



# 设计周奖项

## Design Awards



# 设计周奖项 Design Awards

奖项名称：经典设计奖、传统工艺设计奖

服务设计奖

主办单位：北京国际设计周组委会

承办单位：北京歌华文化研究发展中心

协办单位：北京歌华大型文化活动中心有限公司

北京歌华文化科技创新中心有限公司

支持单位：国家发展和改革委员会经济体制与管理研究所

颁奖时间：2018年9月22日

颁奖地点：中华世纪坛

Award Categories:

Classic Design Award

Traditional Craft Design Award

Service Design Award

Host:

Beijing Design Week Organizing Committee

Organizer:

Beijing Gehua Cultural Research and Development Center

Co-organizers:

Beijing Gehua Large-scale Cultural Activity Center Co., LTD

Beijing Gehua Cultural Technology Innovation Center Co. LTD

Support:

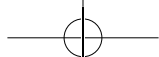
Institute of Economic System and Management National Development and Reform Commission

Time of Prize Presentation:

September 22, 2018

Location of Prize Presentation:

China Millennium Monument



## 设计周奖项 BJDW Awards

经典设计奖是北京国际设计周的常设奖项。经典设计奖评选旨在彰显创意设计在社会、经济、民生等领域中的重要作用，倡导“大设计”理念，表彰为中国社会进步、文化发展、产业促进、民生改善和城乡建设等作出重大贡献的设计项目和作品。为鼓励创意设计在传统文化创新发展和服务民生中发挥的作用和贡献，从2018年开始，北京国际设计周新增传统工艺设计奖和服务设计奖两个专项奖。

传统工艺设计奖以传统工艺的现代化转化为方向，倡导建立现代生活美学价值导向，让“现代设计走进传统工艺，传统工艺走进现代生活”，聚焦传统工艺再设计领域，发掘和发现独具前瞻力、创造力、影响力的优秀设计作品、项目或机构，并加以表彰鼓励和宣传推广，起到逐步树立传统工艺再创造风向标的作用。

服务设计奖着眼于社会创新问题，关注设计思维在社会生活、社会管理、服务流程、消费流程等方面的创新应用，对其中具备市场化且可复制、推广的项目进行挖掘、评选和表彰。旨在推动服务设计这一新兴设计门类的健康发展，并使其为政府、公众和企业所认知，促进设计思维在社会生产、改善民生中有更为广泛的应用。

经典设计奖、传统工艺设计奖、服务设计奖以其章程为基础，秉承科学、公开、多元化的评选理念。奖项评选将由行业专家、专业机构和国内各设计类奖项、媒体及大众共同提名，按阶段进行汇总、评审，经过作品提名、初评、复评、终评四个阶段，汇总各方投票结果并听取专家意见，最终评选出2018北京国际设计周经典设计奖、传统工艺设计奖、服务设计奖获奖作品。评选结果将在9月22日颁奖仪式上揭晓。

Classic Design Award is a standing award for Beijing Design Week. It is designed to highlight the importance of creative designs in society, economy and people's livelihoods, advocating the concept of "great design". Classic Design Award also commands designs, projects and works that contribute to China's social progress, cultural development, industrial promotion, improvement of people's livelihood and urban and rural construction. To acknowledge the role and contributions made by creative designs in the innovative development of traditional culture and service to the people's livelihood, from 2018, Beijing Design Week added two special awards, the Traditional Craft Design Award and the Service Design Award.

Taking modern transformation of traditional crafts as the direction, The Traditional Craft Design Award advocates the establishment of aesthetic value orientation in modern life, bringing "modern designs into traditional crafts, traditional crafts into modern life"; Focusing on the field of traditional craft redesign, The Traditional Craft Design Award excavates and discovers excellent designs, projects or institutions with unique foresight, creativity and influences, with the help of further commendation, encouragement and propaganda promotion, it contributes a lot to gradually cultivating traditional crafts and to recreating wind vanes.

Focusing on social innovation issues, the Service Design Award attaches great atten



tion to the innovative application of design thinking in social life, social management, service processes and consumption processes, and excavates, selects and commends projects that are marketable, replicable and propagable among them. It aims to promote the healthy development of service design, an emerging design category, to make it recognized by the government, the public and enterprises, and promote the wider application of design thinking in social production and improvement of people's livelihood. Based on the charters, Classic Design Awards, the Traditional Craft Design Award and the Service Design Award adhere to scientific, open and diversified selection philosophy. The awards will be nominated by industry experts, professional organizations and domestic design awards, the media and the public, and will be summarized and evaluated in stages. After the four stages: nomination, initial evaluation, re-evaluation and final evaluation, the results of voting will be summarized and expert opinions will be heard, and the winners of Classic Design Awards, Traditional Craft Design Award and Service Design Award in 2018 Beijing Design Week will be selected at last. The results of the selection will be announced at the award ceremony on September 22.

## 经典设计奖

### Classic Design Award

经典设计奖是北京国际设计周的常设奖项。经典设计奖评选旨在彰显创意设计在社会、经济、民生等领域中的重要作用，倡导“大设计”理念，表彰为中国社会进步、文化发展、产业促进、民生改善和城乡建设等作出重大贡献的设计项目和作品。

2011年设立以来，经典设计奖已走过了7个年头，相继评选出了一系列具有设计价值导向，跨领域、跨行业、跨平台，见证国家、城市、大众生活发展的经典设计作品，分别为：天安门观礼台（2011年）、青藏铁路（2012年）、红旗渠（2013年）、大运河保护性修复项目（2014年）、中国高铁（2015年）、华为手机（2016年）、蛟龙号载人潜水器（2017年）。经典设计奖所代表的“大设计”理念一直是北京国际设计周的学术主张，提醒公众要重视设计的价值，突破传统平面设计、造型设计的表面认识，倡导全社会把设计融合到各个行业中、融入全方位的生活中，与技术、材料、工艺等结合在一起，创造性地解答现实问题，提高人们的生活品质，推动经济的可持续发展。



Design Awards is a standing award of Beijing Design Week. The selection of Design Awards aims to highlight the important role of creative design in society, economy, livelihood and other fields, to advocate the concept of "big design", and to recognize design projects and works that have made significant contributions to China's social progress, cultural development, industrial promotion, improvement of people's livelihood and urban-rural development.

Since its establishment in 2011, Design Awards has gone through seven years. A series of classic design works that are cross-discipline, cross-industry and cross-platform, featuring design value orientation and having witnessed the development of our nation, cities and mass life have been selected successively, including: Tiananmen Reviewing Stand (2011), Qinghai-Tibet Railway (2012), the Red Flag Canal (2013), Grand Canal Conservation Restoration Project (2014), China High Speed Train (2015), Huawei Mobile Phone (2016), Jiaolong Manned Submersible (2017)

The "big design" concept represented by Design Awards has always been the academic view of Beijing Design Week, reminding the public to pay attention to the value of design, breaking through the superficial understanding of traditional graphic design and style design, advocating the entire society to integrate design into various industries, into a full range of life, and combine with technology, materials and process, to creatively solve practical problems, improve people's quality of life, and promote the sustainable development of economy.

## 终评专家 Final Evaluation Experts



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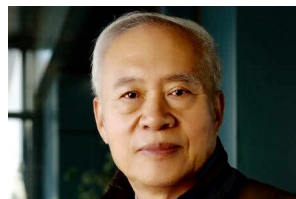
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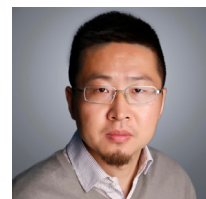
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特别感谢柳冠中、宋慰祖专家对北京国际设计周奖项工作的支持。  
Special thanks to Mr. Liu Guanzhong and Mr. Song Weizu for their support to Design Awards of Beijing Design Week.



# 北京国际设计周经典设计奖章程

## Charter of Classic Design Award of Beijing Design Week

### 总则

“北京国际设计周经典设计奖”（以下简称“经典设计奖”）是由北京国际设计周组委会设立并主办的常设奖项，每年评选一次。

经典设计奖评选旨在彰显创意设计在社会、经济、民生等领域中的重要作用，倡导“大设计”理念，表彰为国家社会进步、文化发展、产业促进、民生改善和城乡建设等作出重大贡献的设计项目和作品。

### 奖项设置

经典设计奖为北京国际设计周最高奖项，包括不超过10项入围奖和1个经典设计奖。

### 评选对象及标准

经典设计奖的评选对象为1949年以来,在中国境内投入使用为主（可包含境外），由中国设计师、设计机构设计的项目和作品。曾获得经典设计奖（不含入围奖）的项目和作品不在提名和评选范围之内。

### 经典设计奖评选项目和作品应符合下述标准：

#### 民族精神

浓缩中华民族在历史发展进程中的创造力和智慧，体现中华民族共同的理想追求和价值观念。

### 国家战略

站在战略和全局的高度，服务于国民经济社会发展总体目标，对经济社会全局和长远发展具有重大引领带动作用，具有广泛的社会影响力和关注度。

### 科技实力

面向人类文明发展需求，以科技创新为动力，将设计与技术完美结合，并获得自主、被保护的知识产权。

### 影响长久

经实践验证，符合国家制定的民生方针与政策，符合生态文明、环境友好和可持续发展的理念，在设计史上具有持续而长久的影响力。

### 融合发展

具备设计与制造、信息、金融、旅游、民生等相关产业融合发展的精神，对社会发展和产业升级有推动作用。

### 驱动创新

坚持自主创新道路、实施创新驱动发展战略，鼓励站在国际技术发展前沿，通过设计创新产品服务、获得重要突破、培育新兴业态、增加就业机会，体现设计创新的核心价值。

### 评奖组织

经典设计奖的评选和表彰，由北京国际设计周组委会负责组织实施。设立评奖办公室负责日常工作，评选通知于每年7月在北京国际设计周官网上公布。

经典设计奖评奖由设计周组委会邀请国内设计机构、院校、设计界、产业界、主流媒体代表组成“评审专家组”组织实施，如特别需要也可邀请国际相关领域专家。

### 评选程序

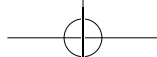
经典设计奖经过提名、初评、复评和终评四轮程序，评审出最终获奖项目和作品。

提名、初评由特邀专家、特邀媒体、特邀奖项提出候选名单；经典设计奖项目组织相关机构分别作资格认证和核实，选出不少于30项初评项目名单。

初评项目名单于初评结束后在北京国际设计周官网上公布、公示，征询社会各界意见。

复评由专家、媒体进行投票，选出不少于10项入围获奖的项目和作品。

终评由北京国际设计周经典设计奖专家组进行评审，专家组成员由组委会邀请的国内设计机构、院校、设计界、产业界、主流媒体代表组成的“评审专家组”中随机抽取10名以上奇数人数组成，从复评产生的入围项目和作品中，以不记名投票方式票选出年度经典设计奖获奖项目，该项目获得票



数需超过投票人员半数以上。

专家组将最终投票结果通报组委会，由组委会对设计奖评审结果进行核准，确认最终获奖项目。

#### 表彰和推广

经典设计奖年度最终获奖项目在每年度北京国际设计周开幕活动上公布，并举办颁奖仪式。获奖机构及作品获得由设计周组委会颁发的奖杯和荣誉证书。

年度评出的“经典设计奖”获奖项目将制作成青铜铭牌，于下一年度北京国际设计周开幕活动时，永久镶嵌在中华世纪坛南广场青铜甬道的特设区位。

经典设计奖获奖项目作品及设计师、设计团队将在北京国际设计周官方网站及媒体上广泛宣传，扩大经典设计奖在设计界以及全社会的影响力。

鼓励和支持经典设计奖获奖项目的主管部门和有关单位对获奖项目进行表彰和奖励，加大对获奖项目的宣传力度，扩大其影响力和辐射面。

#### 附则

经典设计奖的评奖过程坚持公正、公平、公信的原则，保持评奖的独立性。评奖严格执行本章程规定，严肃评奖纪律，坚决杜绝暗箱操作、利益交换，届时组委会委托相关部门对全程工作监督执行。

北京国际设计周组委会有权对参评和获奖作品在相关知识产权许可范围内进行推广和出版。

本章程经专家委员会审议，报组委会审定通过。

本章程自发布之日起执行，由北京国际设计周组委会经典设计奖评奖办公室负责解释。

北京国际设计周组委会

#### General Rules

Classic Design Award of Beijing Design Week (hereinafter referred to as “Design General Excellence Award”) is a permanent award set up and hosted by organizing committee of Beijing Design Week, which is appraised annually.

Classic Design Award aims to manifest the importance of creative design in the fields of society, economy and livelihood. It advocates the concept of “grand design”, and honors the design projects and works which make great contributions to national social progress, cultural development, industrial promotion, livelihood improvement, and urban and rural construction, etc.

#### Awards Setting

Classic Design Award is the highest award of Beijing Design Week, including less than 10 finalists and 1 Design General Excellence Award.

#### Selection Targets and Standards

Targets of Classic Design Award are projects and works designed by Chinese designers and design institutions, mainly used within China (may include overseas) since 1949. Projects and works that has won the Award before (excluding finalists) are not included in the scope of finalists and evaluation.

Projects and works for the selection of Classic Design Award should meet the following standards:

#### National spirit

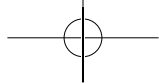
Representing the creativity and wisdom of the Chinese in the progress of historical development, showing the shared pursuits and values of the Chinese.

#### National strategy

From the perspective of strategy and overall situation, serving the general objective of national economic and social development, having major leading role in terms of the long-term and overall economic and social development, having extensive social influence and attention.

#### Scientific and technological strength

Meeting the demand of development of human civilization, driven by science and technology innovation, combining design with technology, obtaining independent and protected



protected intellectual property.

#### **Permanent influence**

Verified by practices, conforming to people's livelihood guidelines and policies made by the state, in line with the concepts of ecological civilization, environmental friendly, and sustainable development, having permanent and long-term influence in the history of design.

#### **Integrated development**

Having the vision of integrated development between design and manufacturing, information, finance, tourism, and people's livelihood, etc., promoting social development and industrial upgrading.

#### **Driving innovation**

Adhering to independent innovation, implementing strategy of development driven by innovation, following the leading edge of international technological development, making breakthrough by innovative products and services, cultivating emerging commercial activities, increasing employment opportunities, representing the core value of design and innovation.

#### **Appraisal Organization**

Organizing committee of Beijing Design Week is in charge of the appraisal and commendation of Classic Design Award. Appraisal office is established to be responsible for daily routines. Appraisal announcement is released on the official website of Beijing Design Week in July each year.

The appraisal of Classic Design Award is done by the "review panel" comprised by representatives from design organizations, universities and institutions, design circle, industry circle, and mainstream media in China which are invited by the organizing committee. Relevant international experts may also be invited when necessary.

#### **Evaluation Procedure**

Four procedures including nomination, preliminary assessment, reassessment, and final assessment will be gone through before the final winner of Classic Design Award is selected.

The candidates will be selected by specially invited experts, specially invited media, and specially invited awards during nomination and preliminary assessment; relevant organ-

izations will do qualification authentication and verification, and over 30 projects will be selected for preliminary assessment.

The project list of preliminary assessment will be released and announced on the official website of Beijing Design Week after preliminary assessment for public opinions.

Votes will be given by experts and media for reassessment. Over 10 projects and works will be selected as the finalists.

Final assessment will be carried out by expert panel of Classic Design Award of Beijing Design Week. The expert group is made up by over 10 persons (odd number) randomly selected from the "appraisal panel" which is composed by representatives from design organizations, universities and institutions, design circle, industry circle, and mainstream media in China which are invited by the organizing committee. The annual Design General Excellence Award will be selected by secret ballot from the finalists generated from the reassessment. Number of votes of the winner should be more than half of the number of the voters.

The expert group will report the voting result to the organizing committee which will examine and approve the result and confirm the winner.

#### **Commendation and Promotion**

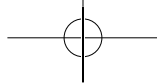
Winner of Classic Design Award will be announced in the opening ceremony of Beijing Design Week held annually, and there will be award ceremony. Trophy and certificate of honor will be given to the winning institution and works by the Organizing Committee of Beijing Design Week.

Winner of the Classic Design Award will be made bronze name plate that will be embedded permanently in the special place on the bronze path of south square of China Millennium Monument, on the opening ceremony of Beijing Design Week of the following year. Works, designers and the design team winning Classic Design Award will be widely promoted on the official website of Beijing Design Week and the media, expanding the influence of the award in design field and the whole society.

Encourage and support the competent department of the winner and relevant organizations to commend the winning project, the promotion of the project, and broaden the influence.

#### **Supplementary Provisions**

The assessment of the Classic Design Award adheres to the principle of fairness, justice and public trust, and ensures the independence of the award appraisal. The appraisal strictly follows the regulations of the provision. The assessment discipline is strictly adhered



to so as to completely eradicate black box operation and exchange of interests. Relevant departments will be delegated by the organizing committee to supervise the process. Organizing committee of Beijing Design Week has the right to promote and publish the works that participate in the assessment or winning the award within the scope of permission by relevant intellectual property.

The Regulation goes into effect with the deliberation of the expert committee and the approval by the organizing committee. The Regulation is executed on the date of release, and is explained by the Office of Classic Design Award of Beijing Design Week.

Organizing Committee of Beijing Design Week

## 传统工艺设计奖 Traditional Craft Design Award

传统工艺设计奖是北京国际设计周设立的专项奖项，目的是推动“现代设计走进传统工艺、传统工艺走进现代生活”，倡导建立现代生活美学价值导向，秉承中国传统工艺与现代设计共融互生理念，将传统工艺的技艺、文化、精神、基因转化融入到现代生活，对中国传统工艺设计未来发展产生引领性、导向性作用。

2018年北京国际设计周首次设立传统工艺设计奖，重点推选符合传统文化精神、美好生活需求、展现设计力量、具有可持续价值、融合性创新、文化多样性的项目和作品。传统工艺设计奖体现传统工艺的再创造，提升大众的生活品质，改变从业者命运。为此，厚植工匠精神，追求日用即道、生活之美的美学价值，体现物尽其用、物尽其美的原则；尊重创意设计版权，将传统文化与设计创新深度融合；符合生态文明、环境友好和可持续发展的理念，注重因地制宜、因材施教，在生活方式上具有持续而长久的生命力。传统工艺设计奖具备将传统工艺设计与科技、制造、旅游、民生等相关产业融合发展的精神，通过传统工艺的设计创新与转化，培育发展现代手工业态，让非遗走进现代生活，让传统工艺设计为当代生活服务。



Traditional Craft Design Award is a special award set up by Beijing Design Week. The purpose is to promote modern design into traditional process, and traditional craft into modern life", to advocate establishing modern life aesthetic value orientation, adhering to the concept of communion alternate of Chinese traditional craft and modern design, transforming and integrating the skills, culture, spirit and genes of traditional craft into modern life, and playing a leading role for future development of Chinese traditional craft design

2018 Beijing Design Week sets up Traditional Craft Design Award for the first time, focusing on recommending projects and works that meet the traditional cultural spirit and the need for a better life, demonstrate design strength, have sustainable value, integrated innovation and cultural diversity. Traditional Craft Design Award reflects the re-creation of traditional technology, improves the quality of life of the mass and changes the fate of practitioners. Therefore, we should strengthen the craftsman spirit to pursue the aesthetic value of the beauty of daily use and life, and embody the principle of making the best use of things and presenting the beauty of things; respect the copyright of creative design and deeply integrate traditional culture and design innovation; conform to the concept of ecological civilization, environmental friendliness and sustainable development. Attach great importance to applying skills according to local conditions and materials, and has lasting and long vitality in terms of lifestyle. Traditional Craft Design Award has the spirit of integrating the traditional craft design with science and technology, manufacturing, tourism, people's livelihood and other related industries. Through the design innovation and transformation of traditional craft, it cultivates and develops modern manual industry, brings intangible cultural heritage into modern life, and makes traditional craft design serve contemporary life.

## 终评专家 Final Evaluation Experts



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Assistant Dean and Professor of Academic Committee of China Central Academy of Fine Arts



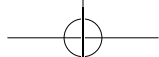
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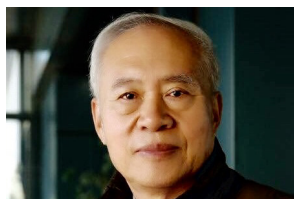


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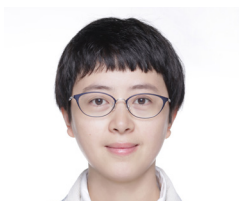
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# 北京国际设计周传统工艺设计奖章程

## Charter of the Traditional Craft Design Award of Beijing Design Week

### 第一章 总则

#### 第一条

北京国际设计周是经国家批准，由中华人民共和国文化和旅游部、北京市人民政府共同主办的年度国际性文化活动。北京国际设计周设立传统工艺设计奖，每年评选一次。

#### 第二条

传统工艺设计奖评选旨在彰显“大设计”理念，强调“现代设计走进传统工艺、传统工艺走进现代生活”，倡导建立现代生活美学价值导向，表彰为国家社会进步、文化发展、产业促进、民生改善和城乡建设等作出创新贡献的传统工艺设计项目（包括作品、机构）。

### 第二章 奖项设置

#### 第三条

传统工艺设计奖为北京国际设计周传统工艺设计领域的专项奖，包括不超过10项入围奖和1项传统工艺设计奖。

### 第三章 评选对象及标准

#### 第四条



传统工艺设计奖的评选对象为：在中国境内投入使用为主（可包含境外），秉承中国传统工艺与“大设计”共融互生的理念，将传统工艺的技艺、文化、精神、基因转化融入现代生活，对中国传统工艺设计发展产生引领性和导向性作用，推动民生和社会创新发展的传统工艺设计作品、项目或机构。

**第五条** 传统工艺设计奖评选项目和作品应符合下述标准：

1. 弘扬传统文化精神：立足中华民族传统工艺，凝聚中华民族在历史发展进程中的创造力和智慧，体现中华民族共同的文化精神、理想追求和价值观念。
2. 满足美好生活需求：站在战略和全局的高度，服务于美好生活目标，对经济社会民生发展具有重要引领带动作用，具有广泛的社会影响力和关注度。
3. 展现设计力量：尊重设计版权，以设计创新为动力，体现对传统工艺的再创造，将传统文化与设计力量完美结合。厚植工匠精神，追求日用即道、生活之美，体现物尽其用、物尽其美，提升大众生活品质。
4. 具备可持续价值：符合生态文明、环境友好和可持续发展的理念，注重因地制宜、因材施教，能够持续而长久地影响人们的生活方式。
5. 富于融合性创新：具备将传统工艺设计与科技、制造、信息、金融、旅游、民生等相关产业融合发展的精神，通过传统工艺的设计创新与转化，实现助力新兴业态培育，推动社会发展和产业升级。
6. 体现文化多样性：传承民族工艺的文化传统，蕴含传统工艺文化精髓和设计创意价值，既具有典型的东方文化特色，又体现地域文化特点。

#### 第四章 评奖组织

##### 第六条

传统工艺设计奖的评审和表彰，由北京国际设计周组委会办公室负责组织实施，由奖评审工作办公室负责日常工作，每年7月在北京国际设计周官网上公布评选通知。

##### 第七条

传统工艺设计奖的评审工作由设计周组委会办公室邀请国内设计机构、行业协会、院校、设计界、主流媒体代表组成“专家评审组”组织实施，如特别需要也可邀请国际相关领域专家。

#### 第五章 评选程序

##### 第八条

传统工艺设计奖经过提名、初评、复评和终评四轮程序，评审出最终获奖名单。

##### 第九条

传统工艺设计奖提名采取大众提名（含自荐）、专家提名、机构提名、媒体提名等方式，评审工作办公室对提名项目进行资格条件审核。

##### 第十条

通过资格审核的项目，由评审工作办公室组织“专家评审组”进行初评，传统工艺设计奖初评入围项目不少于30项。初评项目名单于初评结束后在北京国际设计周官网上公示并征求社会各界意见。

##### 第十一条

复评和终评阶段，传统工艺设计奖由评审工作办公室组织不少于10人（奇数）的“专家评审组”，采取集中封闭方式，通过现场评议方式进行记名投票，根据票数形成复评、终评结果。

##### 第十二条

复评从初评产生的入围项目中选出不超过15项入围奖项目，入围项目票数需超过投票人数的半数以上。

##### 第十三条

终评从复评产生的入围项目中选出不超过10项入围奖和1项大奖，入围项目票数需超过投票人数的半数以上。

##### 第十四条

最终评审结果报设计周组委会办公室审核通过。由评审工作办公室记录整理复评、终评过程性文件存档。

#### 第六章 表彰和推广

##### 第十五条

传统工艺设计奖年度最终获奖项目在每年度北京国际设计周颁奖仪式上公布。获奖项目获得由设计周组委会颁发的奖杯和荣誉证书。

##### 第十六条

年度评出的“传统工艺设计奖”获奖项目将与“经典设计奖”“服务设计奖”获奖项目共同制作成青铜铭牌，在下一年度北京国际设计周颁奖仪式上，永久镶嵌在中华世纪坛南广场青铜甬道特设区位。

##### 第十七条

传统工艺设计奖获奖项目将在北京国际设计周官网及媒体上广泛宣传，扩大传统工艺设计奖在设计界以及全社会的影响力。

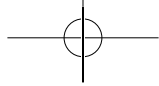
##### 第十八条

鼓励和支持传统工艺设计奖获奖项目的主管部门和有关单位对获奖项目进行表彰和奖励，加大对获奖项目的宣传力度，扩大其影响力。

#### 第七章 附则

##### 第十九条

传统工艺设计奖的评审过程坚持公正、公平、公信的原则，保持评审的独立性。评审严格执行本章程



规定，严肃评审纪律，坚决杜绝暗箱操作、利益交换，届时组委会办公室委托相关部门对全程工作监督执行。

#### **第二十条**

北京国际设计周组委会办公室有权对参评和获奖作品在相关知识产权许可范围内进行推广和出版。

#### **第二十一条**

本章程经设计周组委会办公室审定通过。

#### **第二十二条**

本章程自发布之日起执行，由奖项评审工作办公室负责解释。

**北京国际设计周组委会**

### **Chapter I General Rules**

#### **Article 1**

Beijing Design Week is an annual international cultural event jointly sponsored by Ministry of Culture and Tourism of the People's Republic of China and the People's Government of Beijing City with the approval of the state. Beijing Design Week establishes Traditional Craft Design Award, which is selected annually.

#### **Article 2**

The selection of the Traditional Craft Design Award aims to highlight the concept of "Great Design" and emphasize the idea that "modern design enters into traditional crafts, and traditional crafts enter into modern life." It advocates establishing aesthetic value orientation of modern life and commends traditional craft design projects (including works and institutions) that make innovative contributions to national and social progress, cultural development, industrial promotion, improvement of people's livelihood, urban and rural construction, etc.

### **Chapter II Award Setting**

#### **Article 3**

The Traditional Craft Design Award is an earmarked award in the field of traditional craft design in Beijing Design Week, including no more than ten shortlist prizes and a prize of traditional craft design.

### **Chapter III Candidates and Selection Standards**

#### **Article 4**

The selection objects of the Traditional Craft Design Award include works, projects or institutions of traditional craft design, the crafts of whose are mainly applied in China (including overseas areas). They should adhere to the concept of integrating traditional Chinese craftsmanship with "Big Design", transform and combine the essence, culture, and spirit of traditional crafts into modern life, play a leading and guiding role in the development of traditional Chinese crafts, and promote people's livelihood as well as the development of social innovation.

#### **Article 5**

The projects and works for the selection of the Traditional Craft Design Award shall meet the following criteria:



1. To carry forward the spirit of traditional culture: they should be based on traditional Chinese crafts, bring together creativity and wisdom of Chinese people throughout its historical development process, and reflect the cultural spirit, ideal pursuit and values shared by Chinese people.

2. To meet the needs of a better life: they should serve the goal of a better life from a strategic and holistic perspective, play an important role in leading the development of economy, society, and people's livelihood, have extensive social impacts, and receive considerable attention.

3. To demonstrate the power of design: they should respect design copyright and treat design innovation as the motivation to embody the re-creation of traditional crafts and combine traditional culture with the power of design perfectly. The spirit of craftsmanship, the pursuit of wisdom and beauty of daily life, embodiment of materials that are used at maximum efficiency, and improvement of life quality should be involved as well.

4. To maintain the value of sustainability: they should be in line with the concept of ecological civilization, environmental friendliness and sustainable development, focus on adapting to local conditions and materials, and can affect people's lifestyles continuously and enduringly.

5. To forge integrated innovation: they should be consistent with the spirit of integrating traditional craft design with relevant industries such as technology, manufacturing, information, finance, tourism, and people's livelihood for further development. Through the innovation and transformation of traditional craft design, they should help foster new industry formats and promote social development and industrial upgrading.

6. To embody cultural diversity: they should inherit cultural traditions of national crafts, enshrine the essence of traditional craft culture and the value of creative design, and demonstrate both typical cultural characteristics of the Orient and regional cultural features.

#### **Chapter IV Award Selection Organization**

##### **Article 6**

The evaluation and commendation of winners of the Traditional Craft Design Award are organized and implemented by the Office of Beijing Design Week Organizing Committee, and the Evaluation Office of Awards Review is responsible for the routine jobs. The notice of the award selection is announced on the official website of Beijing Design Week in July every year.

##### **Article 7**

The evaluation of the Traditional Craft Design Award is carried out by an "expert

evaluation team" consisting of domestic design institutions, industrial associations, educational institutions, professionals of the design industry, and mainstream media representatives who are invited by the Office of Beijing Design Week Organizing Committee. International experts in related fields can be invited for special needs as well.

#### **Chapter V Selection Procedures**

##### **Article 8**

The Traditional Craft Design Award needs to go through four rounds of procedures including nomination, initial evaluation, re-evaluation and final evaluation to determine the eventual list of winners.

##### **Article 9**

The nomination of the Traditional Craft Design Award adopts nomination of the public (including self-recommendation), nomination of experts, nomination of institutions, nomination of the media and other means. The Evaluation Office is responsible for reviewing the qualification of the nominated projects.

##### **Article 10**

The "expert evaluation team" organized by the Evaluation Office is responsible for the initial evaluation of the projects that pass the previous qualification review, and no less than 30 finalist projects shall be nominated for the Traditional Craft Design Award. After the initial evaluation, the list of projects passing the initial evaluation will be publicized on the official website of Beijing Design Week and solicit public opinions in society.

##### **Article 11**

In the stages of re-evaluation and final evaluation for the Traditional Craft Design Award, the "expert evaluation team" organized by the Evaluation Office, which consists of no less than ten persons (odd number), adopts a centralized and closed selection model to conduct on-site evaluation for disclosed ballot. The results of re-evaluation and final evaluation are subject to the number of votes.

##### **Article 12**

In the re-evaluation process, no more than 15 projects are selected from the finalist projects determined in the initial evaluation, and the vote number of each project that passes the re-evaluation need to exceed half of the number of voters.

##### **Article 13**

In the process of final evaluation, one final award winner and no more than 10 finalist projects are chosen from the projects determined in the re-evaluation, and the vote number of each project that passes the final evaluation need to exceed half of the



number of voters

#### Article 14

The results of the final evaluation are reported to the Office of Beijing Design Week Organizing Committee for review and approval. The Evaluation Office is responsible for recording and filing the documentation of the process of re-evaluation and final evaluation.

### Chapter VI Awarding and Promotion

#### Article 15

The final award-winning projects of the Traditional Craft Design Award are announced at the annual awarding ceremony in Beijing Design Week. The award-winning projects are provided with trophies and honorary certificates granted by Beijing Design Week Organizing Committee.

#### Article 16

Those projects that respectively win the Traditional Craft Design Award, the Classic Design Award and the Service Design Award will be jointly made into bronze nameplates which will be permanently embedded in the special location of the bronze corridor in the South Square of China Millennium Monument at the next awarding ceremony in Beijing Design Week.

#### Article 17

The projects winning the Traditional Craft Design Award will be widely publicized through the official website of Beijing Design Week and other media to expand the impacts of the Award in the design sector and the whole society.

#### Article 18

The competent authorities and units related to the projects winning the Traditional Craft Design Award are encouraged and supported to commend and reward these award-winning projects, thereby strengthening the publicity of the projects and expanding their influences.

### Chapter VII Supplementary Articles

#### Article 19

The evaluation process of the Traditional Craft Design Award shall stick to the principles of impartiality, fairness and credibility and maintain the independence of evaluation. The evaluation strictly enforces the provisions of the Charter, imposes rigid discipline, and resolutely rejects non-transparent operation and exchange of interests. The

Office of Beijing Design Week Organizing Committee entrusts relevant departments to supervise the whole implementation process of the award selection.

#### Article 20

The Office of Beijing Design Week Organizing Committee is entitled to promote and publish the works participating in the selection of the Traditional Craft Design Award and the award-winning works within the scope permitted by relevant intellectual property rights.

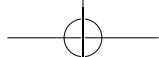
#### Article 21

The Charter is reviewed and approved by the Office of Beijing Design Week Organizing Committee.

#### Article 22

The Charter shall be executed as of the date of publication, and shall be interpreted by the Prize Evaluation Office.

### Beijing Design Week Organizing Committee



# 服务设计奖

## Service Design Award

服务设计奖是2018年北京国际设计周新设奖项，旨在鼓励、表彰和宣传推广设计思维在服务领域应用所取得的成果、建立标准、树立榜样。服务设计奖着眼于关注社会创新问题，探索服务设计在人与人、人与自然、人与社会的关系中的运作方式，对其中具备市场化应用可能且具有可复制、可推广特点的项目进行发掘、评选和表彰。推动服务设计这一新兴设计门类的健康发展，并使其为政府、公众和企业所认知，促进设计思维在社会生产、生活中有更为广泛的应用。

服务设计已成为全球发展趋势，近年来，在国家推动供给侧改革背景下，设计思维应用于各个行业，不断涌现和拓展出新产业、新业态和新模式，成为引领产业结构持续优化的新生力量，乡村振兴、城市公共服务、大健康、新零售和互联网领域等服务设计已经深刻改变了我们的生活。在中国步入服务业主导的经济发展阶段，在同行业产品、技术、内容难以大幅领先的情况下，以用户体验为核心，以最优服务体验为目的的服务设计，将成为企业发展和产业结构持续优化的核心驱动力。

Service Design Award is a new award of Beijing Design Week 2018, which aims to encourage, commend and publicize the achievements made by the application of design thinking in service field, to establish standards and set a good example. Service Design Award focuses on social innovation and explores the operation mode of service design in the relationship between people, nature and human beings, and between people and society. It explores, selects and commends projects that have the possibility of market application and the characteristics of replication and promotion. Promote the healthy development of service design, an emerging design category, and make it known to the government, the public and enterprises, and promote the wider application of design thinking in social production and life.

Service design has become a global trend. In recent years, under the background that our nation has been promoting supply-side reform, design thinking has been applied in various industries. New industries, new formats and new patterns have continuously emerged, becoming new forces to lead the continuous optimization of industrial structure. Service designs in the fields such as rural revitalization, urban public services, massive health, new retail, Internet and so on have profoundly changed our lives. As China enters the stage of service-led economic development, and under the circumstances that products, technologies and contents in the same industry cannot lead significantly, service design with user experience as the core and optimal service experience as the purpose will become the core driving force for enterprise development and the continuous optimization of industrial structure.

## 终评专家 Evaluation Experts



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Director of Beijing Industrial Design Center,  
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ment Center



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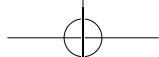
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# 北京国际设计周服务设计设计奖章程

## Charter of the Service Design Award of Beijing Design Week

### 第一章 总则

#### 第一条

北京国际设计周是经国家批准，由中华人民共和国文化和旅游部、北京市人民政府共同主办的年度国际性文化活动。北京国际设计周设立服务设计奖，每年评选一次。

第二条 本章程中的“服务”指的是由个人、企业和社会组织实施的，旨在满足顾客或大众需求的行动。“服务”既可以是单独的无形的服务，也可以是与产品实物相结合的服务体系。“服务设计”是指专注于服务系统的研究与改善，以用户体验为中心，以为用户提供更好的服务和体验为目的，将科学技术、文化艺术、社会经济、法规标准等知识要素在服务行为中进行有机结合，促生和放大用户需求，使得服务对于用户更加有用、可用、好用和被需要的设计方法。服务设计集诸多设计、管理、技术和知识为一身，致力于为终端用户提供全局性的服务系统和流程，是北京设计产业的重点发展方向。

### 第二章 奖项设置

#### 第三条

服务设计奖为北京国际设计周服务设计领域的专项奖，包括不超过10项入围奖和1项服务设计奖。

### 第三章 评选对象及标准

第四条 服务设计是运用设计方法的成熟设计过程和设计技术，通过对服务场景、客户体验、参与服



务的各方互动的有序规划和生态营造来发展服务的一种新型设计门类，尤其强调服务的个性化、品牌化、资源的高度整合以及可持续发展，是设计思维应用于服务领域的高端形态。

#### 第五条

服务设计奖着眼于关注社会创新问题，探索服务设计在人与人、人与自然、人与社会的关系中的运作方式，对其中具备市场化应用可能且具有可复制、可推广特点的项目进行发掘、评选和表彰。旨在推动服务设计这一新兴设计门类的健康发展，并使其为政府、公众和企业所认知，促进设计思维在社会生产、生活中有更为广泛的应用。

#### 第六条

服务设计奖的评选对象为：在中国境内已形成的服务创新产品，并且主要服务于中国市场或与中国市场有极大的关联的，在商业模式创新、文化旅游、金融服务、城市运营、公共服务、乡村振兴、消费体验、医疗健康、精准扶贫、可持续发展等领域卓有成效、创新性强和可复制推广的服务设计项目和作品。

#### 第七条

服务设计奖评选项目和作品应符合如下标准：

##### 1、评选范围及分类：

- (1) 公共管理和服务类：包括城市运营、社区服务、乡村振兴（精准扶贫）、养老助残、慈善服务、可持续发展等服务领域。
- (2) 生产和市场服务类：包括金融、交通、物流运输、电子商务、信息通讯、租赁与商务、中介咨询、制造服务等服务领域。
- (3) 生活和消费服务类：包括教育培训、医疗保健、住宿餐饮、文化旅游、体育娱乐、人居环境、商品零售等服务领域。
- (4) 其他类：通过服务设计促进的社会创新领域。

##### 2、评选标准：

参评项目应符合以下条件（四条以上）：

##### (1) 秉持设计善意原则

服务内容符合道德和法治，不抵触公序良俗。需求引导积极健康，促进生产优化，满足人民对美好生活的需求。技术应用遵循可持续发展宗旨，体现生态文明、环境友好、节能环保、因地制宜等可持续发展的特性。

##### (2) 秉持需求导向原则

服务产品应针对现实需求设计，通过整合、创新解决生产、生活中具体的缺环和痛点。发掘隐性需求和创造新型需求应切合国情和社会发展阶段。

##### (3) 秉持用户中心原则

突出以用户为中心，以换位思考方式创造用户友好型界面、环境和服务流程，并通过设计一系列场景化触点与用户互动，为用户带来良好的体验。

##### (4) 具备跨界整合能力

通过服务产品设计有效地将文化与科技相融合，公共服务与市场经营相融合，信息、金融、物流、

零售等服务业与第一、二产业相融合，以设计思维方式进行跨领域知识、跨产业资源整合，形成全新的服务产品。

##### (5) 具备逻辑性、连续性、完整性、环境契合性形态

通过设计将服务和产品连接，从用户接受服务开始直到服务结束，从不同维度统筹用户的行动路径、控制服务节奏和逻辑，把每一个触点和分支服务都照顾周全，有序规划和调动。服务产品应该能够形成完整自治化的内在系统，同时，服务产品本身要能够模块化并具有通用性接口，与外部环境有较强的适应性和接驳能力。

##### (6) 具备可视化特征

通过设计可视化的界面、环境和产品呈现不可见服务，推动无形服务有形化，或将无形的服务与有形的产品相结合，使服务内容易于被用户发现，增强服务合理性。

##### (7) 具备可复制、推广、组合应用前景

服务产品在设计中应注重其标准化、可复用性和可组合性，以及在使用过程中通过与用户的互动自我更新迭代的功能和预留空间，使产品能够通过复制或重组有更广阔的应用前景。

## 第四章 评奖组织

### 第八条

服务设计奖的评选和表彰，由北京国际设计周组委会办公室负责组织实施。由奖项评审办公室负责日常工作，每年7月在北京国际设计周官网上公布评选通知。

### 第九条

服务设计奖的评审，由设计周组委会办公室邀请国内外设计机构、专业院校、研究机构、主流媒体和相关连产业代表组成的“专家评审组”组织实施。

## 第五章 评选程序

### 第十条

服务设计奖经过提名、初评、复评和终评四轮程序，评审出最终获奖名单。

### 第十一条

服务设计奖提名采取大众提名（含自荐）、专家提名、机构提名、媒体提名等方式，评审工作办公室对提名项目进行资格条件审核。

### 第十二条

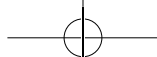
通过资格审核的项目，由评审工作办公室组织“专家评审组”进行初评，服务设计奖项初评入围项目不少于30项。初评项目名单于初评结束后在北京国际设计周官网上公示并征求社会各界意见。

### 第十三条

复评和终评阶段，服务设计奖项由评审工作办公室组织不少于10人（奇数）的“专家评审组”，采取集中封闭方式，通过现场评议方式进行记名投票，根据票数形成复评、终评结果。

### 第十四条

复评从初评产生的入围项目中选出不超过15项入围奖项目，入围项目票数需超过投票人数的半数以上。



### 第十五条

终评从复评产生的入围项目中选出不超过10项入围奖和1项大奖，入围项目票数需超过投票人数的半数以上。

### 第十六条

最终评审结果报设计周组委会办公室审核通过。由评审工作办公室记录整理复评、终评过程性文件存档。

## 第六章 表彰和推广

### 第十七条

每年度北京国际设计周颁奖典礼上将公布服务设计奖年度最终获奖项目，并举办颁奖仪式，为获奖项目颁发奖杯和荣誉证书。

### 第十八条

服务设计奖获奖项目将在北京国际设计周官网及媒体上进行广泛宣传，以扩大服务设计奖在设计界及全社会的影响力。

### 第十九条

鼓励和支持服务设计奖获奖项目的主管部门、金融投资机构和有关单位对获奖项目进行表彰和奖励，并进一步加大对获奖项目的宣传力度，不断扩大其影响力。

## 第七章 附 则

### 第二十条

服务设计奖的评审过程坚持公正、公平、公信的原则，保持评审的独立性。评审严格执行本章程规定，严肃评审纪律，坚决杜绝暗箱操作、利益交换，届时组委会办公室委托相关部门对全程工作监督执行。

### 第二十一条

北京国际设计周组委会办公室有权对参评和获奖作品在相关知识产权许可范围内进行宣传、推广、介绍和引用。

### 第二十二条

本章程经北京国际设计周组委会办公室审定通过。

### 第二十三条

本章程自发布之日起执行，由奖项评审工作办公室负责解释。

北京国际设计周组委会

## Chapter I General Rules

### Article 1

Beijing Design Week is an annual international cultural event jointly sponsored by Ministry of Culture and Tourism of the People's Republic of China and the People's Government of Beijing City with the approval of the state. Beijing Design Week establishes Service Design Award, which is selected annually.

### Article 2

"Service" in the Charter refers to the initiatives taken by individuals, enterprises and society to satisfy the customers' or the public needs. "Service" can be either a single and intangible service or the service system combined with tangible products. "Service Design" refers to the design method which focuses on studying and improving the service system, centers on the user experience, aims to provide customers with better service and experience by integrating science and technology, culture and art, society and economy, laws, charter and standards in the service behavior to generate and expand the clients' demands, so as to render services more available, helpful, user-friendly and needed. Service design is the key development trend of Beijing design industry. It combines design, management, technology and knowledge and is devoted to providing end users with a comprehensive service system and process.

## Chapter II Award Setting

### Article 3

Service Design Award is a special award in the service design field of Beijing Design Week, including no more than 10 awards for the shortlist and 1 Service Design Award.

## Chapter III Candidates and Selection Standards

### Article 4

Service Design is a new design category in which service is developed through orderly planning and ecological construction of service scenario, user experience and interaction of stakeholders involved in the service processes by employing mature design processes and technologies in the design methodologies. It is a high-end form of the design concept applied to the service field, particularly emphasizing integration between individuality, branding and resources and sustainable development.

### Article 5

Service Design Award is designed to focus on social innovation, discover the operating mode of the service design in interaction between people and people, people



and nature, people and society, explore, select and award the projects that can be applied, duplicated and promoted in markets. It aims to promote the healthy development of the service design so that it can be recognized by governments, public and enterprises and the design thinking can be applied widely in social production and life.

#### Article 6

The candidates for the Service Design Award include: the existing innovative service products in China, especially those that mainly serve China's markets or have great relevance to China's markets, and those highly innovative ones that make great contribution to and can be duplicated and promoted in innovation of business mode, cultural tourism, financial services, city operation, public service, rural revitalization, consumption experience, healthcare, targeted poverty alleviation and sustainable development and other fields.

#### Article 7

Candidates for the Service Design Award shall meet the following standards:

##### 1. Selection scope and category

(1) public administration and services: including city operation, community services, rural revitalization (targeted poverty alleviation), provision for the aged and the disabled, charity services and sustainable development.

(2) production and market services: including finance, transportation, logistics, E-business, information and communication, lease and business, consultancy and manufacturing services.

(3) life and consumption services: including education and training, healthcare, accommodation and catering, cultural tourism, sports and entertainment, living environment and commodity retailing.

(4) others: social innovative fields promoted by the service design.

##### 2. selection standards

Candidates shall meet the following standards (over four standards)

##### (1) Uphold the principle of design with goodwill

Service contents shall conform to morality and laws and not contravene public order and good morals. The guidance of demands shall be positive and healthy, promote production optimization and satisfy people's demand for a good life. The application of technologies shall abide by the principle of sustainable development and reflect the features of sustainable development, such as being ecologically civilized, environmentally friendly, energy-saving and environmental and suited to local conditions.

##### (2) Uphold the principle of being demand-oriented

Service products shall be designed to meet the practical needs and solve the problems in production and life through integration and innovation. Exploration of implicit demands and innovative demands shall correspond with the national conditions and stages of social development.

##### (3) Uphold the principle of being user-centered

Great emphasis shall be put on creating user-centered interface, environment and service processes from the customers' perspective and bringing customers good experience by designing a series of scenario-based contact to interact with customers.

##### (4) Possessing the ability of transboundary integration

The design of service products shall effectively integrate culture with science and technology, public service with marketing, service industry such as information, finance, logistics and retailing with the first and second industries. Interdisciplinary knowledge and cross-industry resources shall be integrated by designing thinking to form the brand-new service products.

##### (5) Feature in being logic, continuous, complete and adapted to the environment

The design shall connect services with products and coordinate the customers' path from different dimensions, control the service pace and logic, consider, plan and move every contact and branch service from the beginning to the end. The service product shall form a complete and autonomous internal system. Meanwhile, the service product itself can be modularized and possess universal interface so that it can be strongly adapted to and connected with the outside environment.

##### (6) Feature in visualization

Design visualized interface, environment and products to present the intangible service. Tangibilize the intangible service or combine the intangible service with the tangible product so that the service contents are easy to be found by customers and rationality of the service can be enhanced.

##### (7) Feature in being duplicated, promoted, combined and applied

During designing, great emphasis is put on standardization, reusability and composability of the service product. During use, iterative functions of the service product can be renewed and the space for improvement is reserved through interaction with customers so that the product can have a broader application prospect by duplication and recombination.

## Chapter IV Award Selection Organization

### Article 8



The selection and presentation of the Service Design Award shall be organized and implemented by the Organizing Committee Office of Beijing Design Week. The Prize Evaluation Office shall be responsible for daily work. The result shall be announced on the official website of Beijing Design Week each July.

#### Article 9

The review of the Service Design Award shall be organized and implemented by domestic and international design organizations, academic colleges and universities, research institutes, mainstream media and "expert review panel" composed by representatives relevant to this industry at the invitation of the Organizing Committee Office of Beijing Design Week.

### Chapter V Selection Procedures

#### Article 10

The winners of the Service Design Award shall be selected through nomination, preliminary assessment, reappraisal and final evaluation.

#### Article 11

The nomination of the Service Design Award takes the form of nomination by public (including self-nomination), nomination by experts, nomination by institutions and nomination by media. The Review Office shall examine and approve qualifications of the nominated projects.

#### Article 12

The Review Office shall organize the "expert review panel" to carry out preliminary evaluation on the approved projects. The projects selected for preliminary evaluation shall be no less than 30. The list of the selected projects shall be published on the official website of Beijing Design Week for comments and suggestions from various circles of the society.

#### Article 13

During the stages of reappraisal and final evaluation, the Review Office shall organize the "expert review panel" composed of no less than 10 people(odd number), who will be enclosed and cast open votes after on-site review. The results shall be based on the votes.

#### Article 14

The projects selected for reappraisal shall be no more than 15. The votes for each project selected shall exceed half the number of voters.

#### Article 15

The projects selected for final evaluation shall be awarded no more than 10 awards for the shortlist and 1 Service Design Award. The votes for each project selected shall exceed half the number of voters.

#### Article 16

The final result shall be reported to the Organizing Committee Office of Beijing Design Week for approval. The Review Office shall record, organize and keep the documents for reappraisal and final evaluation on file.

### Chapter VI Awarding and Promotion

#### Article 17

The results of the Service Design Award shall be announced at the annual awarding ceremony of Beijing Design Week. Winners shall be granted trophies and certificates of honor.

#### Article 18

The award-winning projects shall be widely publicized on the official website of Beijing Design Week and other media so as to expand the influence of the Service Design Award in the design industry and society.

#### Article 19

The competent departments, financial investment institutions and relevant units shall be supported and encouraged to commend and give awards to the award-winning projects and further publicize these projects and expand their influence.

### Chapter VII Supplementary Articles

#### Article 20

The review process of the Service Design Award shall be based on the principles of justice, fairness and credibility and maintain independence. During the review, the Charter shall strictly be implemented and disciplines shall be strictly enforced. Black case work and exchange of interests shall be resolutely prohibited. The Organizing Committee Office of Beijing Design Week shall authorize relevant departments to supervise and implement the whole process for the occasion.

#### Article 21

The Organizing Committee Office of Beijing Design Week shall reserve the right to advertise, promote, introduce and cite the participating and award-winning works within the limit of intellectual property license.

#### Article 22



The charter shall be examined and approved by the Organizing Committee Office of Beijing Design Week.

#### Article 23

The Charter shall be executed as of the date of publication, and shall be interpreted by the Prize Evaluation Office.

**Beijing Design Week Organizing Committee**

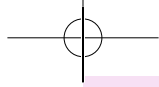
## 第五届两岸新锐设计竞赛 “华灿奖” “Hua Can Award”

第五届两岸新锐设计竞赛“华灿奖”由国务院台湾事务办公室指导，中国高等教育学会、中华山文化交流协会和北京歌华文化发展集团联合主办，竞赛面向两岸青年设计师和高校师生，以创新、时尚、实用为评审原则，选拔最具创新意识和培养潜力的青年设计人才，从而增进两岸四地青年设计人才的交流与互动，推动中国设计事业的创新与发展。

随着5年的发展，“华灿奖”受到了两岸青年设计师的广泛关注和各主办单位领导们的高度重视与支持。现已在两岸设立了东北分赛区、华北分赛区、华中分赛区、华东分赛区、华南分赛区、西南分赛区和港澳台分赛区，共7个分赛区广泛征集参赛作品。

2018“华灿奖”征集类别继续保留原有的：视觉传达设计、数字多媒体设计、产品设计、工艺美术、定向主题设计五大类别。另外，为符合推动工业4.0和康养产业大发展的趋势，推动青年设计师关注科技创新和老龄化社会的需求，新增加了“工业设计——智能制造”和“康养产品设计”两项类别。

最终“华灿奖”将评选出全场大奖、年度最佳新锐设计师、年度优秀新锐设计师、年度新锐设计师，共20个奖项及“美妍美仪”品牌VI设计奖、“哈工大教育机器人”品牌VI设计奖，2个定向主题奖。届时颁奖典礼将于10月19日在成都举办。



Guided by the Taiwan Affairs Office of the State Council and co-hosted by the China Association of Higher Education, China Zhongshan Cultural Exchange Association and Beijing Gehua Culture Development Group, the Fifth Cross-strait New Design Competition "Hua Can Award" is aimed at young designers and college teachers and students of the cross-straits. It takes innovation, fashion and practicality as the evaluation principle to select the most innovative and potential young design talents, so as to promote the exchange and interaction of young design talents from the four places of the cross-straits and promote the innovation and development of China's design cause.

In the past 5 years, "Hua Can Award" has been widely concerned by young designers on both sides of the Strait and is highly valued and supported by leaders of various organizers. Now 7 competition divisions on both sides of the Strait have been set up, that's, the North-east Division, the North China Division, the Central China Division, the East China Division, the South China Division, the Southwest Division and the Hong Kong, Macao and Taiwan Division, to collect extensively the entries.

The collection category of "Hua Can Award" 2018 continues to retain the original one: Visual Communication Design, Digital Multimedia Design, Product Design, Arts and Crafts and Directional Theme Design. In addition, in order to meet the trend of promoting the development of Industry 4.0 and health-care industry and to promote young designers to pay attention to the needs of scientific and technological innovation and aging society, two new categories have been added: Industrial Design-Intelligent Manufacturing and Health-care Product Design.

In the end, the "Hua Can Award" will be awarded 20 awards, including the Grand Prize, Best Designer of the Year, Outstanding Designers of the Year, New Designer of the Year, the VI Design Award of "MYMY" brand, the VI Design Award of "Harbin Institute of Technology Education Robot" brand, and two Directional Theme Design Awards. The award ceremony will be held in Chengdu on October 19th, 2018.