

## Join the 10<sup>th</sup> Design Intelligence Award - call for entries!

Established in 2015 and hosted by Cumulus partner China Academy of Art, the Design Intelligence Award (DIA) is the first international academy award in China's design field. It serves as a platform for the evaluation, promotion, exchange and cooperation of contemporary innovative design, as well as an innovation accelerator that transforms creative ideas into industry and the future. With "Intelligence of Humanity, Living Wisdom, Fusion of Tech & Art, Brain of Industry, Empathetic Life Intelligence, and New-Quality Intelligent Form" as its core values, DIA champions the return to the fundamental essence of design "Intelligent Manufacturing".

We warmly invite designers, entrepreneurs, institutions, and students worldwide to participate in the 10<sup>th</sup> edition of DIA!

This year's DIA Features two main groups: the Product Group and the Innovation Incubation Group.

### Product Group:

- Application Deadline: 20.06.2025
- Eligibility: Open to all enterprises, universities & colleges, institutions, and individuals.
- Entry Requirements:  
Entries must either (1) be products launched within 2 years prior to the submission date, or (2) be unreleased prototypes with industrial feasibility
- Categories: Cultural Innovation, Life Wisdom, Industrial Equipment, and Digital Economy.

### Innovation Incubation Group:

- Application Deadline: 20.09.2025
- Eligibility: Exclusively open to university-affiliated teams. Participants must submit either a valid student ID or a graduation certificate issued within the past 5 years.
- Entry Requirements: Entries must be unreleased products capable of delivering functional and aesthetic prototypes by November 1, 2025.
- Categories: Life Health, Smart Cultural Tourism, Smart Mobility, Intelligent Hardware., and an open-ended category ("X"), encourages exploration of unknown fields.

Participation in the DIA is free, and the award offers a total prize fund of 5 million RMB (approximately €625,000).

Ready to showcase your innovation to the world?

Learn more about DIA: <https://en.di-award.org/>

Register now: <https://en.di-award.org/?invite=FL2025-AHWX5L5>

Or scan the QR code below:



FL2025-AHWX5L5

For inquiries, please contact: Yuan Long

Email: [yuan.long@di-award.org](mailto:yuan.long@di-award.org)