



Lotus Prize International Design Competition Committee

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Letter of Invitation

Dear Design Talents from All over the World,

On behalf of the organizing committee, I warmly invite you to participate in Lotus Prize International Design Competition 2014.

Lotus Prize International Design Competition is a biennial event starting from 2008. This competition has been successfully held for three times since the beginning. During the past six years, with strong governmental support, prestigious jury members and extensive involvement of noted design schools-both at home and abroad, it has attracted over 10,000 designers from 15 countries with large numbers of high-quality design works. Lotus Prize has gradually become a globally renowned event that promotes design-related international communication and cooperation.

The characteristics of Lotus Prize 2014 can be summarized as follows: (a) 100% Industrial Needs: Competition topics are assigned by the 50 organizations involved based on their practical projects or researches. It is highly possible that participants' great ideas will turn into practical products. (b) An Effective Communication Platform: We provide a communication platform that links various stakeholders, including businesses in both manufacturing and IT industries, venture capitalists, charity foundations, design schools, government, judges and designers. This platform will go a long way towards promoting industrial convergence and integrating various resources. (c) Innovative Incubation

Service: Totally different from many other design competitions that merely focus on the judging results, Lotus prize provides communication opportunities among participants, industries and jury members. With the guidance of the mentors and enterprises, participants' ideas can be easily turned into products; they can even fulfill their dreams of starting up their own businesses. (d) Powerful International Resources: Lotus prize is accredited by ICSID (International Council of Societies of Industrial Design) and its jury includes executive board members of ICSID and jurors for such recognized design awards as IF and Red Dot. This competition is strongly supported by globally renowned design schools from various countries, such as UK (our main partner this year), Italy, US, Korea, Japan and Sweden. (e) Various Types of Awards: The prize money this year is over 1 million RMB. The awards could be a big cheque, a trip to Italy, an internship or a start-up opportunity. (f) Diverse follow-up Events: the commercialization of design works, wide media coverage, participating in such influential exhibitions as World Expo 2015, Milan Design Week and 100% Design London, and so forth.

More details about Lotus Prize are available on our website: lotusprize.com. We hope you will inform the design talents in your school of this competition and look forward to your excellent entries.

With kind regards,

A handwritten signature in black ink, appearing to read "He Renke".

He Renke

President of Lotus Prize Committee (www.lotusprize.com)

Dean and Professor of School of Design,

Hunan University, Changsha, China