony of The Third Goldreed Industrial Design Award







Award

Award Ceremony of The 4th Goldreed Industrial Design Award Ceremony of The 4th Goldreed Industrial Design Award

### **Previous Winning Entries**

#### Best of the Best



New high-privacy and large-capacity forward layout sleeper EMU



SUPERKOP espresso maker



FN-C1 Carbon Lite E-foldable Wheelchair

#### Gold Award for the Best Green Design



Intelligent power wheel



New-catenary-less power supply for urban rail trains



Beam



White Sack

#### Gold Award for the Best Appearance Design





Tonal Strength Training System

ST-One



ET360 White Portable Tea Maker



OFIITO - urban racer R3

#### Gold Award for the Best Smart Design



**OBSBOT** Tail



NEOLIX X3



iFLYTEK AiNote Air



Hover CameraX1

#### Gold Award for the Best Human-centered Design



Tangiplay Coding Kits



NS100 Orthopedic Robotic Surgery Platform



Multifunctional Catheter-positioning Guiding System



Wer's Beating-heart Myectomy Device

Gold Award for the Best Communication Design









Wu Zhen Immersive Experience Design

OBSBOT Me



TOTETSU Training Institute



iFLYTEK Smart Recording Pen H1Pro

#### **Future Star Award**



Island



Based on the future city - Intelligent Freight high speed railway logistics system



X-ferry bus



**DE-NOISING PILLOW** 



Oto



"Tianjiang" 2.0 modular road emergency rescue equipment system



From Locust to Nutrition



MOZER mouse