

promoting an exponential shift in design thinking for China

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Design  
for the real China

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We are looking for exciting and novel solutions to real problems and issues faced in China. We are committed to promoting design as a force for good in one of the world's most rapidly developing areas. For too long the image of design has been impaired through its association with luxuries accessible only to the elite in society. In promoting more egalitarian solutions to real situations, we hope to rehabilitate the understanding of design and its potential.

**Brief: Show us a solution to a China-located problem or opportunity you have identified.**

There are no boundaries to the solutions we are looking for. They may address environmental issues; conflicts within society; safety; education; medical; entertainment; communication; sports, industry, leisure. We are looking for solutions that are provocative, innovative and elegant. We understand that beauty in design is more than skin deep and that appropriate solutions come from the most unlikely sources.

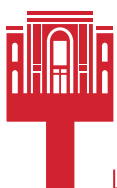
reinventing the rules for a new era of design recognition and promotion.

launch:	Teatro Agora, Milan. 13 <sup>th</sup> April, 2013
entry closes:	31 <sup>st</sup> October, 2013
popular vote commences:	Beijing Design Week. September, 2013
winners announced:	December, 2013

the categories:	the prize money:
$d^0 = 1$	¥100,000
$d^1 = 2-10$	¥10,000
$d^2 = 11-100$	¥1,000
$d^3 = 101-1,000$	¥100
$d^4 = 1,001-10,000$	¥10
$d^5 = 10,001$ and above	¥1

for further details:  
[www.designfortherealchina.com](http://www.designfortherealchina.com)  
<http://weibo.com/dndesigncompetition>  
e-mail: [info@designfortherealchina.com](mailto:info@designfortherealchina.com)

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