

# The 'LotusPrize' International Design Competition 2008

## About the "Lotus Cup" 2008

### Address by Zhou Qiang, Governor of Hunan Province:

Nowadays, industrialization and informatization are converging in development. Innovation is not only the hallmark of the age but also the major power and source of economic and social development. While advancing on the historical track toward new-style industrialization, social wellbeing, and state prosperity, Hunan must facilitate the integration of industrialization and informatization, focus more on industrial design and innovation, and fully utilize innovation during the process to enhance the comprehensive strength and core competitiveness of its industry. The "Lotus Cup" international Industrial Design and Innovation Competition provides an ideal platform to build the Chang-Zhu-Tan City Cluster as a Two-Oriented Society Comprehensive Supporting Reform Trial Area, uniting innovation and reformation resources and accelerating the promotion of new-style industrialization. We sincerely welcome the participation of all national and international innovative talents and expect a global brainstorming of ideas and inspirations. When more innovative thoughts spark, more innovations are generated and more innovative talents will rise. We believe, with the participation of every innovative talent, the 2008 "Lotus Cup" International Industrial Design and Innovation Competition will achieve a complete success.

## Theme 2008

Innovation, harmony, and value.

Innovation - advocating innovative concept and inspire creative passion to lead the trend in innovation age

Harmony - creating sustainable design in conformity with "resources-effective and environment-friendly society"

Value - Focusing on user experience to boost products' added-value and brand value

## Organizers & Supporters

### Organizer:

Hunan Provincial Government of China

### Co-organizers:

Hunan Science and Technology Bureau

Hunan Golden Eagle Broadcasting System

### Moderators:

School of Design, Hunan University

Hunan Industrial Design Association

### Endorsement Agencies:

International Council of Societies of Industrial Design (ICSID)

International Association of Universities and Colleges of Art, Design & media

(CUMULUS)

China Industrial Design Association (CIDA)

## Supporting Organizations

Hunan Designers Association, Central South University, Changsha University of Science & Technology, Central South University of Forest Technology, Xiangtan University, Hunan University of Science and Technology, Hunan University of Technology, University of South China, China Central Academy of Fine Arts, Tsinghua University, Beijing Institute of Technology, Tongji University, Shanghai Jiaotong University, Fudan University, Wuhan Institute of Technology, Guangzhou Academy of Fine Arts, Hong Kong Polytechnic University, Shih Chien University, University of Cincinnati, Politecnico di Milano, Chiba University and etc.

## Categories

Lotus Prize will be awarded to entries mainly focusing on conceptual design.

**The category covers:**

Design for life: design of disaster-prevention and relief products including related emergency medical products against flood, drought, frost and snowstorm, fire, earthquake, typhoon and etc

Vehicle design: automobiles, motorcycles, electric motorcycles, rail traffic, yachts and etc.

Equipment design: engineering machineries, machine tools and etc.

## Awards

### Design for Life

1 Gold Prize: RMB 80000+Cup+Certificate

2 Silver Prizes: RMB 30000+Cup+Certificate

3 Bronze Prizes: RMB 10000+Cup+Certificate

20-30 Merit Awards: Award Certificate

### Vehicle Design

1 Gold Prize: RMB 80000+Cup+Certificate

2 Silver Prizes: RMB 30000+Cup+Certificate

3 Bronze Prizes: RMB 10000+Cup+Certificate

20-30 Merit Awards: Award Certificate

### Equipment Design

1 Gold Prize: RMB 80000+Cup+Certificate

2 Silver Prizes: RMB 30000+Cup+Certificate

3 Bronze Prizes: RMB 10000+Cup+Certificate

20-30 Merit Awards: Award Certificate

## Notes

The individual income tax of the award must be paid by the winners themselves. The final number of the prizes will be decided by the quality of the entries and the organizer may allow some awarding vacancies. Awarding ceremony will be held in the middle of January, 2009 in Changsha, Hunan province of China. The round-trip ticket and hotel fees in Changsha of the winners of the gold prizes, silver prizes, bronze prizes will be provided by the organizer when they come to Changsha to get the prizes.

## Adjudication

The adjudication will consist of two steps: first screening and final adjudication. The first screening will be processed online to choose the merit designs and the candidates of gold prizes, silver prizes, and bronze prizes. The final adjudication will be processed in Changsha, during which the entries winning gold prizes, silver prizes and bronze prizes will be selected. Jury members The jury members of the award will be national and international famous experts recommended by the organizing committee.

## The jury members are:

**Carlos Hinrichsen.** Carlos Hinrichsen is currently the President of Icsid . Since 1992, he has been professor and director of School of Design, Instituto Profesional DuocUC of the Pontificia Universidad Catolica de Chile. He has been a design process consultant for over two decades focusing on product and strategic design. He is also currently the Design Director for the Latin American Region of Design Innovation, a European Design company with clients and prospects all over the world. Since 2002, he has been an honorary member of the Chilean Association of Design Firms; QVID.

**Ezio Manzini.** Professor Ezio Manzini was the director and vice-president of Domus Academy, from 1983 -1995. He is currently Full Professor in Industrial Design at the Politecnico di Milano. He also serves as national coordinator of the Italian Doctorates in Design and director of Unit of Research Design and Innovation for Sustainability. Professor Manzini assumes as honorary professor at many famous universities worldwide. He also serves as reviewer for a variety of acknowledged magazines.

**Gordon Bruce.** Gordon Bruce is a world famous Industrial Designer. From 1995 to 1999, he was chairman of Product Design for the "Innovative Design Lab of Samsung" (IDS) in Seoul, Korea. Later he was entitled the head consultant for IBM and Lenovo's "Innovative Design Center" (IDC) in Beijing. He served on several international design juries.

**Lorraine Justice.** Professor Lorraine Justice is currently the director of the School of Design at the Hong Kong Polytechnic University. Prior to joining PolyU, professor Justice was Director of the Industrial Design Program in the College of Architecture at the Georgia Institute of Technology (Georgia Tech). She served on several international design juries. She was entitled one of the top 40 influential designers in the world by I. D. Magazine in New York City for 2006. She currently also serves as Executive Board of Directors for the ICSID.

**Wen-long Chen.** Wen-long Chen is the president of Nova Design Co., Ltd. in Taiwan and one of the judges of Good Design Award Taiwan. Mr. Chen has more than 20 years' experience in design management and design leadership of over 100 transportation projects. He was a member of the 2005 jury panel of IF award. Mr. Chen is currently a director of executive board for the ICSID.

**Cheng-Neng Kuan.** Cheng-Neng Kuan is vice-president of Shih Chien University in Taiwan and a professor at School of Design. Professor Kuan also serves as the chairman of Institute of Industrial & Architecture Design of Shih Chien University. He has assumed juror of Taiwan Excellence Product Award, Taiwan Product Image Award, Taiwan Good Design Award, the 14th Braun Prize etc.

**HE Renke.** Professor HE Renke is Dean & Professor of School of Design, Hunan University. He is also entitled Deputy Chairperson of China Industrial Design Association, Chairman of China National Instructive Committee of Industrial Design Education, and President of Design Artists Association of Hunan Province of China; He has assumed juror of IF Award, Red-dot Award, and Braun Prize for many times.

**LU Xiaobo.** LU Xiaobo is currently a professor at the Academy of Art and Design at Tsinghua University. Professor Lu is also resident director of Industrial Design Association, Deputy director of industrial design association under Ministry of Education, and a Committeeman of Design Artists Association of Hunan Province of China. Professor Lu was a juror of Red-dot Award.

## Criterion of the adjudication

**Creativity:** using new technology, new material & new techniques to lead the development trend of the future products with unique and novel concept of design and new ways to solve problems.

**Usability & Practicability:** human-centered design considering the human facts and ergonomics; reasonable usage of material and engineering construction.

**Economics:** meeting the needs of the market; and being able to promote the economic benefit of the corporation and upgrade the brand value of the products with high performance-price ratio.

**Environmental Protection:** green, energy-saving, environmental protection, adaption to the principle of the sustainable development.

## Issues related to intellectual property rights

The organizer of this prize has the rights to public display, print and publish all the designs; Without the permission of designers, the owners of the intellectual property rights and the sponsor of this Prize, any institutions or individuals cannot copy, public display or publish works of this prize.

Intellectual property rights of the entries which win the gold, silver & bronze prizes belong to organizer; the entrants reserve the rights of participating exhibition, publication and signature of academic research.

Any action of tort of the entrants during the designing and participating processes has

s nothing to do with the organizer; if plagiarism or tort are found in the qualified or award winning works, the organizer will cancel the entrants' rights of qualifying and awarding; and take back the bonus awards, certificates and publish its action of tort in related media.

## Exhibition & Publication

### Exhibition & events

After the final adjudication, there will be a "Lotus Cup" Biennial International Industrial Design Exhibition along with the awarding ceremony for all award-winning entries. Later, these entries will be collected and archived by Hunan Innovation Platform for Industrial Design.

During the awarding ceremony, provincial government leaders and jury members as well as representatives of experts, industries, and designers will be invited to "Hunan Industrial Design & Innovation Forum" for public speeches and discussion.

After the awarding ceremony, there will be a travelling exhibition among enterprises and education institutions in Hunan for the award-winning entries.

### Publication

Award winners will be invited to a TV interview organized by "HunanTV" and other TV media.

A catalog of the 2008 "Lotus Cup" International Industrial Design Competition will be produced and published.

All award-winning entries will be published and promoted online at [www.lotusprize.com](http://www.lotusprize.com) and our allied website DesignOline([www.dolcn.com](http://www.dolcn.com)).

The organizing committee will also arrange special reports and promotions for award-winning entries on relative graphic media.

## Submission

### Entry requirements

All entries must be the original work of the entrants and hasn't been published on any newspapers, periodicals, magazines, websites or other media. Entrants must ensure the full intellectual property rights of their works without infringing any patent, copyright, brand right or other intellectual property rights.

All entries should be presented in A2 (594mm×420mm) size, landscape orientation, and JPEG format with resolution at least 300dpi. Page number, and total number of pages should appear on the bottom right corner of each page. Each entry should not have more than 3 pages.

If you are going to submit your entry via email, it will be good to keep the total file size smaller than 10M. If the attachment of your e-mail is larger than 10M, please split it into several parts and send them separately with the same e-mail title.

In order to ensure the justice of the competition, personal information including name, logo or other graphics indicating the identity of entrant should not appear on

the entry.

### Submit via email

Download and fill the Entry Form;

Submit your entry along with the digital copy of Entry Form to [mail@lotusprize.com](mailto:mail@lotusprize.com);

You will receive a reply by the organizing committee if your submission is successful.

### Contact

Lotus Prize is administrated by its Organizing Committee under Hunan provincial Science and Technology Office. For any questions or consulting affairs about this event, please contact:

### Hunan Provincial Science and Technology Office

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