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1. Background

The DFA Design for Asia Awards is the flagship programme of the Hong Kong Design Centre (HKDC), celebrating design excellence and acknowledging outstanding designs with Asian perspectives. Since its launch in 2003, the DFA Design for Asia Awards has been a stage upon which design talents and corporations can showcase their design projects internationally.

The programme is comprised of five major awards: Grand Award, Grand Award for Culture, Grand Award for Sustainability, Grand Award for Technology and Category Award. Entries to the Category Award are recruited by open submission, while entries to the other four are by nomination. For the Category Award, entrants may submit design projects in one of 23 categories under four key design disciplines, namely Apparel & Accessory Design, Communication Design, Environmental Design and Product & Industrial Design. Gold, Silver, Bronze and Merit awards are presented to winners in each category. Submissions are judged on four criteria – overall excellence, use of technology, impact in Asia as well as commercial and societal success.

The judges are design professionals and experts attuned to design developments in Asia and experienced in serving as judges for Hong Kong and international design awards.

2. Entry Requirements

Hong Kong Design Centre warmly invites you to participate in this tribune of design excellence, without limit of submission. However, please note that the following criteria apply:

1. The entry must have actually been produced and (in the case of commercial products) have become available in one or more Asian markets* between 1st January 2018 and 31st May 2020.
2. Designs that are still under development and/or have not yet been commercially launched between 1st January 2018 and 31st May 2020, as well as show flats, prototypes, renderings and artists' impressions of designs are ineligible as Entry.
3. The entry must be submitted by the design's owner or client, the brand's owner, its designer or its design consultancy. Hong Kong Design Centre may request entrant to submit a Letter of Support when awarded, to certify the owner agree the entry submission.

* Asian markets include:

Afghanistan / Bangladesh / Bhutan / Brunei Darussalam / Cambodia / Hong Kong / India / Indonesia / Islamic Republic of Iran/ Japan / Kazakhstan / Kyrgyzstan / Korea / Lao People's Dem. Republic / Macau / Mainland China / Malaysia / Maldives / Mongolia / Myanmar / Nepal / North Korea / Pakistan / Philippines / Singapore / Sri Lanka / Taiwan / Tajikistan / Thailand / Timor-Leste / Turkmenistan / Uzbekistan / Vietnam

3. Fees

Entry Fee

During Promotional Period: HK\$1,000 for each entry submitted online between 1st April and 31st May 2020 (by 23:59, Hong Kong time (GMT+8))

During Regular Period: HK\$2,000 for each entry submitted online between 1st June and 17th July 2020 (by 17:00, Hong Kong time (GMT+8))

Publication and Promotion Fee

A mandatory Publication and Promotion Fee will be applied for all winning entries.

- Grand Award, Grand Award for Culture, Grand Award for Sustainability, Grand Award for Technology: HK\$6,000
- Grand Award with Special Mention: HK\$5,000
- Gold Award: HK\$5,000
- Silver Award: HK\$4,000
- Bronze Award: HK\$4,000
- Merit Award: HK\$3,000

The Publication and Promotion Fee includes the following,

- Invitation to DFA Awards Presentation Ceremony and Business of Design Week (BODW) opening ceremony to establish networks with international and local designers and business leaders;
- One trophy (except Merit Award)
- One certificate
- Authorized to use the DFA Design for Asia Awards endorsement mark for promotion
- Featured in DFA Awards Publication 2020 with one complimentary copy
- Showcased in the DFA Awards Exhibition
- Opportunity to be invited as a speaker of Business of Design Week (BODW) or other design forum

4. Awards

There are NINE awards:

The DFA Design for Asia Awards comprises of (A) Category Award by open submission and (B) Grand Awards. Judging panel of Category Award will confer:

(1) Gold, (2) Silver, (3) Bronze and (4) Merit Awards to submitted entries with different levels of design excellence for each category.

Gold Award winners of the Category Award and outstanding design projects by nomination will be selected as the candidates of Grand Awards. Awards will be conferred with:

- Grand Award
- Grand Award for Culture
- Grand Award for Sustainability
- Grand Award for Technology
- Grand Award with Special Mention

5. Design Disciplines & Categories

The judges will confer Gold, Silver, Bronze and Merit to the winners in each Design Disciplines:

1. APPAREL & ACCESSORY DESIGN

- **Fashion Apparel**
- **Functional Apparel**
e.g. Sportswear, safety clothing & personal protective equipment design, clothing for special needs (for elderly, disabled, infant), uniform & occasion apparel, etc.
- **Intimate Wear**
e.g. undergarwear, sleepwear, lightweight robe, etc.
- **Fashion Accessories**
e.g. Bags, jewellery, eyewear, watch, hat, scarf etc.
- **Footwear**

2. COMMUNICATION DESIGN

- **Identity & Branding**
e.g. Corporate design & identity, brand design & identity, wayfinding and signature system etc.
- **Digital Media**
e.g. Website, web TV, digital advertising, computer and mobile applications, moving images (animation, video, motion graphic, etc.), social media platform, etc.
- **Packaging**
- **Publications**
- **Posters**

- **Typography**
- **Marketing Campaigns**

e.g. holistic plan like online, above and below the line, promotional items, etc.

3. ENVIRONMENTAL DESIGN

- **Home & Residential Spaces**
- **Hospitality & Leisure Spaces**

e.g. Recreational spaces (hotels, guesthouses, spas and wellness areas, restaurants, cafés, bistros, bars, lounges, casinos, staff canteens, etc.), etc.

- **Culture & Public Spaces**

e.g. Infrastructural projects, regional planning or urban design, revitalization or restoration projects, landscape etc.

- **Retail and Showroom Spaces**
- **Workspaces**

e.g. Office, industrial spaces (industrial properties, warehouses, garages, distribution centres, etc.), etc.

- **Event and Stage Design**

4. PRODUCT & INDUSTRIAL DESIGN

- **Household Appliance**

e.g. Appliances for living rooms, bedrooms, dining rooms, kitchens, bathrooms, spas, electronic products, etc.

- **Homeware**

e.g. Tableware and decoration, lightings, furniture, home textiles, etc.

- **Professional & Commercial Product**

e.g. Vehicles(land, water, aerospace), special tools or devices for medicine / health care / constructions / agriculture, furniture and devices for business use etc.

- **Information & Communications Technology Products**

e.g. Computers and information technology, computer accessories, communication devices, cameras & camcorders, audio & visual products, smart devices, etc.

- **Leisure & Entertainment Products**

e.g. Entertainment technology devices, gifts & crafts, outdoor, leisure & sports, stationery, games & hobby product design, etc.

6. Judging Criteria

When choosing the DFA Design for Asia Awards winners, the judges' deliberations will focus on the four core areas:

1. Overall Excellence

- Creativity & Innovation
- Originality
- Usability
- Aesthetic
- Sustainability

2. Use of Technology

3. Impact in Asia

4. Commercial & Societal Success

7. Timeline & Procedure

- April – Mid July: Call for Entry
- August: Judging
- September – October: Result Notification to Winners
- Early November: Announcement of Winner List to Public
- December: Awards Presentation Ceremony and Exhibitions

4 Steps for Submission:

Step 1: Create a company account

- Read the terms and conditions
- Register a company account for login to system

** Company accounts registered in 2019 were kept for submission in 2020.*

Step 2: Entry Submission

- Add entry (ies)
- Provide entry information & images

Step 3: Payment

- Select entry (ies)
- Select payment method and process payment

Step 4: Arrange Materials by deadline*

- Arrange the actual products / supporting materials to reach the Secretariat – Entry Collection Centre by following deadlines:
 - Promotional Period (April & May) entries: 12 June 2020 (Before 5pm) (HK Time, GMT+8)
 - Regular Period (June & July) entries: 24 July 2020 (Before 5pm) (HK Time, GMT+8)
 - Pack design(s)/product(s) (except environmental design discipline) and supporting materials (optional) with entry number label, send to the secretariat before deadline
- * Entrants should be responsible for all the costs for the transportation or return of any design (s)/products, insurance, liability involved, etc*

8. Terms & Conditions

Please read the below Terms and Conditions of the DFA Design for Asia Awards 2020 carefully.

1. The Entrant hereby grants, on a gratuitous basis free of any fee, royalty or remuneration, to the Hong Kong Design Centre ("HKDC"), the organiser of the DFA Design for Asia Awards 2020 (the "Awards"), the right or license to use, edit, amend, copy, reproduce or publish in any size the design (which includes but is not limited to drawings, artworks, photographs, images, sketches, transparencies, sculptures, models, prototypes, and printed or digital materials) submitted for the Awards (collectively the "Design") or any part thereof in the promotional/exhibition materials or any publications in any media or medium related to the Awards in consideration of HKDC accepting the Entrant's submission of the Design as an entry for the Awards.

2. The Entrant hereby acknowledges and warrants that the Entrant is the sole owner or has been authorized by the owner(s) of all rights including but not limited to copyright, design rights and all other proprietary and intellectual property rights in or pertaining to the Design.

3. The Entrant hereby represents and warrants that the design is original and independently created and does not infringe, breach, prejudice or violate the property, interests or rights (including but not limited to contractual rights, user rights, copyright, design rights, patents and all other proprietary and intellectual property rights whether registered or otherwise) of any third party. The Entrant agrees to fully indemnify HKDC against all actions, claims, loss, damages, costs and expenses which it may incur or has incurred as a result of any breach of this representation or warranty. Should it prove in retrospect that a submitted or even the awarded Design breaches third-party rights, HKDC reserves the right to revoke the relevant Awards. The above liability provisions apply accordingly to all items supplied by HKDC in connection with the Entrant's participation in the Awards.

4. HKDC reserves the right to cancel, in part or in whole, postpone or bring forward the Awards and its related events for any reason and is not obliged to reimburse the Entrant for any expenses related to such cancellation. All submitted material(s) relating to the Awards, including the required Entry Fee and the Publication and Promotion Fee, will not be refunded.

5. The Entrant agrees that HKDC shall not be responsible for the transportation or return of any Design to the Entrant and HKDC shall not be liable for any loss or damage of the Design during the passing or transporting of the same to and from HKDC or the premises arranged by HKDC. The Entrant shall contact HKDC before arranging delivery of any oversize product (i.e. dimension over 1m x 1m x 1m). HKDC reserves the right to charge the Entrant a reasonable fee incurred by handling the oversize product, such as car park fee, extra courier fee for transporting the product to and from judging venue, etc.

6. The Entrant shall be responsible for all costs (including but not limited to all packaging costs, transport costs, documentation, postal charges, courier charges, insurance costs, governmental/jurisdictional approvals and licenses and any other costs necessary or likely) in all of the following:

- i. The passing and transporting of the Entrant's Design into the possession of HKDC.
- ii. The return of the Entrant's Design upon the Entrant's request.

7. While reasonable care will be taken when handling the Design in the premises arranged by HKDC, HKDC shall not, in the absence of negligence on the part of HKDC, be liable for any loss or damage of the Design. For the avoidance of doubt, it is agreed that superficial rust, oxidation, discoloration, or any like condition due to moisture is not a condition of damage but is inherent to the nature of the Design and HKDC shall not be responsible for such condition.

8. The Entrant agrees and makes a full payment of the Entry Fee to HKDC within ten (10) days after the Entrant's online submission to HKDC.

9. The Entrant hereby acknowledges in the event that the Entrant has received notice that the Entrant's Design has been declared as a DFA Design for Asia Awards Winner, the Entrant is obliged to make a full payment of the Publication and Promotion Fee to HKDC within ten (10) working days of receiving such notice.

10. In accordance with Clauses 8 and 9, in the event that the Entrant fails to make full payment of the Entry Fees and the Publication and Promotion Fees within the required period, there then exists no formation of contract and the full agreement stated herein is null and void ab initio. The Entry Fees and Publication and Promotion Fees are not refundable.

11. The Entrant hereby agrees that the maximum liability of HKDC under these terms and conditions shall not exceed the fee actually received by the HKDC from the Entrant.

12. The Winner of the Awards agree that his/her winning design will be displayed in exhibition(s) at the decision of HKDC for a period of a minimum of one year subsequent to the winners announcement, and agrees to provide information as requested by HKDC about the winning design for future activities, including but not exclusive to reports, publicity, marketing, promotions and exhibitions.

13. The Winners of the Awards agree to cooperate with HKDC to promote the Awards and involve in relevant promotional activities in the future upon request.

14. The Winners of the Awards agree to get HKDC's approval prior to using the endorsement mark.

15. The Entrant agrees that the decisions of the judging panel will be final. No appeal will be entertained.

16. These terms and conditions shall be governed by the laws of the Hong Kong Special Administrative Region. Any claim or dispute must be determined exclusively by the courts in the Hong Kong Special Administrative Region.

17. These terms and conditions are prepared in English and Chinese languages. If there is any inconsistency between these versions, the English version shall prevail.

* For 2020 entrants, except the winners of the Awards, who intend to collect the Design shall contact DFA Design for Asia Awards Secretariat during the period from December 2020 to March 2021. Otherwise, such Design may be subject to disposal without further notice.

Personal Data Protection

All personal information submitted will solely be used for the DFA Design for Asia Awards purposes. In accordance with Sections 18 and 22 and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance by Office of the Privacy Commissioner for Personal Data of Hong Kong, the applicants [Entrants] have the rights regarding access to and correction of personal data provided.

Prevention of Bribery Ordinance

Applicants [Entrants] are reminded that it is an offence under the Prevention of Bribery Ordinance of Hong Kong to offer any advantages (e.g. money, gift, etc.) to the organiser, an employee of the organiser, co-organisers or the Judging Panel as an inducement to or reward for giving favourable considerations to applicants [Entrants].