Lilac Creative Design Award

Competition Announcement

I. Introduction to the awards

Lilac Creative Design Award, or Lilac Award for short. Sponsored by Harbin Design Center and undertaken by the Lilac Creative Design Award Organizing Committee (hereinafter referred to as the "Organizing Committee"), This is an international, professional and market-oriented design award in the field of design, with the World Design Organization (WDO) as the supporting unit, the Propaganda Department of CPC Heilongjiang Provincial Committee and the Propaganda Department of CPC Harbin Municipal Committee as the guiding units, Education Department of Heilongjiang Province, Department of Industry and Information Technology of Heilongjiang Province, Heilongjiang Civil Administration Information Net，Heilongjiang Human Resources and Social Security Bureau, Department of Culture and Tourism of Heilongjiang Province, Heilongjiang Provincial Committee of the Communist Youth League, Heilongjiang Daily United Media Group, Heilongjiang Radio and Television, Harbin New District Management Committee as the co-organizing units, and the Shenzhen Industrial Design Profession Association, Hebei Industrial Design Innovation Center, and Xiong'an New Area Future Industrial Design and Research Institute as the strategic cooperation units. With "people-oriented" as the core concept and creative design as an important driving force, it is committed to leading industrial upgrading, empowering better life, enhancing the design innovation capability of "Made in Heilongjiang", constructing an industrial model of "Heilongjiang Brand-Designed in Heilongjiang-Manufactured in the whole country-Global Consumption", promoting the development of the design industry in Heilongjiang and even the whole country, and bringing more high-quality and unique design products to global consumers.

To implement the "Heilongjiang Province Creative Design Industry Development Special Plan (2022-2030)" and the "Several Policy Measures for Supporting the Development of the Creative Design Industry in Heilongjiang Province," with the aim of bolstering the growth of the creative design sector, cultivating new engines of economic growth, deepening supply-side structural reforms, integrating our province's creative design with global standards, empowering the 4567 modern industrial system, facilitating the construction of a ‘City of Design’ and achieve leapfrog development through ‘lane-changing overtaking.’ Heilongjiang Provincial Party Committee and Provincial Government intends to organize the Lilac Creative Design Award to focus on the opportunities and challenges faced by the society, economy and environment with the vision of creative design, and to contribute design wisdom to the sustainable development of human society. Lilac Creative Design Award in the form of competition to widely attract more social forces to pay attention to and participate in a higher starting point to promote the creative design industry in Heilongjiang into the fast lane of development.

II. Awards set up

The LDA sets up Gold Award, Silver Award, Bronze Award and Lilac Award. A number of awards are set up, mainly as follows:

Awards for the Product Group and the Concept Group are as follows:

"Gold Award", with a bonus of 1,000,000 yuan;

"Silver Award", with a bonus of 500,000 yuan;

"Bronze Award", with a bonus of 300,000 yuan.

Several works will be selected from all the works of the Product Group and the Concept Group and be awarded the "Lilac Award", and an electronic certificate will be issued.

LDA adheres to the principle of "only the best or go without". If the entries in the current year cannot meet the award requirements, the organizing committee will reserve the vacancy of the award. The above awards can be adjusted according to the entry situation every year.

III. Participants

Entry is open to creative design institutions, creative design enterprises, creative design individuals and creative design teams from any country and region in the world.

IV. Registration period and fees

The deadline for registration of this year**'**s LDA is from **July 6, 2024, until 24:00 (midnight) on October 20, 2024,** Beijing time, and no other time will be accepted, and any changes will be notified.

There is no entry fee for this year's LDA, but participants are responsible for logistics, insurance, customs clearance, travel and other expenses incurred by their participation.

V. Entry categories

## (1) Industrial Creative Design Category: Creative design works focusing on industrial enterprises. Including but not limited to high-end equipment, green food, clothing and apparel, household goods, biomedicine, aging-friendly products,etc.

## (2) Digital Creative Design Category: Creative design works focusing on digital art, digital science and technology innovation and integration of industry, academia and research. Including but not limited to ice and snow digital collections, digital people, meta-universe, digital platforms, digital media, digital exhibition , VR/AR/MR design, new media art,etc.

## (3) Visual Creative Design Category: Creative design works focusing on enhancing brand influence. Including but not limited to packaging design, ice and snow creative vision, logo design, branding design, advertising design, UI design, digital image and video design, art exhibition, landscape elements, urban landmark buildings, urban furniture, etc.

## (4) Cultural and Creative Design Category: Creative design works focusing on the aesthetics of life and the integration of culture and the city, including but not limited to the use of new creativity, new technology, new production of cultural tide play, ice and snow cultural creation,non-heritage cultural creation, ceramics, original IP image, IP image derivatives, etc.

VI. Participation

The strategy of collecting works for the Lilac Award includes four aspects of collecting works: self-declaration, targeted invitation, institutional recommendation and international cooperation.

(i) Modes of Entry

1. All entrants must log on to the Lilac Creative Design Award official website.

**lilacdaward.com.cn or lilacdaward.net** to register.

2. Both product design and conceptual design entries are accepted for each category, with each entry eligible for submission to only one category.

3. The entrant must be the designer or the owner of the entry and must not have any intellectual property disputes with others.

4. All intellectual property rights of the entries belong to the declarant and are not in dispute.

5. In order to facilitate the international jury to evaluate the entries in a comprehensive, detailed, scientific and rigorous manner, participants should fill in the information of the entries in accordance with the requirements of the list of information to be filled in, carefully and standardized (in both Chinese and English), and it is recommended to upload pictures and display videos, which will affect your judging results.

(ii) Requirements for works

(1) The entries for the competition are divided into the Product Group and the Concept Group.

Product Group: The entries must be listed products, which have been on the market for no more than three years and are in line with national industrial policies and relevant technologies and standards.

Concept Group: Entries must be original design works that have not been sold or produced in the market and are innovative in function, structure, form, technology, materials and low carbon footprint.Conceptual works, through the form of releasing creative design requirements, focus on the creative design demands of each city (region) in Heilongjiang. Guided by urban landmarks, spiritual fortresses, one county one product, green food and ice-snow tourism, as well as food, accommodation, travel, shopping, and entertainment, they focus on the enabling solutions of creative design, and selectively screen the participating entries for the award evaluation. The best entry will be selected through the award evaluation to achieve application transformation.

1. The entries should comply with the requirements of national laws, regulations and social public order and good customs. The entry must be the original works of The entrants or the party they belong to, and The entrants should have independent and complete copyright of the entries, without any infringement such as plagiarism or imitation.
2. Each entry eligible for submission to only one category.
3. Once the entry is submitted, the entrant should be fully aware of and completely accept the entry requirements.
4. The host has all the interpretation rights for this selection, and the host reserves the right to adjust the terms and contents at any time.

VII. Entry Process

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| Main activities | dates |
| Call for Entries | July 6, 2024 (Sat) - October 20, 2024 (Sun) |
| initial evaluation | October 24, 2024 (Thurs) - October 31, 2024 (Thurs) |
| initial evaluationAnnouncement of results | November 04, 2024 (Mon) |
| Artwork Delivery | November 05, 2024 (Tue) - November 30, 2024 (Sat) |
| final evaluation | December 03, 2024 (Tue)-December 10, 2024 (Tue) |
| presentation | December 2024 |
| traveling exhibition | Starting from December |

In case of time change, the latest official notification shall prevail.

VIII. Evaluation criteria

The LDA judging criteria system includes three dimensions of innovation, user and business: first, the core criteria, emphasizing "**creative thinking**", including factors such as design concept innovation and culture; second, the design criteria, emphasizing "**user experience**", including factors such as product design, function and art; and third, the business criteria, emphasizing "commercial value", including factors such as business and sustainability.

**①Innovation:** whether it is innovative, exploratory or utilizes new technology, new materials and other innovations to lead the future development trend of creative design;

**② Cultural aspects:** whether it has cultural cognition, understanding, inheritance and emotional design to enhance the values and way of thinking embodied in the product or service;

**③ Functionality:** whether it is easy to use, easy to understand, safe, etc., in order to satisfy the user's needs and provide sufficient care and convenience;

**④Artistic aspects:** whether it has a sense of design, aesthetics, visual impact, etc. to enhance the charm and user experience of the product or service;

**⑤ Commercial aspects:** whether it has market growth potential and industrialization possibilities to enhance industrial development and efficiency;

**⑥****Sustainable aspects:** whether to emphasize environmental protection, energy conservation and sustainability to respond to the development of the times and the importance of sustainability.

IX Winner Benifits

(1)Trophy and Certificate

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

（2）Logo Grant

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

（3）Industrialization Support and Promotion

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

（4）Industrial Expert Exchange

Winners will be invited to participate in this year’s award ceremony, and can also participate in a series of activities such as Harbin-Shenzhen Design Biennale, Hebei International Industrial Design Week and Shenzhen International Industrial Design Fair to conduct face-to-face exchanges and cooperation with representatives from the global design community, academia, media community, industrial community and other industries.

（5）Exhibition

Award-winning entries can get the opportunity of offline product display in Harbin Design Center, and participate in the Harbin International Economic and Trade Fair, Shenzhen International Cultural Industries Fair and other related activities.

（6）Media Promotion

LDA has established a media promotion network covering different industries and channels with more than 100 mainstream media around the world. The winners will be recommended to participate in interviews with major media to further enhance the social influence of excellent designs.

（7）Yearbook

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

（8）Entry qualification

The winners of the LDA will receive priority admission to Harbin Design Center and other industrial carriers, and provide related convenient conditions.

N.B. This is a translated version, the latest Chinese version shall prevail in all cases.