



设计价值奖奖项申报规章

一、奖项背景

“设计价值奖”面向全球，聚焦中国当代设计。2024年招商蛇口旗下设计互联与英国伦敦维多利亚与艾尔伯特博物馆（V&A）在多年紧密合作的基础上，共同发布这一大奖。此次大奖标志着设计互联和V&A博物馆十年战略合作的全新里程碑，旨在表彰杰出的中国设计实践。

二、奖项目的

设计价值奖设有建筑与环境空间设计、时尚与材料设计、产品设计、视觉传达与交互设计四大类别，表彰不同领域的杰出成就，突出中国在全球设计行业中的影响力。奖项主张设计向善，鼓励运用设计提高生活质量、促进可持续发展并应对亟待解决的全球性挑战。

设计价值奖面向设计师、工作室、团队和企业，旨在呈现设计实践背后的多元视角，推动设计创新更好地满足社会需求。本届奖项将重点关注受中国文化启发，或植根于中国本土设计生态的设计作品。奖项同时开设学生组别，发掘设计行业的新兴力量。

三、作品类别及要求

本次评奖共分为建筑与环境空间设计、时尚与材料设计、产品设计、视觉传达与交互设计四大类别，参赛者可根据自身实际情况，选取相应组别进行报名。所有参赛作品均通过线上提交，若作品入围，组委会将通过邮件联系入围者。

1. 作品创作时间：投稿作品必须是近三年创作，即2021年之后创作的作品；
2. 材质或格式：作品材质、样式及材料不限；须确保作品成型并完成制作落地，无论是以实物形式存在或已线上发布并投入使用。这包括实体作品以及在网站、应用商店或其他数字平台上发布的数字作品。
3. 尺寸或技术信息：请详细说明；
4. 作品图片上传要求：每件作品需提交不超过5张作品图片，作品效果图或实物图片均可，图片规格要求：A3幅面，300dpi，RGB模式，存储格式为JPG；
5. 详细作品方案上传要求：文件大小不超过2MB，篇幅不超过4页，文件格式为pptx；
6. 作品视频上传要求：多媒体作品的播放时间长度不得超过2分钟，播放文件大小不得超过500MB，提交视频不得超过3个。每件作品需提交作品不超过5张主要画面的截图电子文档，电子文档要求：A3幅面，300dpi，RGB模式，存储格式为JPG。
7. 其他补充资料上传：上传文件篇幅不超过4页，文件格式为pptx

*注：上传作品图片要能体现作品设计的整体、局部或组合效果，多媒体作品表现形式不限，可采用二维、三维、网页设计或电子出版物等表现形式。

四、报名资格



1. 专业组：设计价值奖面向设计师、工作室、团队和企业，作品可以个人、团体或机构名义报名。
2. 学生组：须年满18岁，本科生、专科生、研究生和成人教育院校、高等教育自学考试学生，在高等院校正式注册的进修生均可报名参加；

*注：作品可以个人、团体或机构名义报名，须注明正确身份信息。

五、收费标准

1. 专业组：早鸟报名费【450】元/件，常规报名费人民币【650】元/件，系列作品按1件计算，系列作品不得超过5幅；终评评审费【1200】元/件。
2. 学生组：收取报名费人民币【120】元/件，系列作品按1件计算，系列作品不得超过5幅；终评评审费【200】元/件。

*报名阶段

早鸟报名期 2024年11月27日 - 2024年12月26日

常规报名期 2024年12月27日 - 2025年2月28日

六、汇款方式

专业组与学生组的投稿者均必须在投稿流程中，以线上扫码支付的方式缴纳报名费，港澳台地区及境外报名者，通过银行汇款支付，具体支付信息请与客服联系，报名费一经汇出概不退还，组委会未收悉报名费或费用不足，作品将不能通过审核，不获参初评权。通过入围评审后客服将通过电子邮件方式，通知入围者通过银行汇款方式支付终评评审费。

七、提交作品

1. 设计价值奖欢迎所有创意人士踊跃报名，重点关注受中国文化启发或植根于中国设计生态的创意实践，彰显当代中国设计力量。
2. 请登录大赛官方网站<https://awards.designsociety.cn/cn>注册并选择相应组别，按照要求填写相关信息与汇款后，完成作品提交。
3. 同一报名者本人（或团体）允许提交多个作品。同属一个项目的作品应视为一个整体进行单独提交，且不得同时提交至多个类别。

八、比赛截止日期

2025年2月28日12:00AM（中国北京时间）/ 2025年2月27日4:00 PM（格林尼治标准时间）

九、提交投稿相关资料的处理和版权问题

1. 投稿作品必须是报名者本人（或团体）创作的作品，如有抄袭他人创意、构思的行为，或作品发生知识产权、版权纠纷等，组委会将取消其参选资格，并由报名者承担后果；评委拥有作品评选的绝对



权利；组委会有权拒收任何对各国文化、民族尊严或道德有侵犯以及不符合评奖要求的作品，并拥有投稿作品的展览、出版、宣传、收藏（另行协商）的权利。

2. 作品版权归持有者所有，报名者将授予设计互联非独占许可，允许作品用于“设计价值奖”作品展示、网络宣传和印刷出版宣传材料。提交作品的报名方（设计师、机构或工作室）须负责联系版权持有人，确保其同意上述条款。

十、奖项设置

1. 专业组：

入围奖：占参赛作品数量20%

建筑与环境空间设计/时尚与材料设计/产品设计/视觉传达与交互设计类大奖：12名（每个参赛类别各3名）

大奖：4名（每个参赛类别各1名）

2. 学生组：

入围奖：占参赛作品数量20%

新星奖：4名（每个参赛类别各4名）

获奖及入选者名单将于评选完毕后及时在大赛官网<https://awards.designsociety.cn/cn>公布。

十一、评委

为保证评选过程做到透明公开公正，评审工作将分“初评”和“终评”两个阶段进行，“初评”评委由8位国内外设计专家组成，“终评”则由多位专家组成国际评审团，他们将对入围参赛作品进行权威而公正的甄别，并对其中最出色的作品进行专业褒奖。

十二、评选标准

本节内容旨在提供评审过程中的方向性指导。在评选过程中，评委们将深入探讨各个设计作品的价值和标准，并以此为基础进行综合考量。以下是评审关注的四个方面：

1. 创意与美学：考察设计的创新性和美学价值，评估其是否有效传达设计的核心创意和审美理念；
2. 实用性与商业价值：作品探讨设计的实用性与市场适应性之间的平衡，评估设计能否引导企业实现商业价值最大化；
3. 可持续发展：关注设计是否采用环保、健康、可持续的材料及工艺，评估对其环境的影响及长期可持续性；
4. 本土特点及文化属性：关注设计是否考虑传统文化的保护传承，同时进行创新性的发扬再造，以传播和弘扬中国文化；

*请注意，上述指导原则并非固定标准，评委们将根据作品的具体情况进行深入讨论，并最终以其专业



判断为准。

十三、日程

2024年11月：奖项正式启动

2024年11月至2025年2月28日：官网开放投奖

2025年春季：由国内外知名设计专家组成评审团评选获奖作品

2024年9月：公布评奖结果，获得设计价值奖-大奖的作品在伦敦V&A博物馆展出，参展伦敦设计节

2024年10月：深圳举办颁奖典礼及展览

(具体活动时间以官网公布的时间为准)

十四、咨询

报名者及相关院校、机构可通过以下方式就与评奖相关的各类问题向组委会进行咨询：

联系：设计价值奖组委会

电话：26860256

咨询邮箱：info@designsociety.cn

官网：<https://awards.designsociety.cn/cn>

微信公众号：DesignSociety设计互联

新浪官方微博：设计互联DesignSociety

官方小红书：设计互联DesignSociety

十五、争议

对本规则产生的任何疑议，设计价值奖组委会保留最终解释权。与本届大奖有关的任何未尽事宜，均由组委会进一步制定规则并进行解释。



Design Values Award 2024 - Application Guidelines

I. Background

The DESIGN VALUES AWARD (DVA) is an international award celebrating contemporary Chinese design. In 2024, Design Society affiliated to China Merchants Shekou Industrial Zone Holdings (CMSK) and the Victoria and Albert Museum (V&A) in London announced the expansion of their collaborative efforts with the launch of this new design award. Building on ten years of collaboration between the V&A and Design Society, the Award celebrates excellence in contemporary Chinese design.

II. Goal of DVA

With categories in **Architecture and Environmental Design, Fashion and Textile Design, Product Design and Visual Communication and Interactive Design**, the Award celebrates outstanding achievements across diverse fields, highlighting China's influential role in global design. It honours designs that enhance quality of life, foster sustainable development, and tackle pressing global challenges.

Open to designers, studios, collectives and corporations, the Award seeks to uncover wider perspectives on design, encouraging innovative practice that better reflects society's needs. It focuses on practice inspired by Chinese culture, or rooted within its design ecosystem. The awards also include a student section to discover emerging talents in the design industry.

III. Categories and Requirements

The DVA features four categories:

- Product Design
- Visual Communication and Interactive Design
- Architecture and Environmental Design
- Fashion and Textile Design.

Participants can choose the appropriate category based on their work. All entries shall be submitted online. If a submission is shortlisted, the organising committee will contact the entrant via e-mail.

1. **Creation Period:** Works must have been created within the last three years, specifically after 2021.
2. **Materials/Formats:** No restrictions on materials, styles, formats, or media. All designs should be realised in a produced or published form, rather than existing solely as concepts or plans. This includes both physical and digital works that may be published on websites, app stores, or other digital platforms.
3. **Size/Technical Information:** Please provide detailed specifications.
4. **Image Submission:** Each entry must include up to 5 images, which can be renderings or actual photos. Image specifications: A3 size, 300 dpi, RGB mode, saved as JPG.
5. **Detailed Project Proposal:** File size must not exceed 2MB, length must not exceed 4 pages, and format must be pptx.
6. **Video Submission:** Multimedia works must not exceed 2 minutes in length, and video file size must not exceed 500MB. Up to 3 videos can be submitted. Screenshots: Each entry must include up to 5 main screenshots in an electronic document. Specifications: A3 size, 300 dpi, RGB mode, saved as JPG.
7. **Additional Materials:** Documents must not exceed 4 pages and must be in pptx format.

*Note: Uploaded images should effectively showcase the overall, partial, or combined effects of the design. Multimedia works can be presented in various forms, including 2D, 3D, web design, or electronic publications.

IV. Eligibility



➤ Professional Category:

The Award welcomes submissions from all designers and can be entered as an individual, team, or collective.

➤ Student Category:

Students aged 18 or older currently enrolled in undergraduate, diploma, graduate, and adult education programs (including 2024 graduates) are eligible to apply. This includes officially registered continuing education students.

*Note: Submissions can be made under individual, group, or institutional names, and correct identification information must be provided.

V. Fee Structure

➤ Professional Category:

Early Bird Registration Fee: ¥450 per entry

Regular Registration Fee: ¥650 per entry

Series entries will be counted as one, with a maximum of 5 works.

Final Evaluation Fee: ¥1200 per entry

➤ Student Category:

Registration Fee: ¥120 per entry

Series entries will be counted as one, with a maximum of 5 works.

Final Evaluation Fee: ¥200 per entry

*Registration Period

* Early Bird: 27 Nov 2024 - 26 Dec 2024

* Regular Registration: 27 Dec 2024 - 28 Feb 2025

VI. Payment Method

Both professional and student participants must pay a registration fee via an online QR code payment during the submission process. Participants from Hong Kong, Macau, Taiwan, and overseas should make payments via bank transfer. For specific payment information, please contact customer service. Once the registration fee is paid, it is non-refundable. If the organising committee does not receive the payment or if the amount is insufficient, the submission will not pass the review and be disqualified from preliminary evaluation. After passing the shortlist review, the customer service team will notify shortlisted entrants via email to pay the final evaluation fee.

VII. Submission of Work

1. Submission Criteria: The Design Values Award welcomes submissions from all creatives whose practice reflects contemporary Chinese design, drawing inspiration from Chinese culture or being rooted in its design ecosystem.
2. Please log in to the official website <https://awards.designsociety.cn/en> to register and select the appropriate category. Fill in the required information and complete payment to submit your work.
3. Multiple entries are permitted. Work from the same project should form part of a single entry and cannot be entered to more than one category.

VIII. Submission Deadline :



28 February 2025 12:00am Beijing Time / 27 February 2025 4:00pm GMT.

IX. Handling of Submission Materials and Copyright Issues

Submitted works must be original creations by the applicant (or group). Any instances of plagiarism or infringement on others' ideas will lead to disqualification, and the applicant will be held accountable. The judges possess complete authority in the selection process. The organising committee reserves the right to reject any submissions that do not meet the award criteria, or expected standards. Additionally, the committee retains the rights to exhibit, publish, promote, and collect (under separate negotiation) submitted works.

Rights remain with the holders, but entrants grant Design Society a non-exclusive license to reproduce designs for use in the Values of Design Awards display, web presence and printed media publicity. Any party submitting an entry (designer, agency or studio) is responsible for contacting the copyright holder to ensure their consent to these terms.

X. Award Categories

➤ Professional Category:

Shortlisted: 20% of total submissions

Category Winner: 12 winners (3 winners per category)

Grand Prize: 4 winners (1 winner per category)

➤ Student Category:

Shortlisted (Student): 20% of total submissions

Rising Star Award: 4 winners (1 winner per category)

The list of winners and shortlisted entrants will be announced promptly on the DVA's official website post-evaluation.

XI. Judging Panel

To ensure a fair and open evaluation process, judging will take place in two phases: Preliminary Evaluation and Final Evaluation. The preliminary panel will consist of 8 design experts from both domestic and international backgrounds, while the final panel will be an international expert jury. They will conduct a thorough and impartial assessment of shortlisted entries and recognise the most outstanding works with professional accolades.

XII. Evaluation Criteria

The following section provides directional guidance for the evaluation process. During the selection process, in-depth discussions about the value and criteria of each design work, will result in the judges' professional assessments. Here are several key aspects that will be considered during the evaluation:

1. Creativity and Aesthetics: Emphasise the ability to convey the innovative essence and aesthetic value of the design.. Evaluate the innovation and aesthetic value of the design, and assess how effectively it conveys the core concept and artistic vision.
2. Practicality and Commercial Value: Examine the balance between the design's practicality and market adaptability, and determine whether it enhances commercial value for businesses.
3. Sustainability: Assess whether the design uses environmentally friendly and sustainable materials and processes, considering its environmental impact and long-term viability.
4. Local Characteristics and Cultural Attributes: Determine if the design respects traditional culture while



innovatively enhancing and reinterpreting it, contributing to the promotion of Chinese culture.

*Please note that the above guidelines are not rigid standards; judges will discuss the specifics of each work in depth and ultimately base their decisions on their professional judgment.

XIII. Schedule

Launch: November 2024

Submissions Open: November 2024 to February 2025

Judging: Spring 2025, managed by a panel of national and international design experts

Winner Announcement and V&A Exhibition: London Design Festival, September 2025

Design Society Exhibition: Shenzhen, October 2025

(Specific dates will be confirmed on the official website)

XIV. Inquiries

Applicants and relevant institutions can reach out to the organising committee for any questions related to DVA through the following channels:

Contact: Design Values Award Organising Committee

Phone: 26860256

Inquiry Email: info@designsociety.cn

Official Website: <https://awards.designsociety.cn/en>

WeChat: DesignSociety 设计互联

Weibo: 设计互联 DesignSociety

RED: 设计互联 DesignSociety

XV. Disputes

The Design Values Award Organising Committee reserves the right to the final interpretation of any disputes arising from these rules. Any matters not covered by DVA will be further defined and interpreted by the organising committee.