

# The 'LotusPrize' International Design Competition 2010

## Background

**2008** In order to accelerate the development of industrial design in Hunan and improve the innovation ability of enterprises, the "Lotus Prize" International Industrial Design and Innovation Competition whose theme is "innovation, harmony, value" was held successfully by the Hunan Provincial Government. With the effort of the organizing committee, the competition attracted special attention from native and foreign designers, and powerful support from corporations in Hunan province, accepting 2802 works for Group A (students and individual designers) and 66 works for Group B (enterprises ) from 8 countries. The chairman of the International Council of Societies of Industrial Design, Mr. Carlos, and 7 other experts came in person to choose the award winners. There were 18 prize-winning works in group A and 5 Corporation Innovation Prizes in group B. During the awards ceremony, the governor of Hunan province, Mr Zhou Qiang, the deputy secretary of CPC Mr Mei Kebao the vice-governor Mr Guo Kailang and other government leaders met with the jury members and guests, and attended the exhibition and forum activities. The LotusPrize Portfolio was handed to Premier Wen Jiabao. The winning works were promoted on the website of the International Council of Industrial Design. The competition accelerated the cooperation and exchange between our enterprises and design organizations from home and abroad.

**2010** This year should be a key point for the national innovation system, central government, ministries and commissions and local government to speed up investment and policy-mandated cultural creative industry, tourism industry, information industry and other emerging industries. Premier Wen Jiabao said in a government's work report: "The service industry should be accelerated, the proportion of the service industry in the national economy should be increased; the service industries such as finance, logistics, information, research, energy-saving and environmentally-friendly industrial design, business, must develop rapidly, and we should accelerate the merging of the service industry and modern manufacturing. The Ministry of Industry and Information and 11 other ministries and commissions will issue "the guiding opinion for promoting industrial design's

development"; it shows that government at all levels attaches importance to promoting industrial design's development, and wants to enhance the innovation ability of new industrialized process and the binding abilities of culture and tourism industry, information industry, entertainment and communication industry and other creative industries. The merging of technology, humanities and art will create new business models, markets and lifestyle. As the experimental area of "Two-oriented (energysaving and environment-friendly) society", "3G integration", the development of new industrialization, informationization, cultural creativity and tourism industries and low carbon-economy in Hunan province will have new opportunities. According to the request of Hunan provincial party secretary Zhou Qiang, the "LotusPrize" will be held every 2 years, this year will be the second time. In order to better organize this competition, the Hunan Science and Technology Bureau has prepared the competition very seriously, and studied opinions and ideas from related governments and companies on the basis of the successful experiences of the first competition. It also communicated with related international

organizations and experts to plan and promote the competition. Compared with the first edition, this year's "LotusPrize" will emphasize the participation of companies, the merging of design and industry, and the international promotion of design works presented in the competition.

### Themes

Smart Living: "Gorgeous Regional Culture" is the source of inspiration, and the intelligent digital technology and networks show us the wonderful future of social innovation. We look forward to designs that combine technology and culture, creating a new and smart lifestyle for humans.

Harmony and innovation: Exploiting new energies and advocating low-carbon life are the required attributes of future design. We advocate design for sustainable development, and we should make a contribution towards building an "energy-conserving and environment-friendly society".

### Entry objects

There are two groups according to different entry objects: "Open group" for individual designers and "Enterprise group" for enterprises.

Participants for the "Open group" are:

- (1) Chinese or international students and teachers majoring in design.
- (2) Individual designers from an enterprise or design company.
- (3) Other industrial design enthusiasts.

"Enterprise group" are: Enterprises in Hunan province (including joint ventures and private enterprises in Hunan).

## Categories:

### Enterprise group

The enterprise group mainly engaged in product design, and the Content will be divided into the following five aspects:

1. Vehicle design: automobiles, motorcycles, electric motorcycles, airplanes, trains, light rail vehicles, bicycles, etc.
2. Equipment design: engineering machinery, machine tools, meters, tools, agriculture machinery products, etc.
3. Information products design: computers, E-business equipments, cell phones, 3C products, information and service products.
4. Light industry products: tourism-oriented products, furniture, plastic and ceramic commodities, ironware, toys, stationery and sports equipments.
5. Equipments for medical and scientific use: medical devices, equipments for scientific or personal use.

### Competition awards setting:

The Open group The Enterprise group

A group, B group, Cgroup each group includes:

Gold Prize 1 80'000RMB - Cup - Certificate Corporation Innovation Prizes 5 50'000RMB - Cup - Certificate

Silver Prizes 2 20'000RMB - Cup - Certificate Merit Prizes 20-30 Prize Certificate  
Bronze Prizes 3 10'000RMB - Cup - Certificate  
Merit Awards 20-30 Award Certificate  
and 3 The "Best Organization" Awards

### The jury members

To ensure the competition's academic international authority and impartiality, the evaluation committee is selected by the organizing committee and authoritative experts, responsible for the comprehensive evaluation of the entries and the evaluation opinions. A specific list will be published on the competition's website. The "Open group" review is divided into two phases: the first review and the final review. During the first review, the judges will be divided into four groups according to their work background, and will select competition works via the internet, then decide the gold, silver and bronze candidates. The gold, silver and bronze prizes will be decided by the jury members upon examination during the final review in Changsha. The "Enterprise group" prizes (Enterprise innovation prize and Merit Prizes) will be selected by the jury members during the final review in Changsha.

### Notes:

- \* The individual income tax on the awards must be paid by the winners themselves.
- \* The total number of prizes will be decided by the quality of the entries, and the organizer may retain some awards.
- \* The awarding ceremony will be held on December 20, 2010 in Changsha. The cost of travel and accommodation for the gold, silver and bronze candidates will be paid by the sponsor.

## Organizers

### Sponsor

China's Hunan Provincial Government

### Organizer

Hunan Science and Technology Bureau

### Co-organizers

Hunan University, Hunan Industrial Design Association, National Instructive Committee of Industrial , Design Education, Economic and Informational Committee of Hunan Province, Tourism Bureau of Hunan Province, Sany Group, Sunbird Yacht, NOKIA Research Center (Beijing)  
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

The University of Cincinnati, Parsons School of Design, Politecnico di Milano, Chiba University of Japan, TU-Delft University of Technology, Shih Chien University, Hongkong Polytechnic University, Tsinghua University, Tongji University, Jiangnan University, Zhejiang University, Wuhan Institute of Technology, Guangzhou Academy of Fine Arts, China Academy of Art, Nanjing Arts Institute,

Central South University, Central South University of Forest Technology, Xiangtan University, Hunan University of Science and Technology, Hunan University of Technology, University of South China, etc.

Organization Committee

Committee director: Guo Kailang

Committee deputy director : Wang Kemin

Committee office director: Huang Xinliang

## Mentors and Juries

**Eric Anderson**, Eric Anderson is Chairman of IDSA- Industrial Designers Society of America, and Associate Professor, School of Design in Carnegie Mellon.

**Kazuo Tanaka**, Mr. Tanaka is President, GK Design Group Inc., Executive Board Member of ICSID- The International Council of Societies of Industrial Design.

**Tapani Hyvönen**, Tapani Hyvönen is the founder and CEO of Ed-Design Ltd., Turku, Finland, and an Executive Board Member of ICSID- The International Council of Societies of Industrial Design. He has won numerous design awards and has served as a juror at Finland Design Award.

**Arturo Dell'Acqua Bellavitis**, Arturo Dell'Acqua Bellavitis is Dean of Design School, Politecnico di Milano, Italy. He is also President of Foundation Triennale Design Museum and Senior Adviser for the Milan government on Design Strategies.

**Kuan Cheng Neng**, Kuan Cheng Neng is Vice- President of Shih Chien University and professor in School of Design in Taiwan Shih Chien University. He also served as Chairman of Institute of Industrial & Architecture Design of Shih Chien University. He has been a juror for the Taiwan Excellence Product Award, Taiwan Product Image Award, Taiwan Good Design Award, and the 14th Braun Prize etc.

**He Renke**, He Renke is Dean & Professor of School of Design, Hunan University. He is Deputy Chairman of China Industrial Design Association, Chairman of China National Instructive Committee of Industrial Design Education, and President of Design Artists Association of Hunan Province. He has been a juror for IF Award, Red Dot Award, and Braun Prize.

**Lu Xiaobo**, Lu Xiaobo is currently vice dean & professor of the Academy of Art and Design in 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.

**Liu Zhen**, Liu Zhen is the Head of Nokia Research Center (Beijing). He is a fellow of IEEE, a member of the IFIP W.G. 7.3. He has served NSF Panels and a number of conference program committees. He was also an adjunct professor of the University of Paris VI (University of Pierre & Marie Curie) and the University of Nice - Sophia Antipolis, France. He taught DEA (i.e. French graduate) courses of Operations Research, Networking and Parallel Computing, and advised Ph.D. students in these areas. His research background is in distributed and networked systems, web services, stream processing systems, mobile computing and sensor networks, performance modeling, distributed optimization and control.

## 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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