

# The 'LotusPrize' International Design Competition 2012

## Organizers

### Host

Hunan Provincial Government

### Organizer

Hunan Science and Technology Department

### Co-organizers (in no particular order)

Hunan Economic and Information Technology Commission, Office of Two-Oriented (energy-saving and environment-friendly) Society of Hunan Province, Tourism Bureau of Hunan Province, China-Italy Design and Innovation Center, Politecnico di Milano, Associazione per il Disegno Industriale, Hunan Industrial Design Association, Hunan University, Hunan Innovation Platform for Industrial Design and subsidiary Design Centers (Industrial Design Center of Sany Group, R & D Center of Modern Yacht Technology, Industrial Design Center of Vehicles, Industrial Design Center of Changfeng Motor, Industrial Design Center of Packaging Innovation, Industrial Design Center of Home Furnishings, Design Center of Small and Medium-Sized Electromechanical Equipment, R&D Center of Cultural and Tourism), Zoomlion Heavy Industry Science & Technology Development Co., Ltd., Sunward Intelligent Equipment Co., Ltd., Xiangtan Electric Manufacturing Group, Hunan CSR Times Electric Vehicle Co., Ltd., CSR Zhuzhou Electric Locomotive Co., Ltd., CSR Zhuzhou Electric Co., Ltd., Forty-Eighth Research Institute of China Electronics Technology Group Corporation, China South Publishing & Media Group, Talkweb Information System Co., Ltd., HappiGo, Unitenix Culture and Tourism Co., Ltd., Tianli Embroidery, Hunan Gongchuang PV Science & Technology Co., Ltd., etc.

### Supporting Companies & Universities

Ital-design Giugiaro, Giovannoni Design, AMV Design, Politecnico di Torino, Università di Roma, Domus Academy, Istituto Europeo di Design, Shih Chien University, Chiba University of Japan, TU-Delft University of Technology, Tsinghua University, Zhejiang University, Central South University, Tongji University, Wuhan Institute of Technology, Jiangnan University, China Academy of Art, Guangzhou Academy of Fine Arts, Xiangtan University, Central South University of Forest Technology, University of South China, Hunan University of Science and Technology, Hunan University of Technology, etc.

## Themes

The theme of this year's competition is: *Design, Innovation and Application*.

On the basis of two previous "LotusPrize" International Industrial Design and Innovation Competition, this year's competition highlights the essential requirements and values of industrial design. Focusing on developing innovative products and promoting industrial development with design, we combine enterprises' design requirements with innovative application, and centered on the tasks and goals of the new industrialization of Hunan Province, we let *innovation* and *application* take the lead.

## Design Categories

In order to encourage design centers, enterprises and universities to participate in the competition, and to support the development of excellent enterprises and key enterprises of Hunan Province, the 3<sup>rd</sup> "LotusPrize" continues to apply the grouping of previous two competitions and put more attention on innovative design applications rather than sheer creative design.

### Open Group Competition

The competition is mainly focusing on the "application" of design while taking the "concept" of design as a supplementary feature. According to the requirements of product design generated by the new-industrialization-oriented industries and key enterprises in Hunan Province, we invite design centers and enterprises to set the propositions to the three categories. The competition welcomes contestants from all over the world. The entries submitted must include business models, design descriptions, product models (or interactive demos).

### The three categories of "Open Group Competition" are as follows:

#### Equipment design

The attention and investment paid by Hunan high-end equipment manufacturers to industrial design are richly rewarded in terms of economic benefit. This time the competition will focus on the actual needs and key research projects of these enterprises, the aim is to import global design intelligence, to widen design ideas, to expand design innovation from different perspectives, such as technology, market and user, and to achieve new breakthroughs in quality innovation, application of new energies, application of Internet of Things, comfort of human-machine interactions, user experience, etc.

This category calls for design works related to high-end equipment manufacture including all kinds of construction machinery (excavator, crane, road machine, concrete mixer, etc.), new energy vehicle, rail transportation, aviation equipment, intelligent machines, high-technology ships and so on. Entries can be designs of the whole machine, coating design, integrated design plans that enhance a brand's international reputation... all above-mentioned prospective designs for the next five years.

**Supporting Corporations:** Sunward Intelligent Equipment Co., Ltd., Sany Group, Zoomlion Heavy Industry Science & Technology Development Co., Ltd., Xiangtan Electric Manufacturing Group, CSR Zhuzhou Electric Locomotive Co., Ltd., Sunbird Yacht.

#### Digital & Culture Initiatives

For the purposes of constructing the "National (Changsha) Demonstration Base for the Integration of Culture and Technology", improving the development of digital culture, promoting the integration of cultural industry, information industry and high-end technology industry, the competition encourages contestants to apply digital approaches to pass down cultural heritages, to create, produce and promote innovative contents, to care for user experiences and services, to develop new business models... The innovative applications of above-mentioned perspectives from upstream to downstream inside a production circle are stressed on. The competition emphasizes creativity and innovation on the production, outcome and communication forms of cultural products against the background of Internet and the information age, highlights the inheritance and the innovation of traditional local culture.

Based on developing trends of the cultural industry and digital service industry, such as cartoons, publishing and broadcasting, this category calls for works of innovative plans for digital products and service designs based on Internet, including mobile animations and games, mobile APP, digital reading, e-commerce, social medias, multi-media communication, as well as digital interfaces and interaction design of other intelligent products.

**Creative products design based on local culture:** light industrial products related to Hunan local culture and intangible cultural heritage, souvenirs, home furnishings and decorations, packaging designs with local features, and tourism information digitalization and service designs.

**Supporting Companies:** HappiGo, China South Publishing & Media Group, Talkweb Information System Co., Ltd., Unitenix Culture and Tourism Co., Ltd., Tianli Embroidery, Liuyang Yihelong Mfg. Co., Ltd..

### **Sustainable and low-carbon design**

Considering the aim of developing sustainable design and green industries in the construction of Two-Oriented Society, this category centers on green design, new energy and environment-friendly, proposes creating new products and use patterns by using systematic sustainable methods. Entries for this category should improve the quality of public services and living standards, and push forward the development of the "Two-Oriented Society" and social innovation.

**This category calls for entries of:**

Green energy products, equipment and Creative eco-designs, a variety of creative application that fit the rule of sustainability, reduce the harm to the environment and the consumption of resources by using less, reusing and recycling materials and energies in the life span of products use renewable energies such as solar energy, natural gas, energy recharging and air inflation equipment, power generation equipment, home appliances and other electric products, outdoor equipment.

Public equipment and service designs including public exercising equipment, lighting equipment, safety equipment, entertaining and recreational equipment, public security equipment, public information demonstration equipment and service terminals, city public service systems and related business models, public transportation systems featuring low-carbon technologies, garbage recycling systems, second-hand goods exchange and upgrading systems, community health care and health aid systems.

**Supporting Agencies and Companies:** Hunan CSR Times Electric Vehicle Co., Ltd., CSR Zhuzhou Electric Co., Ltd., Forty-eighth Research Institute of China Electronics Technology Group Corporation, Hunan Gongchuang PV Science & Technology Co., Ltd..

### **Enterprise Group Award**

The Enterprise Group Award calls for products that were put on the market by enterprises between 2010 and 2012. The five categories are as follows:

1. Vehicle design: automobiles, motorcycles, electric motorcycles, airplanes, trains, light rail vehicles, bicycles, etc.
2. Equipment design: construction machineries, lathes, meters, tools, agriculture machines, etc.
3. Information product design: computers and related equipment, e-commerce equipment, 3C (Computer, Communication and Consumer-Electronics) products, information and service

products, etc.

4. Light industry product: cultural and tourism products, fashion products, home furnishings and decorations, plastic and ceramic commodities, ironware, toys, stationery, sports gears, etc.

5. Equipment for medical and scientific use: medical devices for medical science and personal health, machines, tools and related products.

## Contestants

According to the grouping of entries, contestants are divided into two groups: "Open Group Competition" for individual designers or teams and "Enterprise Group Award" for enterprises.

**Contestants for the "Open Group Competition" are:**

- (1) Chinese or international students and teachers majoring in design.
- (2) In-house designers of companies or designers from design studios.
- (3) Other industrial design enthusiasts.

**Contestants for the "Enterprise Group Award" are:**

Enterprises in Hunan province (including joint ventures and private enterprises)

**NB:** No juror nor organizing member is allowed to take part in, consult, collaborate or be associated with any design submission and no relative to the jury member (design firm, team, or family member etc. ) is permitted to enter either the Open Group Competition or the Enterprise Group Award.

## Awards

**Open Group Competition:**

There are one Gold Prize, two Silver Prizes, three Bronze Prizes and twenty Merit Awards in each category.

Gold Prize Bonus: 80'000RMB (i.e. US dollar: 12'560/Euro: 10'224) - Trophy – Certificate

Silver Prize Bonus: 20'000RMB (i.e. US dollar: 3'142/Euro: 2'556) - Trophy - Certificate

Bronze Prize Bonus: 10'000RMB (i.e. US dollar: 1'571/Euro: 1'278) - Trophy - Certificate

Merit Award Bonus: Certificate

**Enterprise Group Award:**

There are five Corporate Innovation Prizes and twenty Merits Prizes.

Corporate Innovation Prize Bonus: 50'000RMB (i.e. US dollar: 7'855/Euro: 6'390) - Trophy – Certificate

Merit Prize Bonus: Prize Certificate

**Please note that:**

\* The individual income taxes generated by the award bonuses shall be paid by the winners themselves.

\* The total number of prizes will be decided according to the quality of the entries, the organizer may retain any award if there is controversy about any entry.

\* The Award Ceremony will be held in January 2013 in Changsha. The travel and accommodation expenses of the award-winning contestants will be covered by the Organizing Committee.

## Jury Members

To ensure the competition's academic value, international influence, authority and impartiality, there will be three rounds of assessments. The preliminary assessment will be done by design directors of companies and design experts in China. They will exam the qualification, group and judge all entries and come out with a list for the second round.

The Submission Committee is composed of members from Organizing Committee, which is responsible for the First Assessment. The work of Submissions Committee is to ensure that all entries submitted meet the rules explained in the call for entry and the organizer's specified eligibility criteria. The committee will not judge the quality of any design submission.

The members and roles of the Submissions Committee are:

Submissions Committee

Name	Title	Organization	Role in SC
Tie Ji	Professor	Hunan University	Director (responsible for the management of the committee )
Ying Hu	Teacher	Hunan University	Member (responsible for the first assessment and double checking)
Lu Li	Executive Assistant	Hunan Industrial Design Association	Member
YinmanGuo	Assistant Coordinator	LotusPrize Organizing Committee	Member
Li Pan	Executive Assistant	Hunan Industrial Design Association	Member
Weixi Wu	Staff	Hunan Industrial Design Association	Member
Zhou Yao	Teacher Assistant	Hunan University	Member
Rui Kou	Web Designer	LotusPrize Organizing Committee	Member
Xueyuan Li	Staff	LotusPrize Organizing Committee	Member
Qi Xie	Teacher Assistant	Hunan University	Member

The jury panel for the second and the final assessments is composed of international design experts invited by the Organizing Committee. The panel will be responsible for the comprehensive evaluation of the entries and come out with a list of finalists. On the day of final assessment, the finalists and the jury panel will get together and the juries will decide who win the awards. A juror's decision is final and abiding.

The list of the jury panel is as follows:

*Soon-in Lee (Korea):* President of the Seoul Design Center, President of the International Council of Societies of Industrial Design (icsid).

*Giorgetto Giugiaro*: Chairman of Italdesign Giugiaro, also named the "Car Designer of the Century".

*Stefano Giovannoni*: Italian design master, Founder and Chairman of Giovannoni Studio, designer of Alessi.

*Arturo Dell'Acqua Bellavitis*: Director and professor of INDACO (Industrial, Art, Communication and Fashion) Department of Politecnico di Milano, Current Director of the Milan Triennale Foundation, Senior Design Strategy Adviser of Milan Government.

*Luisa Bocchietto*: President of ADI (Italy Industrial Design Association).

*Renke He*: Dean & Professor of the School of Design, Hunan University. He was juror for IF Award and Braun Prize, and is juror for Red Dot Design Award and Red Star Design Award.

*Xiaobo Lu*: Dean of Academy of Arts and Design, Tsinghua University. He is juror for Red Dot Design Award and Red Star Design Award.

*Cheng-NengKuan*: Vice President of Shih Chien University in Taiwan and professor of the School of Design. He was juror for the Taiwan Excellence Product Award, Taiwan Product Image Award, Taiwan Good Design Award, Braun Prize.

Please note that:

Organizing comm. ittee holds the right to substitute a jury member in case of illness or unavailability.

## Criteria of Assessment

### Open Group Competition

#### Applicability(A):

Designs should be able to be realized and transformed into real products by enterprises and suitable for mass manufacturing, this is the very core criterion of this competition. Gold Prize works should be designs that follow the propositions set by supporting enterprises.

#### Innovativeness (I):

Contestants should apply new technologies, new materials and new techniques effectively; the concepts should be unique and novel, with innovation highlights; design solutions should propose new ways to solve problems and lead the development trend of information industry, intelligent products design and service design under the prospect of New-Typed Industrialization.

#### Economical Efficiency (E):

The designs should be of high performance-price ratio, meet the needs of the market, and be able to promote the economic benefit of enterprises; product designs with local cultural features should promote local cultural resources, enhance the value of brands for the international market, and achieve economic growth for culture-related industries.

#### Environment Conservation (C):

Designs related to green, low-carbon, energy saving, low-consuming, new energies are encouraged; eco-compatibility, insights and thinking ability on the social and environmental impact are required from contestants; adaptation to the principles of sustainable development is highly recommended.

## Enterprise Group Award

#### Applicability(A):

Designs should be well realized and transformed into real products by enterprises and suitable for mass manufacturing, this is the very core criterion of this award.

#### Innovativeness (I):

Contestants should apply new technologies, new materials and new techniques effectively; the concepts should be unique and novel, with innovation highlights; design solutions should propose new ways to solve problems and lead the development trend of information industry, intelligent products design and service design under the prospect of New-Typed Industrialization.

#### Economical Efficiency (E):

The designs should be of high performance-price ratio, meet the needs of the market, and be able to promote the economic benefit of enterprises; product designs with local cultural features should promote local cultural resources, enhance the value of brands for the international market, and achieve economic growth for culture-related industries.

#### Environment Conservation (C):

Designs related to green, low-carbon, energy saving, low-consuming, new energies are encouraged; eco-compatibility, insights and thinking ability on the social and environmental impact are required from contestants; adaptation to the principles of sustainable development is highly recommended.

### Schedule

- 1: Call for Entries: September 10, 2012 –November 10, 2012.
- 2: Preliminary Assessment: November 10, 2012. The Organizing Committee will count the number of entries and check their qualification. All qualified entries will be sent to the jurors for the first round of assessment, the jurors will decide which are in and which are out.
- 3: Second Assessment: November 20, 2012. Selection of works for final assessment will be unveiled; finalists should from then on proceed with modeling and video demo making.
- 4: Final Assessment and Presentation: January 10, 2013.
- 5: The Award Ceremony and Forum: January 10, 2013 in Changsha;
- 6: Itinerant Exhibition of Award-Winning Works: January, 2013 – April, 2013;
- 7: Publication of LotusPrize Book: April, 2013. Each winner will get a free copy.

\* The Changsha Notary Office, the official notary office for this competition, will monitor the whole process of selection and notarize the results.

### Intellectual Property Rights and Promotion

#### Open Group Competition

All entries of the "Open Group Competition" must be in accordance with the theme and the scope of this competition. They must be originals that haven't yet been published in any newspapers, periodicals, magazines, on websites and other media. The contestants have to ensure that it is the first time their designs appear in competitions, and that the full intellectual property rights of their works are completely owned by them without infringing any previous intellectual property rights. If any case of infringement is found in the qualified or award-winning

works, the Organizing Committee has the right to cancel the contestants' qualification and awards, and take back the bonuses, trophies, and certificates. The Organizing Committee will also issue a notification explaining the case.

The intellectual property shall remain the property of the competitor. For all the winning entries in the "Open group Competition", the payment of prize money does give the organiser does an option to use the prize-winning design (eg. for publication in a book or for an exhibition) for one year from the day the jury has agreed on the competition winners. The Organizing Committee will not alter, or amend in any way the work of the work submitted, without the written agreement of the designer. The prize money does not include remuneration for the use of designer's copyright.

Organiser is not involved in the process of design development. Supporting Corporations of each category enjoy preferential right to negotiate with designers to produce or carry out their prize-winning designs. The corporations should negotiate with the designer for use of their design after the competition. If corporations are interested in designs that do not win any prize, they can negotiate directly with the contestants after the competition. The design development fees are a separate budget consideration to be negotiated with the designer. The negotiation period is 180 days after the Award Ceremony. The reproduction rights are subject to payment of a fee or royalty to be negotiated with the individual designer or design team. The competitor must be present or consulted in any discussion, by any group, of ideas or development based on the entrant's design submitted.

After the results of the competition have been announced, if prize-winning or other designs are to be produced or otherwise carried out, the responsible competitor will be commissioned to develop the design to the requisite stage. If the successful competitor does not have the necessary experience or facilities available for the successful completion or production, or is unable to undertake such work within a reasonable period after the result of the competition has been announced, then a consultant or design organisation may be recommended by the jury to collaborate with the competitor.

### Enterprise Group Award

All entrants of awards whether or not they win a prize retain the copyright of their designs. It is the responsibility of the competitor to protect his design intellectual property if he/she chooses, as it may be placed in the public domain, before its submission to the promoters. The public domain refers to Exhibition and LotusPrize Book.

Organiser has no right of possession or sale, no right of reproduction without prior written authorization, no right to alter the work without prior written authorization.

## Rules

### Open Group Competition

1. Design concepts should be submitted in A3 (420mm×297mm) sized JPEG format posters in horizontal composition with resolution of 150dpi. The number of posters for each works should not exceed 3 pages. The content should include theme, rendering of the product, necessary structure details, products sizes, and descriptions in both Chinese and English texts. Finalists are required to submit documents of higher resolution, prototypes and video presentations. The



Organizing Committee will offer subsidies to contestants if necessary.

2. Individuals and teams with no more than six members are allowed to participate in the "Open Group competition".
3. Students are assessed together with professional designers according to the criterions of each category without preferential treatment. The submission of students' works should get the allowance from the corresponding schools first of all.
4. In order to ensure the impartiality of "LotusPrize", the names and companies/schools of the contestants, and other individual information such as icons and figures must not appear on the posters. The entries will be numbered by the Organizing Committee according to their time-of-arrival, and be presented to jurors for preliminary assessment.
5. Participants can submit a written application to the Organizing Committee requiring retrieving their entries before second assessment starts. Pay attention that, except real models, the Organizing Committee will not return manuscripts, please reserve copies in advance. If you want to take back models after the exhibition, please indicate this when you register on the website. The Organizing Committee will not cover logistic expenses.
6. The jury panel is allowed at its discretion to withhold the awards or prizes or divide the total prize money in other proportions.
7. The Organizing Committee will seek written agreement from each entrant during the entry process for the details of books and exhibition. We will public LotusPrize Book in April, 2013. The book contains the prize-winning designs, and will be printed 1500 copies. And each winner will get a free copy. Itinerant Exhibition of Award-Winning Works is planned to be hold during January, 2013 to April, 2013. Since we are a nonprofit organization, we will not provide extra payment to competitors. The purpose of book and exhibition is to promote these excellent designers and their brilliant concepts, and take this opportunity to broadcast LotusPrize.

### Enterprise Group Award

1. Design concepts should be submitted in A3 (420mm×297mm) sized JPEG format posters in horizontal composition with resolution of 150dpi. The number of posters for each works should not exceed 3 pages. The content should include theme, rendering of the product, necessary structure details, products sizes, and descriptions in both Chinese and English texts. Finalists are required to submit documents of higher resolution, prototypes and video presentations. The Organizing Committee will offer subsidies to contestants if necessary.
2. The "Enterprise Group" contestants are required to provide, apart from those documents mentioned above, real objects not more than 1.5 m<sup>3</sup>. For those whose sizes exceed 1.5 m<sup>3</sup>, models or videos displaying the usage of the products and their features are required. The file format of the video should be avi or mpg, burned on a CD. The contestants are also required to provide 3-5 photos (A4 sized, presenting overall and detailed characteristics), descriptions in both Chinese and English texts, patent licenses or corresponding intellectual property rights and legally binding documents (if any), and the documents that prove the designs have already been produced.
3. There is no limitation on the number of team members for the "Enterprise Group Award".
4. For "Enterprise Group Awards", the name and address of the participant must be shown on submissions.
5. Participants can submit a written application to the Organizing Committee requiring

retrieving their entries before second assessment starts. Pay attention that, except real models, the Organizing Committee will not return manuscripts, please reserve copies in advance. If you want to take back models after the exhibition, please indicate this when you register on the website. The Organizing Committee will not cover logistic expenses.

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## How to Register

All contestants can register online (free of charge) and fill the registration form that will be published on the competition's website: [www.lotusprize.com](http://www.lotusprize.com)  
Contestants are required to fill the registration form with true and correct personal information. The Organizing Committee will reply after receiving it.

## Entry Submission

### 1. Online Submission (Open Group, Enterprise Group)

Contestants should submit their works via online system, the Organizing Committee will reply after receiving them.

Each attachment file must not exceed 10M, otherwise, please send your works separately with the same e-mail title.

### 2. Post Mail (Enterprise Group only)

The contestants should burn all documents onto a CD and send it by registered mail (including electronic documents).

Mailing Address: The Organizing Committee of "LotusPrize" International Industrial Design and Innovation Competition, Hunan Science and Technology Building, Room 1102, Yuelu Ave., Changsha, Hunan, P.R. China

Zip Code: 410013

### 3. Direct Delivery (Enterprise Group only)

Contestants can deliver all documents directly to: The Organizing Committee of "Lotus Prize" International Industrial Design and Innovation Competition, Hunan Science and Technology Building, Room 1102, Yuelu Ave., Changsha, Hunan, P.R. China

### 4. Contact Us

The Organizing Committee of "LotusPrize" International Industrial Design and Innovation Competition

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