

北京设计奖

Beijing Design Awards

北京设计奖

常设奖项: 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

支持单位: 国家发展和改革委员会经济体制与管理研究所

承办单位: 北京歌华文化研究发展中心

颁奖时间: 2019年9月5日

颁奖地点: 中华世纪坛

特设奖项: 文博设计奖

主办单位: 北京国际设计周组委会

协办单位: 北京市文化和旅游局、北京市文物局、北京市公园管理中心、北京市文化创意产业促进中心

支持单位: 北京市旅游行业协会、北京京旅恒展国际会展有限公司、北京东方嘉诚文化产业发展有限公司

承办单位: 北京歌华文化研究发展中心

颁奖时间: 2019年9月12日

颁奖地点: 全国农业展览馆

Beijing Design Awards

Award Categories: Classic Design Award, Traditional Craft Design Award, Service Design Award

Host: Beijing Design Week Organizing Committee

Supporter: Institute of Economic System and Management, National Development and Reform Commission

Organizer: Beijing Gehua Cultural Research and Development Center

Time of Prize Presentation: September 5, 2019

Location of Prize Presentation: China Millennium Monument

Award Category: Museum Merchandise Design Award

Host: Beijing Design Week Organizing Committee
Co-organizers: Beijing Municipal Bureau of Culture and Tourism, Beijing Administration of Cultural Heritage, Beijing Municipal Administration Center of Parks and the Cultural and Creative Industry Development Center of Beijing

Supporters: Beijing Tourism Industry Association, Beijing Jinglv Hengzhan International Convention Co., Ltd., Beijing Oriental Jiacheng Cultural Development Co., Ltd.

Organizer: Beijing Gehua Cultural Research and Development Center

Time of Prize Presentation: September 12, 2019

Location of Prize Presentation: China Agricultural Exhibition Center

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2019北京国际设计周在以往经典设计奖、传统工艺设计奖和服务设计奖的基础上,根据设计周组委会和行业专家的意见,将传统工艺设计奖与服务设计奖由原来的国内评选扩大到国际范围。此外,为鼓励表彰文化文物单位文创产品的创意、设计、制作和市场营销工作,助推北京文创产品提质增效,在市文化和旅游局、市文物局、市公园管理中心和市文促中心的大力支持下,2019年还特设了“文博设计奖”。随着奖项的逐步增加,经全国清理和规范庆典研讨会论坛活动工作领导小组批准,将设计周奖项更名为“北京设计奖”。

北京设计奖是北京国际设计周组委会设立的专业奖项,每年评选一次,由常设奖项和特设奖项组成,在北京国际设计周期间公布并颁奖。北京设计奖秉承“大设计”理念,坚持公益性、公开性、国际性和融合性的定位,是目前国内外设计奖项中评选范围广、时间跨度长、专业学术强的综合性奖项。北京设计奖致力于构建中国创意设计评价体系,通过设计满足人民对美好生活不断增长的需要,为全球设计行业发展贡献中国智慧。

2019北京设计奖由经典设计奖、传统工艺设计奖、服务设计奖三个常设奖项和特设的文博设计奖组成。

经典设计奖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。

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性、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。

文博设计奖作为2019年北京设计奖特设奖项,包括三个主题:一是博物馆文创产品主题:以北京博物馆藏品作为文化创意的数据库,开发一系列蕴含历史文化寓意的创意产品,坚持传统艺术与时尚、历史与现代相结合的设计理念,把文化传播到每个人的身边,真正做到把“博物馆带回家”;二是公园、景区文创产品主题:将历史沿革、经典建筑、绘画、文物等元素,结合现代的审美和功能重新设计开发的公园景区文创产品,深受公园景区游客的喜爱;三是文化旅游产品主题:文化是灵魂,旅游是载体。文化旅游产品是城市形象推广的重要载体和媒介,能充分展示城市旅游形象和品牌形象魅力。

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2019北京设计奖经典设计奖、传统工艺设计奖、服务设计奖获奖作品,评选结果在9月5日设计周颁奖仪式上揭晓。

作为今年北京设计奖首次推出的文创类奖项,文博设计奖的作品征集工作于2019年5月启动,作品由北京市文化和旅游局、北京市文物局、北京市公园管理中心、北京市文化创意产业促进中心等四个单位进行征集选送。文博设计奖评审工作分为初评、复评、终评三个阶段,评审采用智能化的征集评审系统,保证了征集评审工作的快捷高效,评选结果在9月12日设计博览会开幕活动上揭晓。

Beijing Design Awards

Beijing Design Awards consists of Classic design award, Traditional Craft Design Award and Service Design Award. 2019 Beijing Design Week (BJDW) has adopted the advices of the Beijing Design Week Organizing Committee and industrial experts and expanded the coverage of Traditional Craft Design Award and Service Design Award from Chinese to international candidates. In addition, Museum Merchandise Design Award, supported by Beijing Municipal Bureau of Culture and Tourism, Beijing Administration of Cultural Heritage, Beijing Municipal Administration Center of Parks and the Cultural and Creative Industry Development Center of Beijing, will be granted in 2019 to good creativity, design, production and marketing practices of cultural and heritage institutions. As approved by the leading group of the National Campaign of Regulating Celebrations, Workshops and Forums, the BJDW design awards have been categorized into Beijing Design Awards.

Beijing Design Awards, consisting of permanent and special awards, are professional awards granted annually by Beijing Design Week Organizing Committee in Beijing Design Week. Beijing Design Awards, non-profit, open, international and comprehensive awards, are granted to "Grand Design" selected from a wide range of candidates. It is aimed to help establish China's creativity and design evaluation system, meeting the public demands for a better life, and contribute Chinese wisdom to global design industry.

2019 Beijing Design Awards consist of three permanent awards, including Classic Design Award, Traditional Craft Design Award and Service Design Award as well as a special Museum Merchandise Design Award.

Classic Design Award aims to highlight the important role of creative design in society, economy, livelihood and other fields, to advocate the concept of "Grand 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.

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 re-design, 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 to gradually cultivating traditional crafts and to recreating wind vanes.

Focusing on social innovation issues, the Service Design Award attaches great attention to the innovative application of design thinking in social life, social management, service processes and consumption processes, and excavates, selects as well as commends projects that are marketable, replicable and promotable 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.

The Museum Merchandise Design Award stresses three themes. Cultural and creative products in museums: based on collections in Beijing museums, a series of culturally and historically creative products will be developed to combine traditional art and fashion, history and modernity, and thus the public may "bring museums home"; cultural and creative products in parks and scenic areas: the products will integrate historical evolution, classic architectures, paintings and cultural heritages as well as modern aesthetics and functions, and satisfy tourists; cultural tourism products: culture is the soul and tourism is the medium. Cultural tourism products, as important means of promoting the city image, can effectively display the city's tourism image and brands.

Based on the charters, Classic Design Award, Traditional Craft Design Award and 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 appraised in stages. After the four stages: nomination, preliminary 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 Award, Traditional Craft Design Award and Service Design Award in 2019 Beijing Design Week will be selected finally. The results of the selection will be announced at the awarding ceremony on September 5.

As the design award, first appeared in this year, focusing on promoting cultural and creative, the Museum Merchandise Design Award has initiated its work collection from May 2019. Works will be collected and appraised by Beijing Municipal Bureau of Culture and Tourism, Beijing Administration of Cultural Heritage, Beijing Municipal Administration Center of Parks and the Cultural and Creative Industry Development Center of Beijing. Contributions will go through the Preliminary Evaluation, Re-evaluation and Final Evaluation in a smart system. The evaluation results will be made public at the opening ceremony of the Design Expo on September 12.

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经典设计奖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。

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性、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。

文博设计奖作为2019年北京设计奖特设奖项，包括三个主题：一是博物馆文创产品主题：以北京博物馆藏品作为文化创意的数据库，开发一系列蕴含历史文化寓意的创意产品，坚持传统艺术与时尚、历史与现代相结合的设计理念，把文化传播到每个人的身边，真正做到把“博物馆带回家”；二是公园、景区文创产品主题：将历史沿革、经典建筑、绘画、文物等元素，结合现代的审美和功能重新设计开发的公园景区文创产品，深受公园景区游客的喜爱；三是文化旅游产品主题：文化是灵魂，旅游是载体。文化旅游产品是城市形象推广的重要载体和媒介，能充分展示城市旅游形象和品牌魅力。

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经典设计奖

Classic Design Award

经典设计奖

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8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）、汉字信息处理与激光照排系统（2018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，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。

It is designed to highlight the importance of creative designs in society, economy and people's livelihoods, advocating the concept of "Grand Design". Classic Design Award also commands designs, projects and artworks that contribute to social progress, cultural development, industrial promotion, improvement of people's daily life and urban and rural construction in China.

Since its establishment in 2011, Classic Design Award has gone through eight 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), Chinese character information processing and laser phototypesetting system (2018). The "Grand Design" concept represented by Classic Design Award 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

(各奖项专家均按姓名音序排列)

Final Evaluation Experts

(by alphabetic order)

陈冬亮

Chen Dongliang

中国工业设计协会副会长、北京工业设计促进会理事长。
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高世楫

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Director-General & Research Fellow of Institute for Resource and Environmental Policies, Development Research Center of the State Council, member, Advisory Committee for State Informatization



何兰生

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Editor-in-Chief of Farmers' Daily, senior editor, expert receiving special allowance from the State Council



李丹阳

Li Danyang

北京歌华文化发展集团党委书记、总经理；北京国际设计周组委会办公室常务副主任。
Secretary of Party Committee and General Manager of Beijing Gehua Cultural Development Group, Executive Deputy Director of Beijing Design Week Organizing Committee Office



柳冠中

Liu Guanzhong

清华大学首批文科资深教授，清华大学美术学院责任教授、博导，中国工业设计协会荣誉副会长兼专家工作委员会主任，光华龙腾设计奖主席。
one of the first batch of senior professors of liberal arts in Tsinghua University, professor of responsibility and doctoral supervisor of Academy of Arts & Design, Tsinghua University, Honorary Vice President of China Industrial Design Association and director of the Expert Work Committee, Chairman of Dragon Design Foundation Award



宋慰祖

Song Weizu

北京市政协副主席、民盟北京市委专职副主委、工业设计高级工程师
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王巍

Wang Wei

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吴海燕

Wu Haiyan

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Professor, doctoral supervisor of China Academy of Art, member of the 7th evaluation panel for design of the Academic Degrees Committee of the State Council, Vice Chairman of China Fashion Association, Chairman of Zhejiang Creativity & Design Association, Vice Chairman of Zhejiang Woman Scientists' Association



吴志强 Wu Zhiqiang

中国工程院院士, 国务院政府特殊津贴专家, 德国工程科学院院士, 瑞典皇家工程科学院院士, 中国2010年上海世博会园区总规划师, 北京城市副中心城市设计综合方案总规划师。
Academician of Chinese Academy of Engineering, expert receiving special allowance from the State Council, academician of German Academy of Engineering and the Royal Swedish Academy of Sciences, chief planner of World Expo 2010, Shanghai, chief planner of the urban design of Beijing's subsidiary administrative center

曾辉 Zeng Hui

北京国际设计周策划总监。
Planning Director of Beijing Design Week

赵东鸣 Zhao Dongming

北京国际设计周专家顾问。
Expert Consultant of Beijing Design Week

特别感谢王敏、王中专家对北京设计奖的支持

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

王中 Wang Zhong

中央美术学院城市设计学院院长、教授。
Expert Consultant of Beijing Design Week



复评专家 Re-evaluation Experts

郭玉明 Guo Yuming

中国航天科技集团有限公司研究员, 曾先后获国家科技进步特等奖两项, 一等奖一项, 二等奖两项; 2001年获国务院政府津贴; 曾作为首席专家承担国防973课题。
Researcher of China Aerospace Science and Technology Corporation, winner of two special, one first and two second prizes of National Award for Scientific and Technological Progresses, receiving State Council allowance in 2001, chief expert of the National Defense 973 Project



李中扬 Li Zhongyang

首都师范大学设计学科负责人、教授、研究生导师; 首都师范大学视觉设计与教育研究所所长; 中国高等教育学会理事; 国际设计理事会ico-D会员。
Head of design discipline, professor, research supervisor, Director of the Research Institute of Visual Design and Education of Capital Normal University, member of China Association of Higher Education, member of International Council of Design (ico-D)



孙林 Sun Lin

国务院政府特殊津贴专家, 中国科普作家协会农业专业委员会主任委员, 中国版协科技出版委员会副主任, 全国农产品加工产业发展联盟副主席, 全国农业科技创业创新联盟副主席, 中国优质农产品开发服务协会副会长。
Expert receiving special allowance from the State Council, directorial member of Agriculture Committee of China Science Writers Association, Vice Chairman of the Science & Technology Publishers Committee of the Publishers Association of China, Vice Chairman of China Agricultural Product Processing Industry Alliance, Vice Chairman of China Agricultural Innovation and Entrepreneurship Alliance, Vice Chairman of China Quality Agricultural Product Development Service Association



赵虎 Zhao Hu

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Chairman of Phoenix New Media Limited and Focus Media Co., Ltd., Chief Editor of Interior Design China, honorary member of Interior Design of Architectural Society of China, Vice Chairman of Design Committee of China Interior Decoration Association, Vice Chairman of Design Committee of China Building Decoration Association



初评专家

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Chen Anying

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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列。

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	<p>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。</p> <p>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。</p>
评奖程序	<p>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。</p> <p>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。</p> <p>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。</p> <p>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。</p> <p>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。</p>
表彰和推广	<p>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。</p> <p>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。</p> <p>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。</p> <p>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。</p>
附则	<p>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。</p> <p>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。</p> <p>本章程经专家委员会审议，报组委会审定通过。</p> <p>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。</p> <p>北京国际设计周组委会</p>

General Provisions	<p>Classic Design Award of Beijing Design Week (hereinafter referred to as “Classic Design Award”) is a permanent award set up and hosted by organizing committee of Beijing Design Week, which is appraised annually.</p> <p>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, urban and rural construction, etc.</p>
Awards Setting	<p>Classic Design Award is the highest award of Beijing Design Week, including less than 10 finalists and 1 Classic Design Award.</p>
Candidates and Selection Standards	<p>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 have won the Award before (excluding finalists) are not included in the scope of finalists and evaluation.</p>
	<p>The projects and works for the selection of Classic Design Award shall meet the following criteria:</p> <p>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.</p> <p>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.</p>
	<p>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 intellectual property.</p> <p>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.</p>

	<p>Integrated development Having the vision of integrated development between design and manufacturing, information, finance, tourism, people's livelihood, etc., promoting social development and industrial upgrading.</p>		<p>universities and institutions, design circle, industry circle, and mainstream media in China which are invited by the organizing committee. The annual Classic Design Award will be selected by secret ballot from the finalists generated from the reevaluation. Number of votes of the winner should be more than half of the number of the voters.</p>
	<p>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.</p>	<p>Commendation and Promotion</p>	<p>The expert group will report the voting result to the organizing committee which will examine and approve the result and confirm the winner.</p> <p>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.</p>
<p>Award Selection Organization</p>	<p>Organizing Committee of Beijing Design Week is in charge of the evaluation and commendation of Classic Design Award. Evaluation office is established to be responsible for daily routines. Evaluation announcement is released on the official website of Beijing Design Week in July each year.</p> <p>The evaluation 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.</p>		<p>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.</p> <p>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.</p> <p>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.</p>
<p>Evaluation Procedure</p>	<p>Four procedures including nomination, preliminary evaluation, reevaluation, and final evaluation will be gone through before the final winner of Classic Design Award is selected.</p> <p>The candidates will be selected by specially invited experts, specially invited media, and specially invited awards during nomination and preliminary evaluation; relevant organizations will do qualification authentication and verification, and over 30 projects will be selected for preliminary evaluation.</p> <p>The project list of preliminary evaluation will be released and announced on the official website of Beijing Design Week after preliminary evaluation for public opinions.</p> <p>Votes will be given by experts and media for reevaluation. Over 10 projects and works will be selected as the finalists.</p> <p>Final evaluation will be carried out by the expert group of Classic Design Award of Beijing Design Week. The expert group is made up by over 10 persons (odd number) randomly selected from the "evaluation panel" which is composed by representatives from design organizations, uni-</p>	<p>Supplementary Provisions</p>	<p>The evaluation of the Classic Design Award adheres to the principle of fairness, justice and public trust, and ensures the independence of the award evaluation. The evaluation strictly follows the regulations of the provision. The evaluation 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.</p> <p>Organizing Committee of Beijing Design Week has the right to promote and publish the works that participate in the evaluation or winning the award within the scope of permission by relevant intellectual property.</p> <p>The Chart goes into effect with the deliberation of the expert committee and the approval by the organizing committee.</p> <p>The Chart is executed on the date of release, and is explained by the Office of Classic Design Award of Beijing Design Week Organizing Committee.</p> <p>Beijing Design Week Organizing Committee</p>

传统工艺设计奖 Traditional Craft Design Award

传统工艺设计奖目的是推动“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，秉承传统工艺与现代设计共融共生理念，将传统工艺的技术、文化、精神、基因转化融入到现代生活，对传统工艺设计未来发展产生引领性、导向性作用。

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.

Traditional Craft Design Award focuses 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

暴淑艳

Bao Shuyan

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陈冬亮

Chen Dongliang

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李丹阳

Li Danyang

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柳冠中

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One of the first batch of senior professors of liberal arts in Tsinghua University, professor of responsibility and doctoral supervisor of Academy of Arts & Design, Tsinghua University, honorary Vice President of China industrial design association and director of the expert work committee, Chairman of Dragon Design Foundation Award



宋慰祖
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Professor, doctoral supervisor of China Academy of Art, member of the 7th evaluation panel for design of the Academic Degrees Committee of the State Council, Vice Chair of China Fashion Association, Chair of Zhejiang Creativity & Design Association, Vice Chair of Zhejiang Woman Scientists' Association



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Academician of Chinese Academy of Engineering, expert receiving special allowance from the State Council, academician of German Academy of Engineering and the Royal Swedish Academy of Sciences, chief planner of World Expo 2010, Shanghai, chief planner of the urban design of Beijing's subsidiary administrative center



张彬
Zhang Bin

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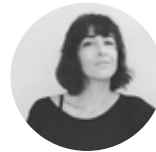
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Marcella Campa
Marcella Campa

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舒剑

Shu Jian

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田苗

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北京CBD核心区域的艺术设计馆，2016年作为唯一女性独立设计师参与了上海国际家具east展。
Art design gallery, CBD Beijing, the only woman independent designer in 2016 East Exhibition, Shanghai



宋本蓉
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Director of Cultural Property Research Center, Architectural Design and Research Institute of Tsinghua University, vice director of Jinan Baihuazhou Traditional Art Work Station



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首尔设计节总经理。
President of Seoul Design Week



Kari Korkman

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墨西哥杂志总编。
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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

总则

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。

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）。

奖项设置

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，将设立国内和国际两部分提名，最终选出包括不超过10项入围奖和不超过2项传统工艺设计奖。

评选对象及标准

传统工艺设计奖的评选对象为：在国际国内投入使用为主，秉承传统工艺与“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。

传统工艺设计奖评选项目和作品应符合下述标准
针对国内提名：

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。

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作用，具有广泛的社会影响力和关注度。

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。

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。

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。

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。

针对国际提名：

弘扬该民族传统文化精神、满足当地人民美好生活需求、展现该国家设计力量、具备可持续价值、富于融合性创新、体现文化多样性。
具有较大的可借鉴意义：提名项目针对文化、地域环境、工艺、传承等方面解决的问题，对于中华民族传统手工艺的发展和传承有实际借鉴价值。

评奖组织

传统工艺设计奖的评审和表彰，国内提名评审部分由北京国际设计周组委会办公室负责组织实施，由北京设计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。
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。

评选程序

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。国内和国际评审在终评阶段前分别由国内评审组和国际提名组独立进行，国内评审组提交不少于15项终评入围候选名单，国际评审组提交不少于10项终评入围候选名单，最终由国内评审组在国际国内共不少于25项入围候选名单中评选出不超过10项入围奖和不超过2项传统工艺设计奖。

提名阶段：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。

国内初评阶段：将报名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，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。

国内复评阶段：传统工艺设计奖由评审工作办公室组织不少于5人（奇数）的“专家评审组”，采取封闭式评审形式，通过记名投票，根据票数形成复评结果，国内复评从初评产生的入围项目中选出不超过15项，入围项目票数需超过投票人数的半数以上。

国际评审阶段：传统工艺设计奖项组织“专家评审组”，进行记名投票，根据票数形成评审结果，国际评审从选出不超过10项终评入围项目，入围项目票数需超过投票

	<p>人数的半数以上。</p> <p>终评阶段：由传统工艺设计奖评审工作办公室组织不少于10人（奇数）的“专家评审组”采用封闭式投票形式。从国内复评产生的不少于15项备选项目和国际评审的不少于10项的备选项目中选出不超过10项入围奖和不超过2项大奖，入围项目票数需超过投票人数的半数以上。</p> <p>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。</p>	<p>General Provisions</p>	<p>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.</p> <p>The selection of the Traditional Craft Design Award aims to highlight the concept of "Grand 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.</p>
<p>表彰和推广</p>	<p>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。</p> <p>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。</p> <p>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</p>	<p>Awards Setting</p> <p>Candidates and Selection Standards</p>	<p>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.</p> <p>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 "Grand 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.</p>
<p>附则</p>	<p>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。</p> <p>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。</p> <p>本章程经设计周组委会办公室审定通过。 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。</p> <p>北京国际设计周组委会</p>		<p>The projects and works for the selection of the Traditional Craft Design Award shall meet the following criteria:</p> <p>Be nominated among Chinese candidates 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.</p> <p>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.</p>

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.

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.

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.

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.

Those nominated among international candidates should carry forward the spirit of traditional culture, meet the needs of a better life and demonstrate the power of design of their nationalities, and maintain the value of sustainability, forge integrated innovation and embody cultural diversity.

They should serve as valuable solutions for cultural, geographical, technical and inheritance challenges that may help the development and inheritance of traditional Chinese craftsmanship.

Award Selection Organization

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.

Evaluation Procedures

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.

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. Home and international evaluations will be made respectively and independently by the home and international evaluation panels before the Final Evaluation. The home panel will submit a list of no less than 15 and the international panel a list of no less than 10 eligible candidates, then the home panel will decide no more than 10 Finalist Award winners and no more than 2 Traditional Craft Design Award winners from the no less than 25 candidates.

Nomination: 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.

Home initial evaluation: the "expert evaluation panel" 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.

Home re-evaluation: the "expert evaluation panel" organized by the Evaluation Office, which consists of no less than 5 persons (odd number), adopts a centralized and closed selection model to conduct disclosed ballot. No more than 15 eligible projects will be selected from the candidates. The votes for each project selected shall exceed half the number of voters.

International evaluation: the "expert evaluation panel" conducts disclosed ballot. No more than 10 eligible projects will be selected from the candidates. The votes for each project selected shall exceed half the number of voters.

Final evaluation: the "expert evaluation team" organized by the Evaluation Office, which consists of no less than 10 persons (odd number), adopts a centralized and closed selection model to conduct disclosed ballot. From the no less than 15 home projects and the no less than 10 international projects, no more than 10 Finalist Award winners and no more than 2 grand award winners will be selected. The votes for each project selected shall exceed half the number of voters.

Awarding and Promotion

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.

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

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.

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.

服务设计奖

Service Design Award

服务设计奖

服务设计奖旨在鼓励、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 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.

Supplementary Articles

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.

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.

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

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

终评专家

Final Evaluation Experts

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房志武

Fang Zhiwu

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chairman of Wanhua Health, part-time professor of Xi'an Jiaotong University, member of the first expert committee of the State Council for Chinese medical system, Vice President of ESI, the largest PBM company



李丹阳

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柳冠中

Liu Guanzhong

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one of the first batch of senior professors of liberal arts in Tsinghua University, professor of responsibility and doctoral supervisor of Academy of Arts & Design, Tsinghua University, honorary Vice President of China industrial design association and director of the expert work committee, Chairman of Dragon Design Foundation Award



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宋慰祖

Song Weizu

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汤敏

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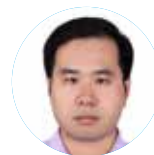
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北京国际设计周服务设计奖章程

Charter of the Service Design Award of Beijing Design Week

Francesco Zurlo

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总则

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。

本章程中的“服务”是指由个人、企业和社会组织实施的，旨在满足顾客或大众需求的公共行动。“服务”既可以是独立的服务方式或形态，也可以是与产品实物相结合的服务体系。“服务设计”是指专注于服务方式、形态或系统的研究与改善，是以用户为本，以诚信服务、优质服务为宗旨，以满足用户需求为目的，将科学技术、文化艺术、公共文明、社会经济、法制法规等要素在服务行为中有机结合，并形成系统化、标准化、契约化、社会化应用的设计方法。服务设计致力于实现当代高科技快速发展的新时期社会化服务的创新与提升，是北京国际设计周推动设计产业发展的重点方向。

奖项设置

服务设计奖为北京国际设计周服务设计领域的专项奖，将设立国内和国际两部分提名，最终评选出包括不超过10项入围奖和不超过2项服务设计奖。

评选对象及标准

服务设计是一种新型设计门类，强调服务的个性化、品牌化、资源高度整合以及可持续性，是设计思维应用于服务领域的高端形态。

服务设计奖着眼于关注社会服务创新，探索服务设计在人与人、人与自然、人与社会的和谐关系中合理利用的方式，对具备良好的市场化应用具有可复制、可推广特征的项目进行发掘、评选和表彰，以推动服务设计的健康发展，增强其为政府、公众和企业所认知，促进设计思维在社会生产、生活中有更广泛的应用。

服务设计奖的评选对象为：在国际国内已形成的服务创新产品，主要指服务于中国市场或同中国市场紧密关联的，在商业模式上创新的文化旅游、金融服务、城市运营、公共服务、乡村振兴、消费体验、医疗健康、精准扶贫等领域卓有成效、用户评价良好、可复制推广的服务设计项目、产品。

服务设计奖评选项目和产品应符合如下标准：

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。

	<p>(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。</p> <p>(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。</p> <p>(4) 其他类: 通过服务设计促进的社会创新领域。</p> <p>2、评选标准: 参评项目应符合以下条件(四条以上):</p> <p>(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, 满足人民对美好生活的需要。技术应用体现生态文明、环境友好、节能环保、因地制宜等可持续发展的特性。</p> <p>(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, 并应切合国情与社会发展阶段。</p> <p>(3) 秉持用户中心原则 突出以用户为中心, 创造人性化用户友好型界面、环境和服务流程, 以及场景化触点与用户互动, 为用户带来良好的体验。</p> <p>(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, 体现跨领域、跨产业资源整合, 形成新的优良服务产品。</p> <p>(5) 具备完整性、安全性、环境契合性形态 通过服务产品设计, 制定明确的服务目标与质量标准, 具备契约化和安全、完整、连续性的服务, 对客户服务透明化, 保障用户权益, 并能有效监督、调控、改善服务的机制。服务产品应能够与外部环境有较强的适应性和接驳能力。</p> <p>(6) 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, 以及在使用过程中自我更新迭代或升级重组, 展现更广阔的应用前景。</p>	<p>评选程序</p> <p>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。国内和国际评审在终评阶段前分别由国内评审组和国际提名组独立进行, 国内评审组提交不少于15项终评入围备选名单, 国际评审组提交不少于10项终评入围备选名单, 最终由国内评审组在国际国内共不少于25项入围备选名单中评选出不超过10项入围奖和不超过2项服务设计奖。</p> <p>提名阶段: 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。</p> <p>国内初评阶段: 将报名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。</p> <p>国内复评阶段: 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, 根据票数形成复评结果, 国内复评从初评产生的入围项目中选出不超过15项, 入围项目票数需超过投票人数的半数以上。</p> <p>国际评审阶段: 服务设计奖项组织“专家评审组”, 进行记名投票, 根据票数形成评审结果, 国际评审从选出不超过10项终评入围项目, 入围项目票数需超过投票人数的半数以上。</p> <p>终评阶段: 由服务设计奖评审工作办公室组织不少于10人(奇数)的“专家评审组”采用封闭式投票形式。从国内复评产生的不少于15项备选项目和国际评审的不少于10项的备选项目中选出不超过10项入围奖和不超过2项大奖, 入围项目票数需超过投票人数的半数以上。</p> <p>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。</p> <p>表彰和推广</p> <p>每年度北京国际设计周颁奖仪式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。</p> <p>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。</p> <p>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。</p> <p>附则</p> <p>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。</p> <p>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。</p> <p>本章程经北京国际设计周组委会办公室审定通过。</p> <p>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。</p>
<p>评奖组织</p>	<p>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。由北京国际设计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。</p> <p>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。</p>	<p>北京国际设计周组委会</p>

General Provisions

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.

"Service" in the Charter refers to the public initiatives taken by individuals, enterprises and society to satisfy the customers' or the public needs. "Service" can be either an individual means or form of service, or the service system combined with tangible products. "Service Design" is the design method that focuses on the study and improvement of service means, forms or systems, aims to meet users' demands with trustworthy and quality services, combines such elements as science and technology, culture and art, public civilization, social economy, laws and regulations, and creates systematic, standard, contractual and socialized applications. Service Design is dedicated to innovate and improve socialized services in the new age of rapid hi-tech development, and is BJDW's major approach to driving the development of design industry.

Award Setting

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 no more than 2 Service Design Award winners from candidates from home and international nominations.

Candidates and Selection Standards

Service Design is a new design category. 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.

Service Design Award is designed to focus on social service innovation, discover the usage 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.

The candidates for the Service Design Award include: the existing innovative service products in China and the world, especially those that mainly serve China's markets or have great relevance to China's markets and those that are effective, well-received, duplicable and promotable in innovation of business mode, cultural tourism, financial services, city operation, public service, rural revitalization, consumption experience, healthcare, targeted poverty alleviation and other fields.

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, and satisfy people's demand for a good life. The application of technologies shall 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-friendly interface, environment and service processes and bringing customers good experience through scenario-based interaction with customers.

(4) Possessing the ability of trans-boundary 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 primary and second industries, to reflect interdisciplinary and cross-industry resource integration and create new and quality service products.

(5) Be complete, safe, and adapted to the environment

Service products shall have clear service objectives and quality standards, provide contractual, safe, complete and continuous services, be transparent to and protect users' rights and interests, and be subject to effective supervision, regulation and improvement mechanisms. The service product shall be strongly adapted to and connected with the outside environment.

(6) Feature in being duplicated, promoted, combined and applied

Design of service products shall stress standardization, reusability and composability, and automatic update and improvement of such products, so that the product can have a broader application prospect.

Award Selection Organization

The evaluation and commendation of the Service Design Award shall be organized and implemented by Beijing Design Week Organizing Committee Office. The Evaluation Office shall be responsible for daily routines. The results shall be announced on the official website of Beijing Design Week each July.

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.

Selection Procedures

The winners of the Service Design Award shall be selected through nomination, preliminary assessment, reevaluation and final evaluation. Works from China and abroad will be rated independently by domestic judges and international nominators before the finals, respectively. At least 15 works will be shortlisted by domestic judges for further judgement, and at least 10 by the international nominators. No more than 10 will be selected as nominees and no more than two will be nominated for Service Design Award out of no less than 25 shortlisted works.

Nomination: The nomination of the Service Design Award adopts nomination by the public (including self-recommendation), nomination by experts, nomination by institutions, and nomination by media. The Evaluation Office is responsible for reviewing the qualification of the nominated projects.

Initial evaluation: 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 Service 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 to solicit public opinions.

At the second phase for the assessment of domestic works, Service Design Award is voted by registered ballot through concentrated and closed deliberations, which will be done by at least 10 (odd number) expert judges organized by the Judges' Administration Office. No more than 15 works will be shortlisted after the preliminary assessment. The nominee should have votes from more than half voters.

Service Design Award, when nominated internationally, is also voted by registered ballot. No more than 10 works will be shortlisted by the international nominators and the nominee should have votes from more than half voters.

At the final stage, Service Design Award is voted by closed ballot, which will be done by at least 10 (odd number) expert judges organized by the Judges' Administration Office. From the no less than 15 home projects and the no less than 10 international projects, no more than 10 Finalist Award winners and no more than two grand award winners will be selected. The votes for each project selected shall exceed half the number of voters.

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

Commendation and Promotion

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.

Supplementary Provisions

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.

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.

The review process of the Service Design Award shall be based on the principles of justice, fairness and credibility and maintain independence. The evaluation strictly enforces the provisions of the Charter, imposes rigid discipline, and resolutely rejects non-transparent operation and exchange of interests. The Beijing Design Week Organizing Committee Office will entrust relevant departments to supervise the whole implementation process of the award selection.

Beijing Design Week Organizing Committee Office has the right to advertise, promote, introduce and cite the works that are evaluated or winning the award within the scope of permission by relevant intellectual property.

The Charter shall be examined and approved by Beijing Design Week Organizing Committee Office.

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

文博设计奖

Museum Merchandise Design Award

为进一步推动北京市文博系统文化创意产品提质增效，鼓励、表彰和促进文化、文物单位的文创产品的创意、设计、制作和市场营销工作，2019北京国际设计周北京设计奖特设“文博设计奖”。该奖项分设三个主题：1、公园、景区文创产品主题：以北京公园、景区作为文化创意的数据库，开发一系列蕴含公园、景区文化寓意的创意产品。2、博物馆文创产品主题：以北京博物馆藏品作为文化创意的数据库，开发一系列蕴含历史文化寓意的创意产品，坚持传统艺术与时尚、历史与现代相结合的设计理念，把文化传播到每个人的身边，真正做到把“博物馆带回家”。3、文化旅游产品主题：文化是灵魂，旅游是载体。文化旅游产品是城市形象推广的重要载体和媒介，能充分展示城市旅游形象和品牌魅力。

Museum Merchandise Design Award is specially established during 2019 Beijing Design Week in order to further promote the quality and influence of the creative products in the cultural industry of Beijing, encourage the creating, designing, producing and marketing of the products and commemorate the achievement made. The Museum Merchandise Design Award stresses three themes. 1. Cultural and creative products in parks and scenic areas: the products will integrate historical evolution, classic architectures, paintings and cultural heritages as well as modern aesthetics and functions, and satisfy tourists 2. Cultural and creative products in museums: based on collections in Beijing museums, a series of culturally and historically creative products will be developed to combine traditional art and fashion, history and modernity, and thus the public may “bring museums home”; 3. Cultural tourism products: culture is the soul and tourism is the medium. Cultural tourism products, as important means of promoting the city image, can effectively display the city's tourism image and brands.

复评、终评专家

Experts in the Second and Final Assessment

雷海波

Lei Haiibo

中国工业设计协会理事。
Director of China Industrial Design Association



李凤朗

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L+首席设计师。
Chief Designer of L+



李友友

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初评专家 Initial Evaluation Experts

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Senior Artworks Master of Materials Studio of Mural Department of CAFA



2019北京设计奖“文博设计奖”作品征集公告

Call for entry submissions for Merchandise Design Award of BJDW 2019

为助推北京市文博系统文化创意产品的提质增效，鼓励、表彰和促进文化、文物单位的文创产品的创意、设计、制作和市场营销工作，2019北京设计奖特设“文博设计奖”。

(一) 主办单位：北京国际设计周组委会

(二) 协办单位：北京市文化和旅游局、北京市文物局、北京市公园管理中心、北京市文化创意产业促进中心

(三) 支持单位：北京市旅游行业协会、北京京旅恒展国际会展有限公司、北京东方嘉诚文化产业发展有限公司

(四) 承办单位：北京歌华文化研究发展中心

一、评奖形式及主题

(一) 评奖形式

本届评奖主要包括三个环节：征集宣推、专家评审、颁奖仪式。

(二) 主题设置

1. 博物馆文创产品主题

该主题以北京博物馆藏品作为文化创意的数据库，开发一系列蕴含历史文化寓意的创意产品，坚持传统艺术与时尚、历史与现代相结合作为设计理念，把文化传播到每个人的身边，真正意义上做到把“博物馆带回家”。

2. 公园、景区文创产品主题

以北京博物馆藏品作为文化创意的数据库，开发一系列蕴含历史文化寓意的创意产品，坚持传统艺术与时尚、历史与现代相结合的设计理念，把文化传播到每个人的身边，真正做到把“博物馆带回家”。

3. 文化旅游产品主题

文化是灵魂，旅游是载体。文化旅游产品是城市形象推广的重要载体和媒介，能充分展示城市旅游形象和品牌魅力。

二、评奖规则

(一) 报名参加

本届文博设计奖以北京地区为主，所有符合本届奖项主题及要求参与的机构、单位或个人均可报名参加。报名企业或个人将作品（实物作品和设计方案均可报名）信息填报至2019文博设计奖报名系统，填写报名表及知识产权承诺书。

(二) 报名要求

1. 报名作品需符合奖项主题，报送作品应以“文博设计”核心理念为指导，围绕文创研发设计的产品。

2. 报送作品不得仿冒国内外已上市的产品或侵犯他人知识产权的作品。如报送作品自有知识产权，需要提交相关的权属证书复印件。

3. 提交作品产品说明，明确作品的功能、用途、表达的文化理念、材料、工艺和价格。

4. 投产产品需报送实物，准备投产的产品应报送样品（应包含具体产品内容）。

5. 报送产品的市场价应在一万元以内。

6. 报名后，符合评奖规则的作品所有者应同意参加主办单位的展示会及有关宣传推广活动。

7. 本届文博设计奖免收报名费和评审费，符合评奖要求的作品，在奖项评审展示后，产品、样品、作品模型退还报名单位或个人；设计费、模型、样品、产品制作费用等均由参评单位或个人自行承担。

(三) 报名流程

1. 线上报名

登陆wbssj.bjdw.org网址，点击进入“2019文博设计奖”，注册信息，填写报名表，上传知识产权承诺书，提交产品说明等相关资料。

2. 报送作品

通过初评的设计方案类作品，根据组委会要求补充作品材料；通过初评的实物类产品，参与单位或个人需提交纸质版报名表和知识产权承诺书，将作品分类包装完整送至指定地点，组织单位另行通知时间、地点。

3. 评选及颁奖

组委会通过初评、复评和终评三个阶段的评审，最终结果将在2019北京国际设计周北京设计奖颁奖仪式上揭晓，获奖作品的机构及个人代表将出席文博设计奖颁奖仪式。

三、评奖时间安排

文博设计奖包括征集宣推、专家评审阶段、奖项揭晓及颁奖仪式阶段。

征集宣推阶段：2019年5月-7月15日

专家评审阶段：2019年7月15-30日

奖项揭晓及颁奖仪式：2019年9月12日

四、文博设计奖评审

(一) 文博设计奖评审分为初评、复评、终评三个阶段，其中初评采用线上评选方式进行评审，复评、终评为现场评选。通过初评的作品报送到组委会指定地点。本届文博设计奖组委会将邀请来自国内知名专家、学者组成专家评审团进行评审。

(二) 评审标准

1. 工艺性：该产品在材料应用、加工工艺等方面表现突出，产品质量优异、结构严谨、图案饱满、色彩合理、做工精良，包装便携。报名产品应属安全性产品，即：原材料安全、产品所含物质安全健康、无害、无异味、产品表面无毛刺等，符合国家相关安全质量标准。

2. 市场性：满足消费者购物的需求，品牌知名度高，有个性化的IP。报名作品定价合理，在市场上受欢迎程度高，购买者口碑较好。

3. 文化性：具有深厚的历史文化底蕴，反映中华文化的多样性和北京文化的包容性。体现北京文化特色，体现首都文化、皇城文化和民俗文化内涵，宜收藏，留念价值较高。

4. 创新性：注重科技与文化融合，产品设计创意新颖、独特，技艺或品种独创。产品应不落俗套，引领流行趋势，并具有自主知识产权。具备进一步深化设计、产品完善、批量生产的可行性。

5. 实用性：具备日常实用功能，满足消费者的购买消费需求、满足居家生活的需要、商务办公的需要、休闲娱乐的需要。具备馈赠的功能，具有北京纪念性的功能，品种多样，可供馈赠选择。具备便携性，产品稳定性好，包装合理，便于携带和运输。

	<p>6.环保性: 报名产品应保证生产过程环保, 生成过程标准, 符合相关行业环保要求。</p> <p>7.报名作品设计必须围绕2019文博设计奖主题, 并保证作品设计的完整性及真实性。</p> <p>8.报名作品设计、载体、类别符合文博设计奖要求, 不得违反中华人民共和国法律法规; 不得包含政治、宗教或商业信息; 不得违背公序良俗。</p> <p>9.报名作品主题表达准确, 表现手法具有艺术性, 并且能够体现设计与科技、人文的结合。</p> <p>10.设计方案在经济社会、百姓生活中是否具有实用性、独特功能、是否解决了实际问题、产生了积极效果、是否具有很高的安全性, 设计方案是否被市场及消费者广泛接受。</p>
<p>五、奖项设置</p>	<p>评选出2019“文博设计奖”三个, 优秀奖奖二十七。</p> <p>(一) 博物馆文创产品主题, 评选出2019“文博设计奖”1个, 优秀奖奖9个; 颁发奖杯、证书。</p> <p>(二) 公园、景区文创产品主题, 评选出2019“文博设计奖”1个, 优秀奖奖9个; 颁发奖杯、证书。</p> <p>(三) 优秀旅游产品主题, 评选出2019“文博设计奖”1个, 优秀奖奖9个; 颁发奖杯、证书。</p> <p>颁奖仪式将在2019北京国际设计周北京设计奖颁奖仪式举行, 获奖产品将在天猫国匠旗舰店进行集中展示。</p>
<p>六、其他事项</p>	<p>(一) 当遇到以下情况时, 组委会有权收回奖杯、证书:</p> <p>1.正式确认获奖作品侵犯了其他作品的知识产权。</p> <p>2.设计者对已获奖作品进行重大修改, 并继续在该作品上使用获奖标志或利用其进行宣传。</p> <p>(二) 报名单位或个人必须保证在各方面均没有违反或侵犯他人的知识产权, 包括商标、专利、版权、反不正当竞争、货源标记、商号、集成电路、多媒体、数据库、技术秘密、生物技术等各方面, 报名单位或个人者须严格遵守文博设计奖处理侵权投诉的程序。</p> <p>(三) 组委会有权使用报名信息或个人的信息进行与评奖活动有关的宣传活动, 例如发布获奖作品信息、展览展示、出版刊物等。</p>
<p>七、版权说明</p>	<p>(一) 作品须为参与者本人(或团体)创作的作品, 如作品发生知识产权或版权纠纷等, 组委会将取消其参评资格, 并由作者承担相应后果。所有因参评作品引发的版权或知识产权纠纷概与组委会无关。</p> <p>(二) 文博设计奖展出的作品, 组委会享有作品的印刷、出版(含电子出版)、推广的权利。本活动最终解释权归北京设计奖评审办公室。</p>

	<p>Museum Merchandise Design Award is specially established during 2019 Beijing Design Week in order to further promote the quality and influence of the creative products in the cultural industry of Beijing, encourage the creating, designing, producing and marketing of the products and commemorate the achievement made.</p> <p>(l) Host: Beijing Design Week Organizing Committee</p> <p>(2). Co-organizers include Beijing Municipal Bureau of Culture and Tourism, Beijing Municipal Bureau of Cultural Relics, Beijing Municipal Park Management Center and Beijing Cultural and Creative Industry Promotion Center.</p> <p>(3). Supporting Organizations include Beijing Tourism Industry Association, Beijing Jinglv Hengzhan International Convention Co., Ltd and Beijing Oriental Jiacheng Cultural Development Co., Ltd.</p> <p>(4) Organizer: Beijing Gehua Cultural Research and Development Center</p>
<p>1. the Process and Themes</p>	<p>(1), the Process BJDW contains 3 parts including entry invitations, experts' assessment and awards ceremony.</p> <p>(2). Themes (a). Cultural and creative products in museums Based on collections in Beijing museums, a series of culturally and historically creative products will be developed to combine traditional art and fashion, history and modernity, and thus the public may "bring museums home"</p> <p>(b). Cultural and creative products in parks and scenic areas A series of creative products which embrace cultural meanings of parks and scenic areas in Beijing can be developed based on the corresponding database.</p> <p>(c). Cultural tourism products Culture is the soul, and tourism is the carrier. Cultural tourism products, as important means of promoting the city image, can effectively display the city's tourism image and brand charm. Culture is the soul and tourism is the medium. Cultural tourism products, as important means of promoting the city image, can effectively display the city's tourism image and brands.</p>
<p>2. Assessment Procedures</p>	<p>(1). Sign ups Museum Merchandise Design Award mainly targets at Beijing. All qualified institutions, organizations, and individuals may sign up for BJDW. The participating enterprises or individuals may enroll their works (physical entries or design proposals) in the sign-up system of 2019 Museum Merchandise Design Award, fill out the entry form and sign the commitment on intellectual property rights protection.</p> <p>(2). Requirements (a). The entry should fit the theme of the award and center on culture and creativity guided by the concept of "Cultural Expo Design".</p> <p>(b). The entry shall not copy products that have been marketed home and abroad or works that infringe upon the intellectual property rights of others. A hard copy of the certificate shall be submitted along with it if the entry has been awarded its own intellectual property certificate.</p>

(c). The function, purpose, cultural concepts that it contains, materials, crafts and price should be added when submitting the entry.

(d). Products that have been launched on the market should be submitted in kind. Samples of entries to be produced should be submitted with details presented.

(e). The market value of the entry should be below RMB10,000.

(f). The owners of qualified entries should give their consent to participating in the exhibitions and promotion campaigns organized by hosts.

(g). No sign up or assessment fee will be charged in the name of Museum Merchandise Design Award. The products, samples or models as entries will be returned to the participating parties after the exhibitions of winning projects. The design and manufacturing of models, samples or products should be at the participating parties' own expense.

(3). Sign up Procedures

(a). Online Sign ups

Register through wbssj.bjdw.org by clicking the "2019 Museum Merchandise Design Award", fill out the application form and upload commitment on intellectual property rights protection and relevant materials including entry description.

(b). Entry Submission

Additional materials shall be submitted for design proposals that pass the preliminary evaluation based on the request of BJDW Organizing Committee. Paper registration form and commitment on intellectual property rights protection shall be submitted for physical entries that pass the preliminary evaluation and entries shall be classified, packed and sent to the given location during the given time with further notice.

(c). Assessment and Award Ceremony

The final result will be disclosed during 2019 BJDW Award Ceremony after preliminary, second and final assessments by BJDW Organizing Committee. The winners will be invited to the ceremony.

3. The Time of Award Ceremony

Museum Merchandise Design Award contains entry invitations, expert assessment, award announcement and ceremony.

Entry invitation—May to July 15, 2019.

Expert assessment—July 15 to July 30, 2019.

The award announcement and ceremony will be held on September 12, 2019.

4. Assessment of Museum Merchandise Design Award

(1). Preliminary, second and final assessments will be conducted before the announcement of Museum Merchandise Design Award. Preliminary assessment is conducted online and the other two on the scene. Entries that pass the preliminary evaluation shall be sent to the given location. Organizing Committee of Museum Merchandise Design Award will invite domestic renowned experts and scholars to make assessment.

(2). Criteria

(a). Usable. The product should be prominent in materials usage, processing technology, quality, structure, patterns, colors, workmanship and packing. The

safety of the entry should be ensured, whose raw materials, in other words, should be safe and components should be good for health, smell-free and burr-free in line with the relevant national safety and quality standards.

(b). Marketable. The intellectual property (IP) can meet the shopping needs of the customers with high brand awareness and unique identity. The work should be reasonable in pricing and popular among consumers with good word-of-mouth advertisements.

(c). Cultural. It should reflect the various Chinese culture and inclusive Beijing regional culture with deep-rooted historical and cultural meanings. It should feature the Beijing regional culture, embody the connotation of capital culture, imperial city culture and folk culture, and have high value as a collection.

(d). Innovative. The work should focus on integrating science and technology and culture. It should be innovative in its design and unique in its craftsmanship and variety. The work should be able to lead the trend and have independent intellectual property rights. Also, it should be feasible for further design, improvement and mass production.

(e). Functional. It should work in daily life and meet needs of customers for consumption, family lives, business and entertainment. It should also function as a gift reflecting the characteristics of Beijing in numerous varieties to be chosen. It should be portable, stable in its performance, reasonable in its packaging, and easy to carry and transport.

(f). Environmental-friendly. The production process should be environmental-friendly with standard processing procedures and be in line with relevant environmental protection requirements in the industry.

(g). The design of works must be themed in 2019 Museum Merchandise Design Award. The integrity and authenticity of works should be ensured.

(h). The design, carrier and category of works shall meet the requirements of the Museum Merchandise Design Award without violating the laws and regulations of People's Republic of China, public order and good customs, or containing political, religious or commercial information.

(i). The work should be accurate in theme and artistic in techniques and able to reflect the combination of design, science and technology, and humanities.

(j). The design proposals should function uniquely in the economic society and individual's daily life, be able to cope with practical problems with optimistic effects, and be safe and widely acceptable among consumers.

5. Award Establishment

Three Museum Merchandise Design Awards and 27 Honorable Mentions are to be selected in 2019.

(1). Among the museum-themed cultural and creative products, one Museum Merchandise Design Award and nine Honorable Mentions in 2019 are to be chosen, and trophies and certificates will be awarded.

(2). Among cultural and creative products that center on parks and scenic spots, one Museum Merchandise Design Award and nine Honorable Mentions in 2019 are to be chosen, and trophies and certificates will be awarded.

(3). One Museum Merchandise Design Award and nine Honorable Mentions in 2019 are to be chosen among products themed in tourism, and trophies and certificates will be awarded.

The Award Ceremony will be held along with 2019 Beijing Design Award Ceremony of BJDW, and the winning works will be displayed in Guojiang, the flagship store on Tmall.com.

6. Other Matters

(1). The Organizing Committee shall have the right to withdraw trophies and certificates under the following circumstances.

(a). It is officially confirmed that the winning works infringe upon the intellectual property rights of other works.

(b). The designer makes major changes to the winning work but still displays the winning logo or uses it for promotion.

(2). The participating organizations or individuals must ensure that the intellectual property rights of others have not been violated or infringed in all respects, including trademarks, patents, copyrights, anti-unfair competition, source marking, trade names, integrated circuits, multimedia, databases, technical secrets, biotechnology and so on. Applicants or individuals shall strictly abide by the procedures of Museum Merchandise Design Award for handling complaints about infringement.

(3). The Organizing Committee shall have the right to use the information of the participating organizations or individuals in publicity activities related to the awards, such as the dissemination on the winning works, exhibitions, and publications.

7. Copyright

(1). The entry shall be created by the participating individuals or groups. The Organizing Committee shall disqualify the specific party from the assessment if disputes over intellectual property or copyright arise. The individuals or groups shall bear the corresponding consequences. The Organizing Committee shall not be liable for any disputes over copyright or intellectual property arising from the entry.

(2). The Organizing Committee shall have the right to print, publish in paper or electronically and promote the works displayed at the Museum Merchandise Design Award.

The Review Office of 2019 Beijing Design Award reserves all rights of final explanations.