



## Press Release

For Immediate Release

# **DFA Design for Asia Awards 2022** **New “Digital & Motion Design” and “Service & Experience Design”** **disciplines added for wider project range**

Awards Opens for Global Submission from Now, Entry Fee 50% Off until 30 April

(HONG KONG, 6 April 2022) – Marching into its 20<sup>th</sup> anniversary, the **DFA Design for Asia Awards (DFA DFAA) 2022** calls for global applications. One of the highlights this year is the addition of two new disciplines – Digital & Motion Design and Service & Experience Design – to the original four disciplines for wider project range. Launched by Hong Kong Design Centre in 2003 with Create Hong Kong of the Government of the Hong Kong Special Administrative Region (HKSAR) as the lead sponsor, the DFA DFAA aims to recognise projects in Asia that epitomise design excellence and contribute to the betterment of society and the design industry.

Amid rapid changes and digitalisation around the globe, human-centred designs are playing an ever increasing role in bringing betterment to our lives. Keeping in step with the latest trends and developments of the design industry, the DFA DFAA proudly introduces two new design disciplines – Digital & Motion Design and Service & Experience Design – since the 2022 edition to recognise and celebrate Asian design excellence in a broader context and perspective. Design projects that fit these realms, or four other disciplines, namely Communication Design, Fashion & Accessory Design, Product & Industrial Design and Spatial Design, are welcome for entering the DFA DFAA.

Prof. Eric Yim, Chairman of Hong Kong Design Centre said, “It is truly a delight to see the DFA Design for Asia Awards go from strength to strength as the project celebrates its 20<sup>th</sup> anniversary this year, having recognised over 2,000 excellent design projects to date. By adding two new disciplines, Digital & Motion Design and Service & Experience Design, the Awards will become even more robust and representative of the Asian design industry as a whole. At the same time, we are looking forward to seeing more cross-discipline collaborations and participatory designs from different sectors in the coming years. We anticipate to see more outstanding human-centred projects from the entries, and to recognise more design solutions that create a better world for all, especially in Asia.”

The DFA DFAA welcomes online submissions of all design projects that promulgate Asian values and perspectives around the globe. Participants can also save 50% on the entry fee by making their submissions on or before 30 April 2022 (Hong Kong Time).

### **DFA Design for Asia Awards 2022 – Submission Details**

Date:	Now - 30 June 2022 (Hong Kong Time)
Entry fee:	HK\$2,000 per entry
Promotion:	50% off on entry fee for submissions on or before 30 April 2022 (Hong Kong Time)
Online Submission:	<a href="http://dfa.dfaawards.com">http://dfa.dfaawards.com</a>



**Seeking Award Entries from 6 Design Disciplines:**

<p><b>(1) Communication Design</b></p> <ul style="list-style-type: none"> <li>• Identity &amp; Branding</li> <li>• Packaging</li> <li>• Publication</li> <li>• Poster</li> <li>• Typography</li> <li>• Marketing Campaign</li> </ul>	<p><b>(2) Digital &amp; Motion Design<sup>^</sup></b></p> <ul style="list-style-type: none"> <li>• Website</li> <li>• Applications</li> <li>• User Interface (UI)</li> <li>• Games</li> <li>• Video</li> </ul>
<p><b>(3) Fashion &amp; Accessory Design</b></p> <ul style="list-style-type: none"> <li>• Fashion Apparel</li> <li>• Functional Apparel</li> <li>• Intimate Wear</li> <li>• Jewellery &amp; Fashion Accessories</li> <li>• Footwear</li> </ul>	<p><b>(4) Product &amp; Industrial Design</b></p> <ul style="list-style-type: none"> <li>• Household Appliance</li> <li>• Homeware</li> <li>• Professional &amp; Commercial Product</li> <li>• Information &amp; Communications Technology Product</li> <li>• Leisure &amp; Entertainment Product</li> </ul>
<p><b>(5) Service &amp; Experience Design<sup>^</sup></b></p>	<p><b>(6) Spatial Design</b></p> <ul style="list-style-type: none"> <li>• Home &amp; Residential Spaces</li> <li>• Hospitality &amp; Leisure Spaces</li> <li>• Culture &amp; Public Spaces</li> <li>• Commercial &amp; Showroom Spaces*</li> <li>• Workspaces</li> <li>• Institutional Spaces</li> <li>• Event, Exhibition &amp; Stage</li> </ul>

<sup>^</sup> New design disciplines introduced in 2022

\* New category introduced in 2022

**Award structure**

All design projects submitted through open submission and nomination will be assessed by a judging panel comprised of world-leading design professionals from across the globe for the Grand, Gold, Silver, Bronze or Merit Awards.

**Entry requirements**

Design projects launched in one or more Asian markets<sup>#</sup> between 1 January 2020 and 31 May 2022 are eligible for submission by the design owner or client, or the brand owner, designer or design consultancy.

*Afghanistan / Bangladesh / Bhutan / Brunei Darussalam / Cambodia / Democratic People's Republic of Korea (North Korea) / Hong Kong / India / Indonesia / Islamic Republic of Iran / Japan / Kazakhstan / Korea / Kyrgyzstan / Laos / Macau / Mainland China / Malaysia / Maldives / Mongolia / Myanmar / Nepal / Pakistan / The Philippines / Singapore / Sri Lanka / Taiwan / Tajikistan / Thailand / Timor-Leste / Turkmenistan / Uzbekistan / Vietnam*

**Judging criteria**

A judging panel composed of world-leading design industry experts and professionals will assess each entry based on the criteria below (as applicable):

- (1) Creativity and Human Centric Innovation
- (2) Usability
- (3) Aesthetic
- (4) Sustainability
- (5) Impact in Asia
- (6) Commercial and Societal Success



### Winners' Entitlements & Exposure:

- **Trophy & Certificate** (certificate only for Merit Award winners)
- **Awards Publication\*\*:**  
Each winner will receive a complimentary copy of the DFA Awards publication introducing all the winning projects and the project teams behind them. The publication will also be disseminated to global industry leaders to enhance the winners' exposure.
- **Exhibition & Online Showcase:**  
All winning projects will be showcased at relevant exhibitions and DFA Awards' online showcase:  
<https://dfaawards.viewingrooms.com/>
- **Awards presentation and other events:**  
Invitation to DFA Awards Presentation Ceremony & Business of Design Week (BODW) event to establish networks with international and local designers and business leaders. Selected winners will also be invited to speak at global and regional talks, forums or other events to increase their global exposure.
- **Awards Endorsement Mark:**  
Winners will receive authorisation to use the globally recognised DFA DFAA Endorsement Mark for further promotion

*\*\* A mandatory publication and promotion listing fee applies to all winners*



*DFA Design for Asia Awards Grand Awards winning projects in 2021*

### Learn more about our 2021 Awards winners:

<https://dfaawards.viewingrooms.com/>

Revisit the glorious moment – DFA Awards 2021 - TV Special:

<https://www.youtube.com/watch?v=ZwghoVHtGRY>

Visit our website and social media pages for more information:

Website : [dfa.dfaawards.com](https://dfa.dfaawards.com)

### Stay tuned with DFA Awards:

Facebook : <https://www.facebook.com/HKDC.Awards>

Instagram : [https://www.instagram.com/dfa\\_awards/](https://www.instagram.com/dfa_awards/)

WeChat : DFA 設計獎

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**About DFA Design for Asia Awards ([www.dfaa.dfaawards.com](http://www.dfaa.dfaawards.com))**

Since 2003, the DFA Design for Asia Awards honours design excellence and acknowledges user-centric design projects that embrace unique Asian perspectives to enhance and improve the quality of life for people in the region. Organised by the Hong Kong Design Centre and as one of the five programmes of the DFA Awards, the DFA Design for Asia Awards has been a platform for design talent and corporates to showcase their design projects internationally.

**About Hong Kong Design Centre ([www.hkdesigncentre.org](http://www.hkdesigncentre.org))**

Hong Kong Design Centre (HKDC) is a non-governmental organisation, and was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia. Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being.

**About Create Hong Kong ([www.createhk.gov.hk](http://www.createhk.gov.hk))**

Create Hong Kong (CreateHK) is a dedicated agency set up by the HKSAR Government in June 2009. It is under the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau and dedicated to spearheading the development of creative industries in Hong Kong. Its strategic focuses are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK sponsors the Hong Kong Design Centre to organise the DFA Awards and other projects to promote Hong Kong design.

Hong Kong Design Centre:

Keith Yip | [keith.yip@hkdesigncentre.org](mailto:keith.yip@hkdesigncentre.org) | + 852 3793 8450

Ivan Kwok | [ivan.kwok@hkdesigncentre.org](mailto:ivan.kwok@hkdesigncentre.org) | +852 3793 8445

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