

SIDA 
SHENZHEN INDUSTRIAL DESIGN
PROFESSION ASSOCIATION
深圳市工業設計行業協會

SZIDF 深圳国际
工业设计大展
Shenzhen International
Industrial Design Fair



SZIDF 2018

Gadget Design Award

Summary

SIDA, the Shenzhen Industrial Design Profession Association, and Desall.com, invite you all to design the official gadget/souvenir for all the attendees of the Shenzhen International Industrial Design Fair 2018.

Official contest page: <https://desall.com/Contest/SZIDF-2018-Gadget-Design-Award/Brief>

Company Description

Shenzhen Industrial Design Profession Association (SIDA) is a non-profit organization founded in 2008, the first Chinese association joining World Design Organization (WDO). Till March 2018, SIDA has taken in 851 members from Shenzhen and across the country, and has built the Shenzhen Institute for Innovation Design, the Sino-Finnish Design Park, the Shenzhen Open Innovation Lab (SZOIL), the Hebei Industrial Design Innovation Center (HIDC), an industrial internet design platform and first the industrial design IPR station in China.

As the largest industrial design in Asia, Shenzhen International Industrial Design Fair (SZIDF) (www.szidf.com) has been held for 5 years in a row.

What we are looking for

SIDA and Desall invite you all to design the **official gadget/souvenir** for all the participants of the 6th edition of the **Shenzhen International Industrial Design Fair (SZIDF)** taking place on November 05th-07th 2018. The winner will be selected by a **jury** consisting of high-level representatives of **SIDA** and **Desall**. The **official award ceremony** will be held in Shenzhen on the night of Nov 5th 2018. The winner will be given the opportunity to showcase her/his own works at the fair with a **free stand** and all **travel and accommodation expenses covered** by the organisation, including other services specified in the Award paragraph.

Guidelines

For the correct realisation of your proposals, keep into consideration the following guidelines:

Product typology: you are invited to design the **official gadget/souvenir** of the **SZIDF 2018** that will represent both the tradition of the fair – now at its sixth edition – and the know-how of the **Shenzhen area**, dubbed as the “Silicon Valley of hardware”, appreciated all over the world for its **consumer electronics products** and **technological expertise**.

Theme: with a view to representing the current edition of the fair, your gadget/souvenir shall comply with the theme “**Design drives [knowledge] drives design**”, preferably showcasing **high-tech functionalities** or **electronics-enabled features**.

How to use/where to use: the gadget/souvenir shall be a product for **daily life**.



Size and weight: the gadget/souvenir you design shall be easy to carry by frequent travellers.

Materials and technologies: you are free to employ the materials you prefer, including **plastics**, **fabrics** and **other materials** suitable for industrial production (not craft production). Gadgets/souvenirs featuring **electronics-enabled functions** (e.g. sounds, lights, etc.) will be mostly appreciated. Keep into consideration the **technical** and **economic feasibility** of your gadgets/souvenirs, as they will have to be produced in time for the event.

Production: the gadgets/souvenirs will be manufactured by a Chinese factory with technologies for the **mass production** (e.g. injection moulding, etc.). Consider **about 60-100 RMB** (i.e. 8-13 EUR, 9-15 USD) for production costs.

Values to convey: your gadgets/souvenirs will have to comply with the values and tradition of the Shenzhen International Industrial Design Fair, in particular conveying the values of **innovation**, **industrial design expertise** and the other traits of the brand, that you can find on their official website www.szidf.com

Logo: the logos of SZIDF and SIDA shall be visible and applied on your products (see *Material files*).

Customer typology: your gadgets/souvenirs will be sold to all attendees of the Shenzhen International Industrial Design Fair 2018.

Deliverables: upload all the images that better present your projects (rendering, descriptions, CAD files, etc.) and, if necessary, remember that you can also attach a .ZIP archive containing extra materials.

Jury: all the entries of the contest will be evaluated by a highly skilled jury of representatives of the Shenzhen Industrial Design Profession Association (SIDA) and Desall.

Evaluation criteria: in the evaluation of your submissions the Jury will take into account the following criteria:

Degree of Innovation (5/5)

Functionality/usability (5/5)

Aesthetics (5/5)

Technical feasibility (4/5)

Brand compliance (4/5)

Language: since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

Contest timeline

Upload phase:	14 th June – 13 th September 2018 (1.59 PM UTC)
Community Vote:	13 th September – 20 th September (1.59 PM UTC)
Jury Vote:	from 13 th September 2018
Winner announcement:	27 th September 2018 on Desall.com
Award ceremony:	5 th November 2018, during the SZIDF designers night in Shenzhen

Optional deadlines

Concept revision:	14 th July 2018 (1.59 PM UTC)
End of hidden option:	29 th July 2018 (1.59 PM UTC)

Concept revision: deadline for requiring an optional revision of your project by the Desall team. In order to request a revision, upload your project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. **The revision is NOT mandatory:** it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

End of “hidden option”: deadline for setting the design privacy of your submissions to “hidden” (cf. [FAQ](#))

Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the www.desall.com web site, via the upload page related to “SZIDF 2018 Gadget Design Award” will be accepted.

Award

1st AWARD – SZIDF 2018 EXPERIENCE

- International round-trip flight tickets + 4 nights at quasi five-star hotel + airport pick-up & drop-off;
- 6m x 6m standard booth + booth setup (in addition to the products and works of the winner, the booth may also host materials regarding Desall and the award);

- Product prototype;
- One onsite bilingual (English-Chinese) assistant;
- One advertising page in the SZIDF catalogue;
- One page image-text presentation ads on SZIDF website for two years;
- Promotion in SZIDF community;
- Networking opportunities with design masters and design leaders;
- Free pass to all the concurrent forums and workshops;
- Award ceremony during the designers night of SZIDF on Nov 5th 2018.

The services offered for the award are equal to about EUR 11,000.

The selection of the winner by Jury will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

For all terms and conditions, please login and read the [Contest Agreement](#) from the upload page. For questions about the brief please use the “Have a question” button or write to contest@desall.com.

Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: revision of your project by the Desall team. In order to request a revision, upload your project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Hidden option: only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.