

*Lotus Prize*²⁰¹²
www.lotusprize.com

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Organizers

大赛组织

Host/主办单位

Hunan Provincial Government
湖南省人民政府

Organizer/承办单位

Hunan Science and Technology Department
湖南省科技厅

Endorsement Agencies/认证单位

International Council of Societies of Industrial Design (ICSID),
International Association of Universities and Colleges of Art,
Design & media (CUMULUS), China Industrial Design Association (CIDA)
国际工业设计协会联合会 (ICSID)
国际艺术设计与媒体院校协会 (CUMULUS)
中国工业设计协会 (CIDA)

Themes 大赛主题

The theme of this year's competition is:

Design, Innovation and Application

On the basis of two previous "LotusPrize" International Industrial Design and Innovation Competition, this year's competition highlights the essential requirements and values of industrial design. Focusing on developing innovative products and promoting industrial development with design, we combine enterprises' design requirements with innovative application, and centered on the tasks and goals of the new industrialization of Hunan Province, we let innovation and application take the lead.

大赛的主题为：**设计、创新、应用**

在前两届“芙蓉杯”国际工业设计创新大赛基础上，突出工业设计的本质需求 and 价值，强调以创意驱动产品创新，以设计推动产业发展为主线，紧密结合企业的设计需求和创新应用，围绕湖南新型工业化的任务和目标，以“创新”和“应用”为主导。

Design Categories

参赛内容

In order to encourage design centers, enterprises and universities to participate in the competition, and to support the development of excellent enterprises and key enterprises of Hunan Province, the 3rd "LotusPrize" continues to apply the grouping of previous two competitions and put more attention on innovative design applications rather than sheer creative design.

第三届“芙蓉杯”大赛将充分调动各行业设计中心、企业和高校的积极性，支持湖南特色产业和重点企业的发展，在延续前两届大赛“公开组”、“企业组”分组基础上，更加注重从创意设计大赛转向设计创新应用性大赛。

Open Group

The competition is mainly focusing on the "application" of design while taking the "concept" of design as a supplementary feature. According to the requirements of product design generated by the new-industrialization-oriented industries and key enterprises in Hunan Province, we invite design centers and enterprises to set the propositions to the three categories. The competition welcomes contestants from all over the world, and the Organizing Committee will invite design schools and design agencies from Italy and China to undertake proposals in the form of workshops. The entries submitted must include business models, design descriptions, product models (or interactive demos). Enterprises who set the propositions will participate as a supervisor and support the workshops.

公开组

公开组：以“应用”设计为主，“概念”设计为辅，根据我省新型工业化主导产业和重点企业新产品开发的设计需求，邀请各行业设计中心和企业为大赛命题，面向全球征集参赛作品，大赛组委会还将邀请意大利和中国的设计院校、设计机构以工作坊的形式完成定向设计，最终作品需提交商业模式、设计说明和产品模型（或交互演示）。命题企业将全程参与大赛过程，为工作坊提供支持。

Equipment design

面向高端装备制造业的创新设计与应用

The attention and investment paid by Hunan high-end equipment manufacturers to industrial design are richly rewarded in terms of economic benefit. This time the competition will focus on the actual needs and key research projects of these enterprises, the aim is to import global design intelligence, to widen design ideas, to expand design innovation from different perspectives, such as technology, market and user, and to achieve new breakthroughs in quality innovation, application of new energies, application of Internet of Things, comfort of human-machine interactions, user experience, etc.

This category calls for design works related to high-end equipment manufacture including all kinds of construction machinery (excavator, crane, road machine, concrete mixer, etc.), new energy vehicle, rail transportation, aviation equipment, intelligent machines, high-technology ships and so on. Entries can be designs of the whole machine, coating design, integrated design plans that enhance a brand's international reputation... all above-mentioned prospective designs for the next five years.

Supporting Corporations: Sunward Intelligent Equipment Co., Ltd., Sany Group, Zoomlion Heavy Industry Science & Technology Development Co., Ltd., Xiangtan Electric Manufacturing Group, CSR Zhuzhou Electric Locomotive Co., Ltd., Sunbird Yacht.

我省高端装备企业在工业设计创新上的重视和投入带来了巨大的市场和经济效益。本届大赛将紧紧围绕这些企业的实际需求和重点研发项目，引进全球设计智慧、开拓设计思路，从技术、市场、用户等不同角度开展创新设计，在品质提升、新能源应用、物联网应用、人机舒适度和用户体验等方面实现新的突破。

大赛征集包括各种高端工程机械、汽车与轨道交通、航空装备、智能化机械、高技术船舶等各类装备产品的工业设计、涂装设计、全产品线整合设计、未来3-5年的前瞻性设计方案等。

协办企业：山河智能、三一重工、中联重科、湘电集团、南车株机、太阳鸟游艇等。

国际设计创新参考案例



RM 6000 MonoLift™前移式叉车



沃尔沃 A40F



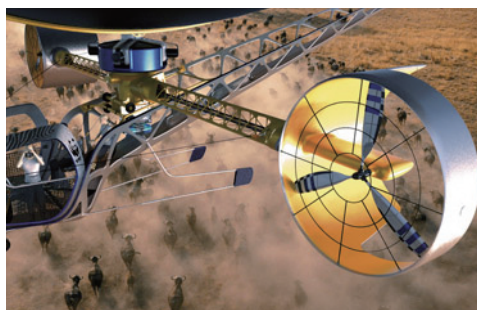
泥爪甲



Zefiro380



利勃海尔LH120C挖掘机



100% Solar Powered Thermal Airship

Digital & Culture Initiatives

促进文化与科技融合的文化产品创新设计与应用

For the purposes of constructing the "National (Changsha) Demonstration Base for the Integration of Culture and Technology", improving the development of digital culture, promoting the integration of cultural industry, information industry and high-end technology industry, the competition encourages contestants to apply digital approaches to pass down cultural heritages, to create, produce and promote innovative contents, to care for user experiences and services, to develop new business models... The innovative applications of above-mentioned perspectives from upstream to downstream inside a production circle are stressed on. The competition emphasizes creativity and innovation on the production, outcome and communication forms of cultural products against the background of Internet and the information age, highlights the inheritance and the innovation of traditional local culture.

Based on developing trends of the cultural industry and digital service industry, such as cartoons, publishing and broadcasting, this category calls for works of innovative plans for digital products and service designs based on Internet, including mobile animations and games, mobile APP, digital reading, e-commerce, social medias, multi-media communication, as well as digital interfaces and interaction design of other intelligent products.

Creative products design based on local culture: light industrial products related to Hunan local culture and intangible cultural heritage, souvenirs, home furnishings and decorations, packaging designs with local features, and tourism information digitalization and service designs.

Supporting Companies: Talkweb Information System Co., Ltd., China South Publishing & Media Group, Sundance, Hunan Famous Products Development Co., Ltd., Unitenix Culture and Tourism Co., Ltd., Tianli Embroidery, Liuyang Yihelong Mfg. Co., Ltd..

面向建设国家（长沙）文化和科技融合示范基地、促进文化产业的数字化进程，加强数字化手段在文化产业从传承、内容创意和生产、传播、用户消费和体验到服务与商业模式开发等上下游产业的创新应用。突出传统地域文化的传承与创新，围绕动漫、出版、影视、旅游等文化产业和数字服务业的发展趋势征集：

基于网络的数字产品与服务设计创新方案：包括原创手机动漫与游戏、移动媒体应用设计、数字阅读、电子商务、社交媒体等文化内容与传播形式的创新，具有地域文化特色的旅游信息数字化与服务设计以及其他智能产品中的数字界面与交互设计。

基于地域文化的创意产品设计：包括体现湖湘地域文化与非物质文化遗产特色的轻工产品、旅游纪念品、家居家饰以及地方特产包装设计等。

协办企业：快乐购、中南传媒、拓维信息、天下凤凰、天利湘绣、颐和隆烟花等。

国际设计创新参考案例

■ 数字产品与服务设计案例



Touch Sight 盲人相机



SMS Text Messenger



Breathe



Tactile Phone



Battleloot Adventure



Zaker



Path



随手记

■ 创意产品设计案例



Story Vases



Orien Tales

Sustainable and low-carbon design

面向环境可持续与社会创新的设计与应用

Considering the aim of developing sustainable design and green industries in the construction of Two-Oriented Society, this category centers on green design, new energy and environment-friendly, proposes creating new products and use patterns by using systematic sustainable methods. Entries for this category should improve the quality of public services and living standards, and push forward the development of the "Two-Oriented Society" and social innovation.

This category calls for entries of:

Green energy products, equipment and related applications, a variety of vehicles that use renewable energies such as solar energy, natural gas, energy recharging and air inflation equipment, power generation equipment, home appliances and other electric products, outdoor equipment.

Creative eco-designs, creative applications of environment-friendly materials that are in accordance with the rules of sustainable development, including the applications of bio-materials, recyclable materials.

Creative product designs that reduce the harm to the environment and the consumption of resources by using less, reusing and recycling materials and energies in the life span of products.

Public equipment and service designs including public exercising equipment, lighting equipment, safety equipment, entertaining and recreational equipment, public security equipment, public information demonstration equipment and service terminals, city public service systems and related business models, public transportation systems featuring low-carbon technologies, garbage recycling systems, second-hand goods exchange and upgrading systems, community health care and health aid systems.

Supporting Agencies and Companies: CSR Zhuzhou Electric Co., Ltd., Hunan CSR Times Electric Vehicle Co., Ltd., Forty-eighth Research Institute of China Electronics Technology Group Corporation, Ltd., Hunan Gongchuang PV Science & Technology Co., Ltd..

Supporting Agencies and Companies: Office of Two-oriented (energy-saving and environment-friendly) Society of Hunan Province, Hunan CSR Times Electric Vehicle Co., Ltd., Chang Feng Group, Forty-eighth Research Institute of China Electronics Technology Group Corporation, CSR Zhuzhou Electric Co., Ltd., Hunan Gongchuang PV Science & Technology Co., Ltd..

面向两型社会和绿色湖南建设的要求，围绕发展可持续与绿色产业的目标，以低碳、新能源和环保为核心，倡导以系统化的可持续设计创造全新的绿色低碳产品及其使用方式，推动两型社会创新发展、提升城市公共服务质量与居民生活品质。

本类别重点征集：

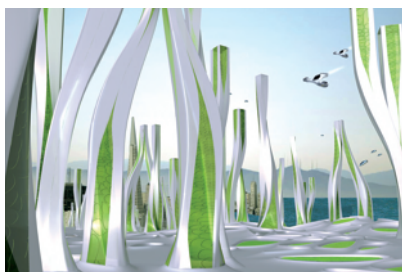
低碳与生态环保创意产品、装置：符合绿色、可持续发展原则的环保新材料的创新应用，从材料和能源的减少使用、再利用以及可循环等三方面实产品全生命周期过程中减少环境负担和资源消耗的产品创新设计；使用太阳能、天然气等清洁可再生能源的附属充电充气装置、家电及消费电子产品、户外装备及建筑设施等创新性设计；

公共场所设施与服务产品：包含公共健身、照明、安全、娱乐与休闲设施、公共安防产品（防灾、救生）等、公共信息展示与服务终端等，以及城市公共服务系统及其商业模式设计，如低碳公共交通服务系统、城市固废垃圾回收系统、社区医疗护助系统等。

协办企业：南车时代电动、南车电机、48所、共创光伏等。

国际设计创新参考案例

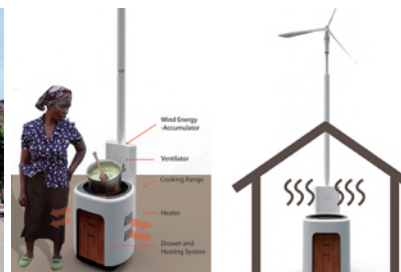
■ 低碳与生态环保创意产品和装置案例



City of the Future: Hydro-Net

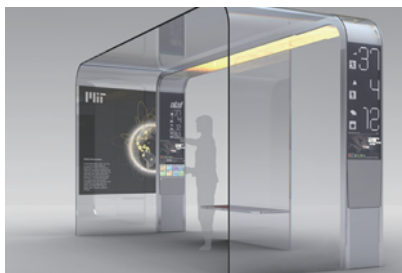


solar tree



Wind Heater

■ 公共场所设施与服务产品案例



Eye Stop_SENSEable City laboratory



Mindport



C SEED 201 Outdoor TV

Enterprise Group

The Enterprise Group calls for products that were put on the market by enterprises between 2010 and 2012. The five categories are as follows:

1. Vehicle design: automobiles, motorcycles, electric motorcycles, airplanes, trains, light rail vehicles, bicycles, etc.
2. Equipment design: construction machineries, lathes, meters, tools, agriculture machines, etc.
3. Information product design: computers and related equipment, e-commerce equipment, 3C (Computer, Communication and Consumer-Electronics) products, information and service products, etc.
4. Light industry products: cultural and tourism products, fashion products, home furnishings and decorations, plastic and ceramic commodities, ironware, toys, stationery, sports gears, etc.
5. Equipment for medical and scientific use: medical devices for medical science and personal health, machines, tools and related products

企业组

参赛作品为企业2010-2012年之间已经开发并投产上市的产品，内容将分为以下五个方面：

- 1、交通工具类：汽车、摩托车、电动车、飞机、火车、轻轨车辆、自行车等交通工具；
- 2、工业装备类：工程机械、机床、仪器仪表、工具、农业机械设备等；
- 3、信息产品类：电脑及外围设备、电子商用设备、3C 产品、信息服务产品等；
- 4、轻工产品类：旅游文化商品、服装服饰、家居家饰、塑料陶瓷日用品、五金制品、玩具、文具、运动器械等；
- 5、医疗与科学设备类：医疗科学专用或个人保健用专业医疗设备、器械、仪器等用品。

Contestants 参赛对象

According to the grouping of entries, contestants are divided into two groups: "Open Group" for individual designers or teams and "Enterprise Group" for enterprises.

Contestants for the "Open Group" are:

- (1) Students and teachers majoring in design at home and abroad.
- (2) In-house designers of enterprises or designers from design studios.
- (3) Other industrial design enthusiasts.

Contestants for the "Enterprise Group" are:

Enterprises in Hunan province (including joint ventures and private enterprises)

NB: Members of the Organizing Committee are not allowed to take part in the competition.

根据参赛内容的不同分为两组，以个人或团队名义参赛的为公开组，以企业名义参赛的为企业组。

公开组参赛对象为：

- 1、国内外高校设计专业的教师和学生；
- 2、企业或设计公司的设计人员；
- 3、其他工业设计爱好者。

企业组参赛对象为：湖南省内企业（包括在湘合资、独资企业）。

* 附注：大赛工作人员不能参赛。

Awards 奖项设置

Open Group

公开组

There are one Gold Prize, two Silver Prizes, three Bronze Prizes and twenty Merit Awards in each category.

Gold Prize Bonus: 80'000RMB - Trophy - Certificate

Silver Prize Bonus: 20'000RMB - Trophy - Certificate

Bronze Prize Bonus: 10'000RMB - Trophy - Certificate

Merit Award Bonus: Certificate

三大类别分别评出金奖1名、银奖2名、铜奖3名、入围奖20名。

金奖奖品为：8万元人民币、奖杯、证书。

银奖奖品为：2万元人民币、奖杯、证书。

铜奖奖品为：1万元人民币、奖杯、证书。

入围奖奖品为：证书及作品集。

Enterprise Group

企业组

There are five Corporate Innovation Prizes and twenty Merits Prizes.

Corporate Innovation Prize Bonus: 50'000RMB - Trophy - Certificate

Merit Prize Bonus: Prize Certificate

评出企业创新奖5名，入围奖20名。

企业创新奖奖品为：5万元人民币、奖杯、证书。

入围奖奖品为：证书及作品集。

To ensure the competition's academic value, international influence, authority and impartiality, there will be three rounds of assessments. The preliminary assessment will be done by design directors of companies and design experts in China. They will exam the qualification, group and judge all entries and come out with a list for the second round. The jury panel for the second and the final assessments is composed of international design experts invited by the Organizing Committee. The panel will be responsible for the comprehensive evaluation of the entries and come out with a list of finalists. On the day of final assessment, the finalists and the jury panel will get together and the juries will decide who win the awards.

The list of the jury panel is as follows:

为确保大赛的国际性、权威性及公正性，大赛共有初评、复评和终评三轮评审。大赛初评将邀请企业的工业设计主管领导与国内知名设计专家负责对参赛作品进行资格审查、分组及初步筛选，评出入围作品名单。大赛复评和终评将邀请来自意大利、韩国和中国的8位知名设计专家组成终审评审团，负责对入围作品进行综合评分，决定最后进入决赛的作品并进行现场评审。并进行现场评审。



李淳寅 (韩国)

首尔设计中心主席、国际工业设计协会联合会主席。

Soon-in Lee (Korea)

President of the Seoul Design Center,
President of the International Council
of Societies of Industrial Design
(icsid).



Giorgetto Giugiaro

意大利IDG设计公司主席，曾被评为“世纪设计大师”。

Giorgetto Giugiaro

Chairman of Italdesign Giugiaro, also
named the "Car Designer of the
Century".



Stefano Giovannoni

意大利著名设计大师，
Giovannoni设计公司主席。

Stefano Giovannoni

Founder and Chairman of Giovannoni
Studio, designer of Alessi.



Arturo Dell'Acqua

米兰理工大学设计学院院长，
Triennale设计博物馆基金会主席，
米兰市政府设计战略高级顾问。

Arturo Dell'Acqua Bellavitis

Director and professor of INDACO
(Industrial, Art, Communication and
Fashion) Department of Politecnico di
Milano, Current Director of the Milan
Triennale Foundation and Exposition,
Senior Design Strategy Adviser of Milan
Government.

Please note that

附注

* The individual income taxes generated by the award bonuses shall be paid by the winners themselves.

* The total number of prizes will be decided according to the quality of the entries, the organizer may retain any award if there is controversy about any entry.

* The Award Ceremony will be held in January 2013 in Changsha. The travel and accommodation expenses of the award-winning contestants will be covered by the Organizing Committee.

* 奖金个人所得税自理;

* 最终奖项评定数量视参赛作品质量而定, 允许部分奖项空缺; 若对奖项结果有任何争议, 一切均以终评结果为准;

* 颁奖典礼于2013 年1月8日在湖南省长沙市举行, 学生金、银、铜奖候选人往返长沙领奖的交通费以及食宿费用由主办方承担。

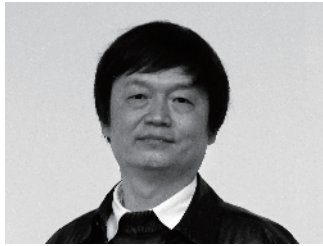
Jury Members

评委会组成



Luisa Bocchietto
意大利工业设计协会主席。

Luisa Bocchietto
President of ADI (Italy Industrial Design Association).



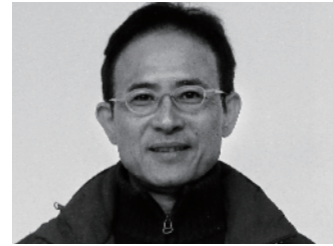
何人可
湖南大学设计艺术学院院长，多次担任Red dot、Braun Prize 等重要国际赛事评委。

Renke He
Dean & Professor of the School of Design, Hunan University. He was juror for IF Award and Braun Prize, and is juror for Red Dot Design Award.



鲁晓波
清华大学美术学院院长，多次担任红点、红星奖评委。

Xiaobo Lu
Dean of Academy of Arts and Design, Tsinghua University. He is juror for Red Dot Design Award and Red Star Design Award.



官政能
台湾实践大学副校长、设计学院教授。历任“台湾产品设计奖”、Braun Prize等设计竞赛评委。

Cheng-Neng Kuan
Vice President of Shih Chien University in Taiwan and professor of the School of Design. He was juror for the Taiwan Excellence Product Award, Taiwan Product Image Award, Taiwan Good Design Award, Braun Prize.

Criteria 评审标准 of Adjudication

Applicability 应用性	<p>Designs should be able to be realized and transformed into real products by enterprises and suitable for mass manufacturing, this is the very core criterion of this competition. Gold Prize works should be designs that follow the propositions set by supporting enterprises.</p> <p>把企业应用作为根本性的评审标准，能够为企业转化应用、适合工业化批量生产制造。其中，金奖产品应为与支持企业相关的主题设计</p>
Innovativeness 创新性	<p>Contestants should apply new technologies, new materials and new techniques effectively; the concepts should be unique and novel, with innovation highlights; design solutions should propose new ways to solve problems and lead the development trend of information industry, intelligent products design and service design under the prospect of New-Typed Industrialization.</p> <p>有效利用新技术、新材料、新工艺；概念独特新颖、能提供新的问题解决方案；能引领信息化、智能化产品及服务设计发展趋势</p>
Economical Efficiency 经济性	<p>The designs should be of high performance-price ratio, meet the needs of the market, and be able to promote the economic benefit of enterprises; product designs with local cultural features should promote local cultural resources, enhance the value of brands for the international market, and achieve economic growth for culture-related industries.</p> <p>符合当代技术发展趋势，综合高效利用社会和环境资源，具有较高的商业价值和市场潜力、高性价比的设计与商业模式创新</p>
Environment Conservation 环保性	<p>Designs related to green, low-carbon, energy saving, low-consuming, new energies are encouraged; eco-compatibility, insights and thinking ability on the social and environmental impact are required from contestants; adaptation to the principles of sustainable development is highly recommended.</p> <p>绿色、低碳、节能、新能源；考虑生态兼容性、对社会及环境的洞察力、思考力和责任，适应于两型社会可持续发展的原则</p>

Schedule

日程安排与评审程序

- 1 Call for Entries
August, 2012 – November 10, 2012

作品征集
2012年8月-2012年11月10日
- 2 Preliminary Assessment
November 10, 2012. The Organizing Committee will count the number of entries and check their qualification. All qualified entries will be sent to the jurors for the first round of assessment, the jurors will decide which are in and which are out.

初评
2012年11月10日，组委会统一组织稿件统计与资格审查。通过资格审查的所有作品将由组委会按组别分发至大赛评委团，由大赛评委团初评甄选出入围作品
- 3 Second Assessment
Second Assessment: November 20, 2012. Selection of works for final assessment will be unveiled; finalists should from then on proceed with modeling and video demo making.

复评
2012年11月20日，在入围作品中评出参加终评的作品，参加终评的作品进行模型及视频制作
- 4 Final Adjudication and Presentation
January 10, 2013 in Changsha

终评答辩
2013年1月10日
- 5 The Awarding Ceremony and Forum
January 10, 2013 in Changsha

颁奖典礼、成果转化研讨会
2013年1月10日举行颁奖典礼、成果转化研讨会等相关活动
- 6 Itinerant Exhibition of Award-Winning Works
January, 2013 – April, 2013

获奖作品巡展
2013年1月-2013年4月
- 7 The Awarding Ceremony and Forum
April, 2013. Each winner will get a free copy

颁奖典礼、成果转化研讨会
2013年4月，大赛获奖作品集正式出版物将邮寄至获奖选手

Intellectual Property Rights and Promotion 知识产权与活动推广

All entries of the "Open Group" must be in accordance with the theme and the scope of this competition. They must be originals that haven't yet been published in any newspapers, periodicals, magazines, on websites and other media. The contestants have to ensure that it is the first time their designs appear in competitions, and that the full intellectual property rights of their works are completely owned by them without infringing any previous intellectual property rights. If any case of infringement is found in the qualified or award-winning works, the Organizing Committee has the right to cancel the contestants' qualification and awards, and take back the bonuses, trophies, and certificates. The Organizing Committee will also issue a notification explaining the case.

公开组所有参赛作品内容需符合本届大赛的主题和范围，必须是原创作品，作品未在报刊、杂志、网站及其他媒体公开发表，未参加过其它比赛，参赛者须保证对其参赛作品拥有完全充分的知识产权，无仿冒或侵害他人知识产权，入围及获奖作品一经发现存在抄袭或其他侵权行为，主办单位将取消其参赛、入围与获奖资格，收回奖金、奖品、获奖证书，并在有关媒体公布其侵权行为。

For all award-winning works of the "Open Group", the action of accepting the awards and bonus means that the ownership of related intellectual property rights of the works is entirely transferred to the organizers or related supporting companies, including but not limited to the rights of copying, distributing, exhibiting the works, whilst the organizers need not pay any additional fee. The award-winners retain the authorship of their works.

The Organizing Committee will ally with related supporting companies to transform design into products or apply relative patents with works from the "Open Group".

对于所有公开组获奖作品，获奖者接受奖金即意味着获奖作品的相关知识产权属于大赛主办单位或相关支持企业，其中包括但不限于对作品进行复制、散布、展示及演绎等权利，而主办方无需为此向获奖者支付额外费用，获奖者保留对作品的署名权。

大赛组委会将联合相关支持企业，对大赛公开组适合的作品择优进行成果转化或专利申请。

How to Register 报名方法

All contestants can register online (free of charge) and fill the registration form that will be published on the competition's website: www.lotusprize.com

Contestants are required to fill the registration form with true and correct personal information. The Organizing Committee will reply after receiving it.

参赛者一律经由网络报名（无需报名费）并签署相关参赛协议，报名官方网站为：

www.lotusprize.com “芙蓉杯” 国际工业设计创新大赛网站

参赛者须如实详尽的填写好报名表，大赛组委会网络系统确认后将予以回复

Rules 参赛规则

1. Design concepts should be submitted in A3 (420mm×297mm) sized JPEG format posters in horizontal composition with resolution of 150dpi. The number of posters for each works should not exceed 3 pages. The content should include theme, rendering of the product, necessary structure details, products sizes, and descriptions in both Chinese and English texts. Finalists are required to submit documents of higher resolution, prototypes and video presentations. The Organizing Committee will offer subsidies to contestants if necessary.

1、凡申报概念设计作品版面大小为A3（420mm×297mm）图幅，横构图，jpg 格式，精度150dpi；每件参赛作品不超过三个版面，版面内容包含主题、效果图、必要的结构图、基本外观尺寸图及中（英）文说明等。入围及获奖作品将被要求提交更高精度的资料，参加终评的作品需要完成模型及视频制作，组委会将根据模型的完成度提供适当的制作经费补贴。

2. The "Enterprise Group" contestants are required to provide, apart from those documents mentioned in "Open Group", real objects not more than 1.5 m3. For those whose sizes exceed 1.5 m3, models or videos displaying the usage of the products and their features are required. The file format of the video should be avi or mpg, burned on a CD. The contestants are also required to provide 3-5 photos (A4 sized, presenting overall and detailed characteristics), descriptions in both Chinese and English texts, patent licenses or corresponding intellectual property rights and legally binding documents (if any), and the documents that prove the designs have already been produced.

企业组参赛除上述设计作品文件外，还须提供设计实物，实物体积不大于1.5 立方米，大于1.5 立方米可以提供产品模型或展示产品使用场景与特性的影像视频资料，视频文件格式为avi或mpg 格式，用光盘刻录。企业组参赛产品需提供照片3-5 张（A4 大小，能表现整体与细部特点），中（英）设计说明，有关专利授权或拥有相应知识产权并具有法律效力的证明文件，已经投入生产的相关证明。

3. Individuals and teams with no more than six members are allowed to participate in the "Open Group" competition. There is no limitation on the number of team members for the "Enterprise Group".

公开组参赛者可以以团体的形式参赛，参赛团队最多为六人。企业组参赛团队没有人数限制。

4. Students are assessed together with professional designers according to the criterions of each category without preferential treatment. The submission of students' works should get the allowance from the corresponding schools first of all.

学生参赛者与同一组别的专业参赛者将以相同的评选标准作为竞争依据。学生参赛者的作品提交需获得所在院校的同意。

5. In order to ensure the impartiality of "LotusPrize", the names and companies/schools of the contestants, and other individual information such as icons and figures must not appear on the posters. The entries will be numbered by the Organizing Committee according to their time-of-arrival, and be presented to jurors for preliminary assessment.

为保证本次大赛评选的公正性，参赛作品及版面上不得出现作者所在单位、姓名（包括英文或拼音缩写）或与作者身份有关的任何图标、图形等个人信息资料。举办方将按照设计作品提交的时间顺序进行编号，并提交给评审团。

6. Participants can submit a written application to the Organizing Committee requiring retrieving their entries before second assessment starts. Pay attention that, except real models, the Organizing Committee will not return manuscripts, please reserve copies in advance. If you want to take back models after the exhibition, please indicate this when you register on the website. The Organizing Committee will not cover logistic expenses.

在2012年11月进行复评之前，参赛者可向组委会提交书面申请要求撤销其参赛作品，但作品稿件（除实物外）一律不予退回，请自行备份。如需在大赛展览后归还实物作品，请在网上报名时注明，归还运费由参赛者自行承担。

Entry Submission

作品提交

1. Online Submission (Open Group, Enterprise Group)

Contestants should submit their works via online system, the Organizing Committee will reply after receiving them.

Each attachment file must not exceed 10M, otherwise, please send your works separately with the same e-mail title.

2. Post Mail (Enterprise Group only)

The contestants should burn all documents onto a CD and send it by registered mail (including electronic documents).

Mailing Address: The Organizing Committee of "LotusPrize" International Industrial Design and Innovation Competition, Hunan Science and Technology Building, Room 1102, Yuelu Ave., Changsha, Hunan, P.R. China

Zip Code: 410013

3. Direct Delivery (Enterprise Group only)

Contestants can deliver all documents directly to: The Organizing Committee of "Lotus Prize"

International Industrial Design and Innovation Competition, Hunan Science and Technology Building, Room 1102, Yuelu Ave., Changsha, Hunan, P.R. China

4. Contact Us

The Organizing Committee of "LotusPrize" International Industrial Design and Innovation Competition

Contact Person: Jun ZHANG, Li PAN, MATI (for English)

Tel: 0086-731-88988117, +86-18607319812

Fax: 0086-731-88988607

E-mail: mail@lotusprize.com

1、网络传送（公开组、企业组）

通过大赛组委会网络系统提交，组委会收到后将予以回复。

每份电子邮件发送的作品文件请勿超过10M，超过10M 的作品文件请使用相同邮件主题分开发送

2、邮局邮寄（仅限企业组）

模型实物和刻录光盘可通过邮局挂号邮寄（含电子文档）。

邮寄地址：湖南省长沙市岳麓大道233号科技大厦一楼“芙蓉杯”国际工业设计创新大赛组委会 收

邮编：410013

3、直接送达（仅限企业组）

参赛者直接送到：湖南省长沙市岳麓大道233号科技大厦一楼“芙蓉杯”国际工业设计创新大赛组委会

4、联系方式

“芙蓉杯”国际工业设计创新大赛组委会

联系人：潘丽 张军

电话：0086-731-88988117

传真：0086-731-88988607

邮箱：mail@lotusprize.com

Host / 主办单位



Organizer / 承办单位



Endorsement Agencies / 认证单位



Co-organizers / 协办单位



Supporting Companies & Universities / 支持单位

