



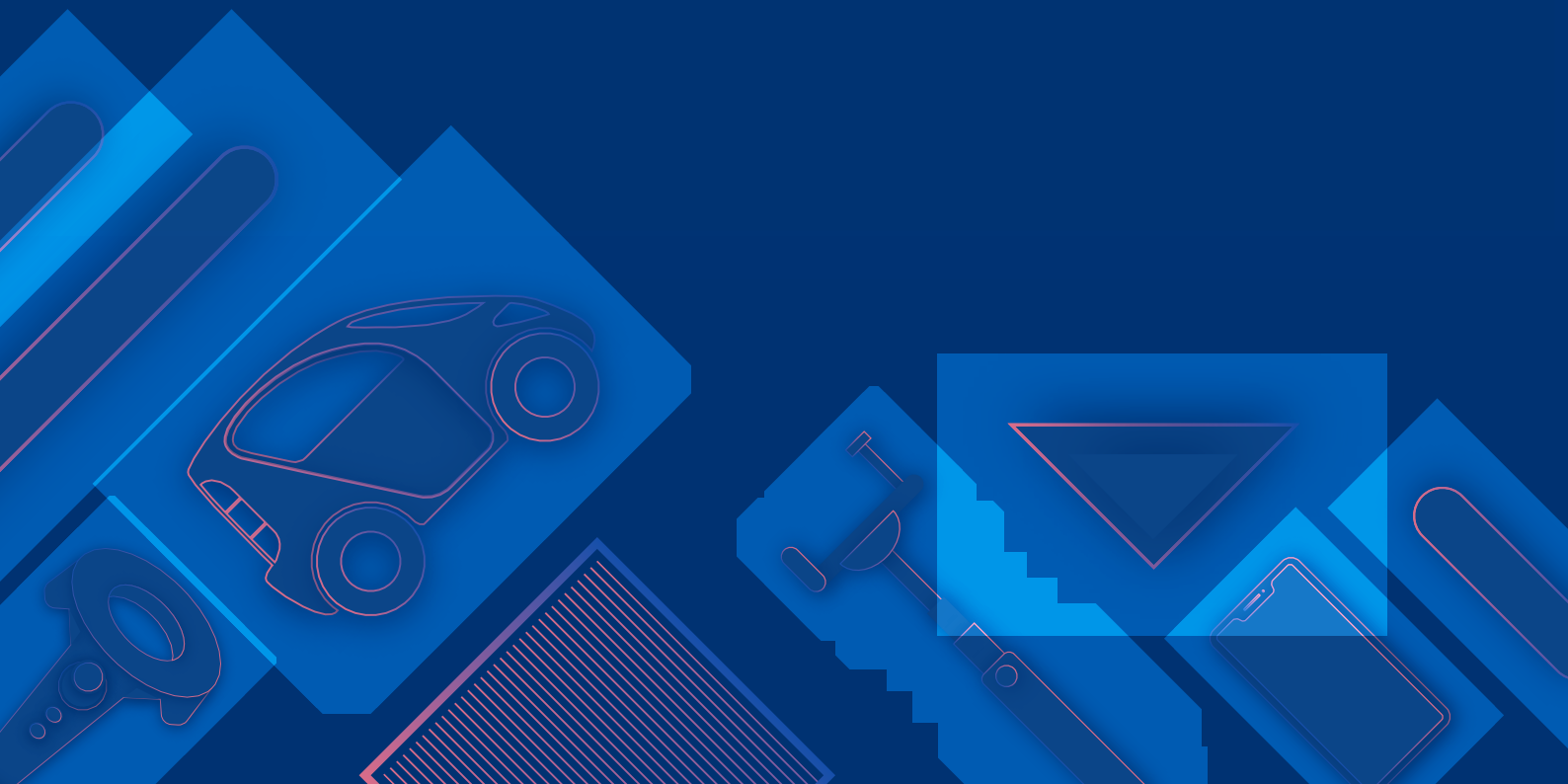
第二届“金紫荆杯”

中国—东盟工业设计大赛

The 2nd “Golden Bauhinia Cup” of China-ASEAN Industrial Design Competition

参赛手册

Entry Guide





DESIGN EMPOWERS SMART MANUFACTURING

设计赋能智造

CONTENTS

目录

Background	大赛背景	1-2
Organizations	组织机构	3
Entrants	参赛对象	4
Commendation and Award	奖项设置	5-6
Sub-Categories	作品类别	7
Categories	大赛组别	8
Product Design Group	产品设计组	9
Conceptual Design Group	概念设计组	11
Enterprise Proposition	企业命题	13-20
Procedures and Key Dates	参赛流程	21
Instructions	参赛要求	22-23
Requirements for Entries	参赛作品要求	24-25
Jury and Arbitration	评审与仲裁	26
Evaluation	大赛评审	27
Principles of Evaluation	作品评价原则	28
Complaint and Arbitration	申诉·仲裁	29-30
Other Supporting Activities	相关活动	31
Contact	联系方式	32

BACKGROUND

大赛背景

“构建面向东盟的国际大通道”是中国国家主席习近平赋予广西的三大定位之一。东盟不仅是近年来世界发展最快的区域，也成为中国的第一大贸易伙伴，在中国对外开放合作的“朋友圈”中扮演更重要的角色，广西也将不断拓展面向东盟开放合作的广度和深度。

柳州是中国西部的工业重镇、广西有名的工业城市。在中国“十四五”开局之年，柳州提出建设面向东盟的区域性国际科技创新中心和国家级制造业创新中心。

为促进中国和东盟工业设计与创新领域的交流合作，吸引更多人才和智力，增强制造业的自主创新能力，柳州市特此举办第二届“金紫荆杯”中国—东盟工业设计大赛。



广西壮族自治区人民政府网站发布关于第二届大赛启动的通知

The 2nd "Golden Bauhinia Cup" China-ASEAN Industrial Design Competition launch news

"Building a major international gateway to ASEAN" is one of the three major missions of strategic importance that Chinese President Xi Jinping assigns to southwest China's Guangxi Zhuang Autonomous Region. Today, as the fastest-growing region in the world and China's largest trading partner, ASEAN plays a more important role in China's "circle of friends" of opening-up and cooperation, calling for Guangxi to expand the breadth and depth of opening-up and cooperation to ASEAN.

Liuzhou is an important industrial town in Western China and a well-known industrial city in Guangxi. In 2021, the first year of China's 14th Five-Year Plan, Liuzhou determines to build itself into a regional international science and technology innovation center facing ASEAN and a national-level manufacturing innovation center.

In order to promote the exchange and cooperation of industrial design circles between China and ASEAN, attract more talents and intelligence, and enhance the independent innovation ability of manufacturing industry, Liuzhou hereby holds the 2nd "Golden Bauhinia Cup" of China-ASEAN Industrial Design Competition.



柳州市委书记吴炜(时任柳州市市长)向第一届“金紫荆杯”中国—东盟工业设计大赛获奖者颁奖

The leader of Liuzhou city presented awards to the winners of the 1st Golden Bauhinia Cup CHINA-ASEAN Industrial Design Competition.



东盟国家驻华使领馆、广西壮族自治区工信厅领导、柳州市政府领导为第一届“金紫荆杯”中国—东盟工业设计大赛颁奖

At the awarding ceremony of the 1st “Golden Bauhinia Cup” of China-ASEAN Industrial Design Competition, leaders of Liuzhou City and Department of Industry and Information Technology of Guangxi Zhuang Autonomous Region, and consuls general of ASEAN countries to China presented awards to the winners.



自治区工信厅领导刘强、柳州市政府领导汤振国在柳州市新闻中心发布第二届中国—东盟工业设计大赛参赛规则

The leaders of Liuzhou issued the rules of the 2nd China-ASEAN Industrial Design Competition in Liuzhou Press Center.

ORGANIZATIONS

组织机构

主办单位 Organizers

广西壮族自治区工业和信息化厅
Department of Industry and Information Technology of
Guangxi Zhuang Autonomous Region

柳州市人民政府
The People's Government of Liuzhou, Guangxi

承办单位 Undertakers

柳州市工业和信息化局
Liuzhou Industry and Information Technology Bureau

柳州市北部生态新区管委会
Liuzhou Northern Ecological New District Management Committee

广西东博社集团有限公司
Guangxi CA Panorama Group

ENTRANTS

参赛对象

大赛面向中国—东盟区域开展广泛招募，主要包含

- 各国大中型企业及相关设计研发单位
- 各国有工业设计及产品研发需求的企业及单位
- 各类从事产品设计、工业设计、包装设计等专业机构
- 各国培养工程机械、产品设计、工业设计、包装设计等专业院校
- 各类设计团队及个人参赛者

The competition is collecting designs from China and ASEAN countries, which mainly includes designs by:

- R&D Department of Medium and Large Enterprises
- Enterprises and Institutions in Need of Industrial Designs and R&D
- Special Institutions in Product Design, Industrial Design, and Package Design
- Special Institutes in Engineering, Product Design, Industrial Design, and Package Design.
- Individual Designers or Designer Teams

COMMENDATION AND AWARD

奖项设置

产品设计组	一等奖 1名	二等奖 2名	三等奖 4名	优秀奖 8名
	每名奖金 100,000元	每名奖金 50,000元	每名奖金 20,000元	每名奖金 10,000元
概念设计组	一等奖 1名	二等奖 2名	三等奖 4名	优秀奖 8名
	每名奖金 30,000元	每名奖金 20,000元	每名奖金 10,000元	每名奖金 2,000元
企 业 命 题 组	产品设计类 (命题一、二)	最佳设计奖 命题一、二各1名	优秀设计奖 命题一、二各2名	
		每名奖金 50,000元	每名奖金 20,000元	
	包装设计类 (命题三)	最佳设计奖 1名	优秀设计奖 2名	
		每名奖金 20,000元	每名奖金 10,000元	
	包装设计类 (命题四)	最佳设计奖 1名	优秀设计奖 2名	
		每名奖金 5,000元	每名奖金 3,000元	
组织单位	优秀组织奖			
	每名奖金 4,000元			

注意事项：

1. 为保证获奖作品质量，以上奖项名额可空缺。
2. 以上奖金金额皆为人民币税前数额，获奖者均需依法缴纳所得税，或由主办方代缴扣所得税后发放奖金。
3. 奖金将在“金紫荆杯”中国—东盟工业设计大赛颁奖礼结束后，依照中华人民共和国相关财税规定及流程进行发放。奖金发放期约为2个月（由颁奖礼结束当天开始计算），获奖者须及时向组委会提供奖金发放所需一切材料，如出现材料递交延误或奖金接收方变更等获奖者造成的情况，大赛主办方有权顺延奖金发放时间并拥有最终解释权。

Product Design Group	1st Prize 1 winner	2nd Prize 2 winners	3rd Prize 5 winners	Excellent Prize 10 winners
	Award prize ¥100,000	Award prize ¥50,000	Award prize ¥20,000	Award prize ¥10,000
Conceptual Design Group	1st Prize 1 winner	2nd Prize 2 winners	3rd Prize 5 winners	Excellent Prize 10 winners
	Award prize ¥30,000	Award prize ¥20,000	Award prize ¥10,000	Award prize ¥2,000
Enterprise Proposition Group	Product Design (Brief 1 and 2)	Best Product Design 1 winner for each brief		Excellent Product Design 2 winners for each brief
		Award prize ¥50,000		Award prize ¥20,000
	Packaging Design (Brief 3)	Best Packaging Design 1 winner		Excellent Packaging Design 2 winners
		Award prize ¥20,000		Award prize ¥10,000
	Packaging Design (Brief 4)	Best Packaging Design 1 winner		Excellent Packaging Design 2 winners
		Award prize ¥5,000		Award prize ¥3,000
Organization	Excellent Organization Prize			
	Award prize ¥4,000			

Attention:

1. In order to ensure the quality of awarded works, the above award quota may be vacant.
2. The above amount of prize money is RMB before tax. Winners are required to pay individual income tax according to law, or the organizer will pay the prize money after withholding the income tax.
3. The prize money will be paid after the award ceremony of the "Golden Bauhinia Cup" of China-ASEAN Industrial Design Competition in accordance with the relevant fiscal and taxation regulations and procedures of the People's Republic of China. The prize money payment period is about 2 months (calculated from the end of the award ceremony). The winners shall provide the organizing committee with all the materials required for the prize money payment in time. In case of any delay in the submission of materials or the change of the recipient of the prize money, the organizer of the competition has the right to postpone the prize money payment and has the final right of interpretation.

SUB-CATEGORIES

作品类别

智能网联汽车类（包括交互体验设计） | Intelligent Connected Vehicle

智能装备类（包括工业机器人） | Intelligent Equipment

旅游装备类 | Tourism Equipment

智能家电类 | Smart Appliance

家具制造类 | Furniture Manufacturing

快速消费类（食品、日用品、服装等） | Fast-Moving Consumer Goods

综合类（医疗健康等） | Miscellaneous (Health Care, etc.)



CATEGORIES

大赛组别

产品设计组 | Product Design Group

面向已量产和上市的产品。

This category is intended for products that have been developed and mass produced.

概念设计组 | Conceptual Design Group

面向未量产、未投入市场的概念设计产品。

This category is intended for the conceptual products design that have not been mass produced or put into the market.

企业命题组 | Enterprise Proposition Group

根据具体企业命题的要求进行设计，分为产品设计类和包装设计类。

Based on briefs supplied by enterprises, entrants should work to a presentable design before submission. There are two sub-categories for this group, product design and packaging design.

PRODUCT DESIGN GROUP

产品设计组

1. 面向已量产和上市的产品，包括智能网联汽车类、智能装备类、旅游装备类、智能家电类、家具制造类、快速消费类、综合类7个类别。
2. 作品需符合国家相关产业政策及技术、标准等。

参赛要求：

1. 参赛者须在2021年10月18日24时之前报名并提交产品设计电子文件。提交的材料包括产品设计图、产品展板、知识产权证明材料、营业执照复印件或主创设计师身份证复印件，以上材料均须以高清图片的形式提供，其中产品设计图和产品展板用A3尺寸，像素不低于2Mb。
2. 参赛者须在2021年10月1-30日向大赛组委会寄送参赛产品实物或等比例功能样机。

This category is intended for products that have been developed and mass produced, which including Intelligent Connected Vehicle, Intelligent Equipment, Tourism Equipment, Smart Appliance, Furniture Manufacturing, Fast-Moving Consumer Goods, Health Care, etc.

1. Entrants should provide design drawings, exhibition drawings, intellectual property certification materials, copies of business license or ID card of the main designer before October 18, 2021. All the above materials must be provided in the form of high-definition pictures with the pixel size of no less than 2MB.
2. Entrants have to deliver their entries in physical form or design model between October 1 to 30, 2021.

Intelligent Connected Vehicles

include intelligent vehicle products, sensors and other on-board products, intelligent transportation facilities, and intelligent driving interactive systems.

Intelligent Equipment

includes electronic digital products, industrial equipment, construction equipment, agricultural and forestry equipment, mechanical tools, office equipment, transportation equipment, protective equipment, etc.

Tourism Equipment

includes travel clothing, travel luggage, travel life, travel communication, travel protection, etc.

Smart Appliances

include living appliances, audio-visual products, personal health care, commercial appliances, etc.

Furniture Manufacturing

includes kitchen and bathroom, catering utensils, lighting, home decoration, storage furniture, bedroom furniture, living room furniture, etc.

Fast-Moving Consumer Goods

includes food packaging, daily necessities, beauty care, toys and musical instruments.

The Miscellaneous

include cultural creative products, medical and health care, public facilities, etc.

智能网联汽车类

包含智能汽车产品、传感器等车载装备产品、智能交通设施以及智能驾驶交互系统。

智能装备类

包含电子数码、工业装备、建筑装备、农林装备、机械工具、办公设备、运输装备、防护装备等领域产品与服务。

旅行装备

包含旅行服装、旅行箱包、旅行生活、旅行通讯、旅行防护等领域产品与服务。

智能家电类

包含生活电器、视听影音、个护健康、商用电器等领域家电产品。

家具制造类

包含厨房卫浴、餐饮器皿、灯饰照明、家居家饰、储物家具、卧室家具、客厅家具等领域产品。

快速消费类

包含食品包装、生活日用、美妆护肤、玩具乐器等领域产品。

综合类

包含文化创意、医疗健康、公共设施等领域产品与服务。

CONCEPTUAL DESIGN GROUP

概念设计组

1. 面向未量产、未投入市场的概念设计产品，包括智能网联汽车类、智能装备类、旅游装备类、智能家电类、家具制造类、快速消费类、综合类7个类别。
2. 参赛作品在结构、功能、材料、技术等方面应有一定的创新性。

参赛要求：

3. 参赛者须在2021年10月18日24时之前报名并提交作品设计电子文件。提交的材料包括作品设计图、作品展板、知识产权证明材料、主创设计师身份证复印件，以上材料均须以高清图片的形式提供，其中作品设计图和作品展板用A3尺寸，像素不低于2Mb。
4. 参赛者须在2021年10月1-30日向大赛组委会寄送参赛作品模型。

This category is intended for the conceptual products design that have not been mass produced or put into the market, which including Intelligent Connected Vehicle, Intelligent Equipment, Tourism Equipment, Smart Appliance, Furniture Manufacturing, Fast-Moving Consumer Goods, Health Care, etc.

1. Entrants should provide design drawings, exhibition drawings, intellectual property certification materials, ID card of the main designer before October 18, 2021. All the above materials must be provided in the form of high-definition pictures with the pixel size of no less than 2MB.
2. Entrants have to deliver their entries in design model between October 1 to 30, 2021.

Intelligent Connected Vehicles

include intelligent vehicle products, sensors and other on-board products, intelligent transportation facilities, and intelligent driving interactive systems.

Intelligent Equipment

includes electronic digital products, industrial equipment, construction equipment, agricultural and forestry equipment, mechanical tools, office equipment, transportation equipment, protective equipment, etc.

Tourism Equipment

includes travel clothing, travel luggage, travel life, travel communication, travel protection, etc.

Smart Appliances

include living appliances, audio-visual products, personal health care, commercial appliances, etc.

Furniture Manufacturing

includes kitchen and bathroom, catering utensils, lighting, home decoration, storage furniture, bedroom furniture, living room furniture, etc.

Fast-Moving Consumer Goods

includes food packaging, daily necessities, beauty care, toys and musical instruments.

The Miscellaneous

include cultural creative products, medical and health care, public facilities, etc.

智能网联汽车类

包含智能汽车产品、传感器等车载装备产品、智能交通设施以及智能驾驶交互系统。

智能装备类

包含电子数码、工业装备、建筑装备、农林装备、机械工具、办公设备、运输装备、防护装备等领域产品与服务。

旅行装备

包含旅行服装、旅行箱包、旅行生活、旅行通讯、旅行防护等领域产品与服务。

智能家电类

包含生活电器、视听影音、个护健康、商用电器等领域家电产品。

家具制造类

包含厨房卫浴、餐饮器皿、灯饰照明、家居家饰、储物家具、卧室家具、客厅家具等领域产品。

快速消费类

包含食品包装、生活日用、美妆护肤、玩具乐器等领域产品。

综合类

包含文化创意、医疗健康、公共设施等领域产品与服务。

ENTERPRISE PROPOSITION

企业命题组

命题一：“人民”五菱——2030国潮全新出行物种交通工具设计

设计任务：

威武有力的宏光侠，宜家可靠的银标凯捷，迷人可爱的宏光MINI，五菱可谓是人民的“百变星君”，这潜藏的是五菱对人民需求的深入洞察。在疫情时期，五菱冲锋在前，改造车间生产口罩，“人民需要什么，五菱就造什么”。用户的需求是五菱设计的关键出发点，请在设计前设定生活中某一人群或某一个人，围绕其生活形态展开探讨。

国潮热度空前，人们爱国情绪高涨，文化自信凸显。在潮流时尚圈，宏光MINI开启多款联名成为潮人的新宠，在居家出行的生活中五菱凯捷“大四座”令人耳目一新。五菱正在成为国潮的新宠儿。请围绕国潮元素，针对国人的生活习惯、思维模式、生活哲理融合电动化、智能互联、自动驾驶等新兴概念，来设计五菱的国潮新物种。

结合以上两点——人民的需求和国潮元素来进行设计。设计概念的呈现须完整、准确，有艺术感染力。

设计要求：

1. 最终方案须同时包含内饰与外饰，以及相关的必要周边设计；
2. 需要场景表达来丰富你的故事；
3. 最终作品以展板形式呈现，鼓励制作视频或者动画来进一步描述你的设计。

ENTERPRISE PROPOSITION

企业命题组

Brief 1: People's Wuling — 2030 China Chic New Transportation Vehicle Design

Design Task:

We have seen powerful Wuling Hong Guang X, comfortable Logo Victory and cute Hong Guang MINI. Giving deep insight to people's demand, Wuling change its production according to the realness. During the epidemic period, Wuling shouldered its social responsibility in the vanguard, transformed its workshop and produce masks in urgent need. Wuling makes what people really need. The demand of users is the key starting point of Wuling's design. Please set up a certain group or a certain person in your life before the design, and then discuss around their life form.

With the increasing China-Chic clout and stronger patriot mood, people boost their own cultural confidence. In the fashion world, Hong Guang MINI become fashion-mongers' new favorite because of its varieties of collaborations. In particular, Wuling Victory 4X (a six-seat SUV) attracts people for its convenience in daily life and travel. Now Wuling is becoming the new star of China-Chic. Please design Wuling's new species around the elements of national tide, aiming at the living habits, thinking mode and life philosophy of Chinese people.

The design combines with people's demand and China-Chic element. The presentation of the design concepts should be complete, accurate and artistic.

Design Requirements:

1. The final solution shall include both interior and exterior, as well as the associated necessary perimeter design.
2. You need context to enrich your story.
3. The final work is presented in the form of a display board that encourages the production of a video or animation to further describe your design.

ENTERPRISE PROPOSITION

企业命题组

命题二：东风乘龙未来智慧出行重卡外造型概念车设计

设计任务：

结合东风乘龙品牌----贴近用户的专业物流运输引领者的企业愿景,打造未来智慧出行的重卡外造型概念车;

以“未来、科技、高效节能”为设计主题,体现新五化下的重卡新姿态新风格,造型趋向未来化;

结合东风柳汽乘龙品牌的历史文化,将中国国潮元素融入设计之中,让商用车的造型更加具有设计感。

设计要求：

1. 通过展板排布体现设计理念及设计文化,阐述概念车设计主要特点,以及未来感;
2. 通过排版展示在新五化技术的驱使下,智能物流的社会场景,人与车、车与车、车与物等之间的新物流社会。

ENTERPRISE PROPOSITION

企业命题组

Brief 2: Dongfeng Chenglong Future Smart Travel Exterior Heavy Truck Styling Concept Car

Design Task:

Combined with Dongfeng Chenglong's enterprise vision of a professional logistics transport leader that is close to users, the design is to build a future smart travel exterior heavy truck styling concept car.

Taking “Future, Science and Technology, High Efficiency and Energy Saving” as the theme of the design, manifesting the new image and style of the heavy truck under “new five technology”, the model is tend to be future-oriented.

Combined with the history and culture of Dongfeng Liuqi Chenglong brand, the elements of China-Chic will be incorporated into the design, so that the shape of commercial vehicles will be more of design sense.

Design Requirements:

1. You can showcase the concept and culture of the design through the display layout board, and tell main features and future sense of the concept car.
2. Driven by Five New Technologies, the social scene of smart logistics, and new logistics society between people and car, car and car, car and things will be displayed through the typesetting.

ENTERPRISE PROPOSITION

企业命题组

命题三：两面针品牌+紫荆花系列产品设计

设计任务：

以两面针品牌+紫荆花元素结合，进行紫荆花系列化设计，系列产品可包含：紫荆花漱口水、紫荆花口喷、紫荆花液体牙膏、紫荆花沐浴露、紫荆花精油皂、紫荆花洗发水等日化产品。

设计要求：

1. **设计元素**：设计需要体现紫荆花中药多效养护功效性，体现紫荆花与两面针产品关联性、系列性。
2. **设计风格**：新国潮风格。
3. **包装规格**：可参考市场上日化产品常用规格。
4. **包装方式**：可选用瓶装、旋转按压式喷瓶、袋装、果冻装等。

企业和产品简介：

柳州两面针股份有限公司是一家有着41年历史，专业、专注研发和生产天然中药牙膏等日化产品的上市企业。1978年第一支两面针中药牙膏首次将中药引入口腔日化领域，开创国内中药牙膏先河，四十多年来两面针中药牙膏一直采用纯天然中药组方，不添加西药，不添加色素，不含氟。一口好牙，两面针，成为了消费者心中的民族品牌。

紫荆花作为柳州市的市花，是柳州市一张响亮的名片。两面针公司，是柳州市的本土大日化品牌，也是民族品牌。把紫荆花和两面针相结合，既能给两面针的产品包装赋予紫荆花的魅力，也能让美丽的紫荆花通过两面针的日化产品，传递到千家万户中。两面针的日化产品加上紫荆花的包装设计风格，可以实现1+1大于2的效果。

ENTERPRISE PROPOSITION

企业命题组

Brief 3: Liangmianzhen Brand + Bauhinia Series Products

Design Task:

The series of products are designated with the combination of Liangmianzhen brand and Bauhinia element, including Bauhinia Mouthwash, Bauhinia Spray, Bauhinia Liquid Toothpaste, Bauhinia Body Wash, Bauhinia Oil Soap, Bauhinia Shampoo and other household and personal care products.

Design Requirements:

1. **Element of the design:** The design needs to reflect the multi-effect maintenance efficacy of Bauhinia flowers, and the relevance and series of Bauhinia flowers and Liangmianzhen's products.
2. **Style of the design:** New China Chic.
3. **Packing specifications:** Refer to the regular specifications of household and personal care products on the market.
4. **Package method:** Bottles, rotating press-type spray bottles, bags, and jelly bags are available.

Introduction of Liangmianzhen and Advantages of the products

Liuzhou Liangmianzhen Co., Ltd. is a 41-year-old listed company, specialized in researching, developing and producing pure Chinese Medicine toothpaste and other daily household and personal care products. In 1978, the first Liangmianzhen Chinese medicine toothpaste first introduced Chinese medicine into the field of daily household and personal care products. It was the first Chinese medicine toothpaste in China. Liangmianzhen Chinese medicine toothpaste has been formulated with pure Chinese medicine without adding western medicine or pigment, free of fluoride. Liangmianzhen toothpaste helps people have good teeth, and it has become the national brand in consumers' hearts.

Advantages of the products: As the municipal flower of Liuzhou, Bauhinia is a famous business card of the city. Liangmianzhen Company is a locally popular brand in Liuzhou, making daily household and personal care products; it is also a national brand. The combination of Bauhinia flower and Liangmianzhen brand can not only give the packaging of Liangmianzhen the charm of Bauhinia Flower, but also make the beautiful Bauhinia flower well-known to thousands of households through the products of Liangmianzhen. The products of Liangmianzhen and the packaging design style of Bauhinia flower can achieve the effect of 1 + 1 greater than 2.

ENTERPRISE PROPOSITION

企业命题组

命题四：网山红糖——紫荆花伴手礼设计

设计主题：温馨浪漫、美好甜蜜

“一花一城，一糖一品”，鲜花朵朵芳香溢，甜蜜生活随心意。产品与柳州、与紫荆花的理念结合：柳州在国内是一座宜居城市，“一花一城”代表的是宜居的城市环境，和柳州人休闲浪漫、包容的心境；“一糖一品”代表的是柳州人的品质慢生活，和对美好人生的体味、感悟。

设计要求：

1. **设计元素**：以“紫荆花”的柳州元素，代表企业和产品的地理特点，让“花和红糖”结合，鲜活又甜蜜，表达美好生活的祝愿，设计一套文创伴手礼。
2. **设计理念**：结合企业文化、产品故事和品牌形象，让产品说话，引导一种“会吃糖、吃好糖”的健康生活潮流和方式。
3. **包装规格**：个性化、轻量化，易携带，实用简便，要求产品包装既美观又有人文关怀，处处考虑到生活的细节，让消费者能够在家中、办公室、旅途中、商务接待中等更便捷地品尝到红糖。包装规格不限，可采用内袋15g/小袋，200g/小盒，或者是一个包装中根据日常食用可有多规格混合。规格的把握根据设计者要表达的理念结合均可。
4. **包装材质**：安全环保、密封性好、防水防潮。包装材质需考虑到食品安全性，红糖粉产品的密封性和易于存放性，避免受潮，消除包装物的潜在污染和有害因素。
5. **包装成本**：控制包装成本，既体现高品质产品形象，又能够实现价格亲民，让红糖粉能够成为日常生活快消品。

企业和产品简介：

广西凤糖生化股份有限公司隶属于光明食品(集团)旗下的上海市糖业烟酒(集团)有限公司， 是一家以甘蔗制糖为主，以甘蔗的全茎化、多元高值化综合利用为延伸的糖业集团。拥有网山牌等知名食糖品牌产品，已形成白砂糖、赤砂糖、红糖、黑糖等大类，服务于全国各类用糖企业和广大消费者。

原味红糖粉，是生活饮食中常见的食物调料，也是生活中最方便的食疗养生佳品，日常可应用于茶饮、烹饪、糕点制作、美容面膜等等，随着科学对红糖成分与功效的不断验证，红糖的价值得以回归，加上人们生活水平日益提高，保健意识增强，红糖重新受到人们的关注和喜爱。

ENTERPRISE PROPOSITION

企业命题组

Brief 4: Wangshan Brown Sugar—Bauhinia Souvenir Design

Theme of Design: Warmth and Romance, Happiness and Sweetness

"Flowery City, Sweet Live". Flowers make Liuzhou fragrant; happiness makes life sweet. The product is designed with Liuzhou and the concept of Bauhinia. Liuzhou is a livable city in China. "Flowery City" means Liuzhou's livable environment and local people's mood of leisure, romance and inclusiveness. "Sweet Live" means Liuzhou people live a qualified and slow-paced life, and their feelings of happy life.

Design Requirements:

1. **Elements of the Design:** The element Bauhinia, the municipal flower of Liuzhou, symbolizes the geographical feature of the company and the product. Combining the Bauhinia and brown sugar seems to be lively and sweet. The design of a cultural and creative souvenir aims to express good wishes to happy life.
2. **Concept of the Design:** To combine the corporate culture, product story and brand image together and guide a healthy life trend and style of "eat good sugar".
3. **Packing Specifications:** Personalized, lightweight, easy to carry, practical, and simple. Product packaging is required to be both beautiful and of humanistic care, pay attention to the details of life everywhere, so consumers can taste brown sugar more conveniently in the home, the office, the journey, the business reception, and so on. Packaging specifications are not limited. Inner bag 15g per small bag and 200g per small box are both available, or a package according to daily consumption can be mixed with a variety of specifications. The grasp of specifications can be combined with the idea that the designer want to express.
4. **Material of Package:** Safe and environmental, environmental protection, good sealing, waterproof and moisture-proof. Packaging materials should take into account food safety, brown sugar powder products sealing and easiness to store, to avoid moisture, and eliminate the packaging of potential pollution and harmful factors.
5. **Cost of Package:** Controlling the packaging cost not only reflects the image of high-quality products, but also achieves the price of budget-friendly, so that brown sugar powder can become a fast-moving consumer goods in daily life.

Introduction of the Company and its Products

Introduction of the Company: Guangxi Fengtang Biochemical Co., Ltd. is a subsidiary of Shanghai Sugar Industry Tobacco & Wine (Group) Co., Ltd., the subsidiary of Guangming Food (Group) company. The company that mainly produces sugar cane, supplemented by edible alcohol, bagasse pulp and ecological fertilizer, extended by the comprehensive utilization of sugarcane, is a national key leading enterprise of agricultural industrialization. It has Wangshan and other well-known brands of sugar products, producing sugar, brown granulated sugar, brown sugar, dark brown sugar and other products, to serve all types of sugar-needed enterprises and consumers.

The original brown sugar powder is a common food seasoning in the daily diet, and also the most convenient food therapy in the daily life. It can be used to tea-drinking, cooking, pastry making, beauty mask, and so on. With the constant verification of the composition and function of brown sugar by science, the value of brown sugar has been re-seen. In addition, people's living standard has been improved day by day and their health care consciousness has been enhanced, so brown sugar has been re-concerned and loved by people.

PROCEDURES AND KEY DATES

参赛流程

Stage 1: Competition Release and Work Collection

In July 2021, the work collection is started, with the deadline for registration set at 24:00 on October 18.

Stage 2: Delivery of Works

From October 1 to 30, 2021, the entrants have to deliver their entries in physical form or design model.

Stage 3: Preliminary Evaluation

From October 20 to 30, 2021, the preliminary evaluation will be carried out, where the panel of judges consisting of experts will shortlist the entries for the final evaluation.

Stage 4: Final Evaluation

From November 5 to 10, 2021, the final evaluation will be carried out, where the final award-winning works will be decided by the judges based on the data and physical form presented.

Stage 5: Exhibition of Award-winning Works

From November 17 to 19, 2021, the award ceremony and exhibition of award-winning works will be held.

第一阶段：大赛发布及作品征集

2021年7月，启动作品征集，并举行启动仪式，全面启动大赛赛程。报名截止时间为10月18日24时。

第二阶段：作品寄送

2021年10月1-30日，参赛者寄送参赛作品实物或模型。

第三阶段：初评阶段

2021年10月20-30日，开展初评工作，由专家评委确定入围作品。

第四阶段：终评阶段

2021年11月5-10日，开展终评工作，专家评委综合作品资料和实物决定最终的获奖作品。

第五阶段：颁奖展览阶段

2021年11月17-19日，举行颁奖礼和作品展览活动。

INSTRUCTIONS

参赛要求

参赛方式

所有参赛者须登录“金紫荆杯”中国—东盟工业设计大赛官网(lzgbccaidif.com)进行报名、提交作品。

如上述方式不成功,则登录“金紫荆杯”中国—东盟工业设计大赛官网(lzgbccaidif.com)下载中心下载《参赛报名表》,填写之后,将《参赛报名表》与参赛作品等资料一起发送到大赛邮箱: lzgbcc2021@163.com。

1. 每个申报类别均可提交产品设计作品或概念设计作品,且同一作品仅能申报一个组别、类别。
2. 参赛者须为参赛作品的设计方或所属方,且与他人无任何知识产权纠纷。

报名时间及费用

1. 本届“金紫荆杯”中国—东盟工业设计大赛报名期限为北京时间2021年7月至2021年10月18日24时,其他时间概不受理,如有变化将另行通知。
2. 本届“金紫荆杯”中国—东盟工业设计大赛不收取报名费用,但由参赛所产生的物流、保险、清关、差旅等费用由参赛者自理。

INSTRUCTIONS

参赛要求

Participating Methods

All entrants shall register and submit their works on the official website of the "Golden Bauhinia Cup" of China-ASEAN Industrial Design Competition: lzgbc.caidif.com

If the above method fails, entrants may download the "Application Form" at the download center page of the official website (lzgbc.caidif.com), fill in the "Application Form" and submit the entries and other materials to the competition e-mail: lzgbc2021@163.com

1. Each category is open to the submission of product design works or conceptual design works, but the same design work can only be qualified for one category only.
2. The entrant shall be the designer or owner of the entry and free of intellectual property disputes over the entry.

Registration Time and Expense

1. The registration time of the 2nd "Golden Bauhinia Cup" of China-ASEAN Industrial Design Competition is from June 2021 to 24:00, September 30, 2021, Beijing time, beyond which no entry will be accepted. Any change will be subject to further notice.
2. The 2nd "Golden Bauhinia Cup" of China-ASEAN Industrial Design Competition does not charge registration fees, but expense of logistics, insurance, customs clearance, travel, and other fees incurred with regard to the competition shall be borne by the entrants themselves.

REQUIREMENTS FOR ENTRIES

参赛作品要求

1. 参赛者须提交的材料包括作品设计图、作品展板、知识产权证明材料、营业执照复印件或主创设计师身份证复印件，以上材料均须以高清图片的形式提供，图片像素不低于2Mb。
2. 参赛者须在作品设计图中写上参赛作品的详细信息，包括产品创意和简要设计说明、关键结构或关键细节说明、整体效果说明，已上市产品还须提供量产或销售后取得的社会经济效益等内容。
3. 为了更好地向国际评委展示作品，参赛者应采用中英文双语撰写作品信息，并提交相应图片。东盟国家参赛者尽量将作品信息译成中文。
4. 如通过邮箱提交作品，参赛者提交的文件夹统一命名为“组别-类别-作品名称-所属单位”，示例：概念设计组-智能家电类-智能空调设计-广西科技大学。
5. 产品设计组参赛作品原则上须为已上市产品，或能在本届大赛颁奖前（2021年11月）上市的产品，同时作品需符合国家相关产业政策及技术、标准等；入围终评后需提供产品实物或等比例功能样机。
6. 概念设计组参赛作品须为未上市或未生产的原创设计作品；终评评审时需提供模型。
7. 企业命题组参赛作品须根据命题具体要求进行设计。

REQUIREMENTS FOR ENTRIES

参赛作品要求

1. The materials to be submitted include design drawings, exhibition drawings, intellectual property certification materials, copies of business license or ID card of the main designer. All the above materials must be provided in the form of high-definition pictures with the pixel size of no less than 2MB.
2. Entrants should provide detailed information of the entry in the design drawings, including product creativity and brief design introductions, descriptions of key structures or key details, overall effect description, and the social and economic benefits after mass production or sales of the product if it is placed on the market.
3. In order to better present the works to the international judges, entrants from outside China should try their best to have the information of their works translated into Chinese.
4. The name of the submission via e-mail should be structured in the pattern of "Category-Sub Category- Design Work-Affiliation of Designer", for example, Conceptual Design Group-Intelligent Appliance-Intelligent Air Conditioner-Guangxi University of Science and Technology.
5. In principle, entries of the Product Design Group should be products that have been marketed or expected to be marketed before the award ceremony of the competition (November 2021). Physical works or equal proportion functional prototype of the work shall be provided if the work is shortlisted for final evaluation.
6. Entries of the Conceptual Design Group shall be original design works that are not marketed or mass produced; models of the works shall be provided for final evaluation.
7. Entries of Enterprise Proposition Group shall be subject to the specific requirements of the enterprises.

JURY AND ARBITRATION

评审与仲裁

评审委员会 | Evaluation and Review Committee

大赛专业评审委员会按照评审规则、评审细则和分工,在各评审阶段对参赛作品进行评判和打分,处理大赛评审过程中的行业、专业、技术、市场、管理等相关问题,向组委会推荐最终获奖名单。

The committee is responsible for evaluating and scoring the works in all stages according to the review rules, details and labor division, dealing with problems concerning industry, profession, technology, market and management in review process and recommending prize winner lists to the Organizing Committee.

仲裁委员会 | Board of Arbitration

大赛仲裁委员会负责对评审活动全过程进行监督,对工作中出现的违规行为、投诉举报等进行仲裁和处理。仲裁委员会由组委会聘请工业设计、法律、行业、监察、公证、知识产权等方面的专家组成。

The Board of Arbitration is comprised of specialists in industrial design, law, industry, supervision, notarization, intellectual property rights. They are engaged by the Organizing Committee, responsible for full supervision over the evaluation and review activities, and for arbitration and management of the irregularities, complaints, offence reports, etc.

EVALUATION

大赛评审

1. 本届大赛将经过初评和终评两个阶段选出获奖作品。

初评：根据大赛工作方案，分为产品设计组、概念设计组和企业命题组三个组别进行评审。

终评：入围的参赛者须寄送作品实物或模型参与终评。大赛评委根据作品资料和实物（或模型），评出最终的获奖作品。

2. 评委构成

“金紫荆杯”中国—东盟工业设计大赛评审专家团队采取公开邀请和合作机构推荐方式组建，在中国—东盟区域内邀请权威专家担任评审专家。同时，为了大力推动设计作品的成果转化，本届大赛将挑选1-2名中国—东盟工业设计协同创新中心成员参加评审，侧重从经济社会价值方面评选和推荐可转化的设计作品。

1. The award-winning works will be selected through preliminary evaluation and final evaluation.

Preliminary evaluation: According to the work plan, the competition is divided into three groups: Product Design Group, Conceptual Design Group, and Enterprise Proposition Group.

Final evaluation: contestants who are shortlisted shall deliver physical works or models for re-evaluation. The judges of the competition will evaluate and determine the final winners according to the data and physical works or models.

2. Panel of Judges

The evaluation team of the "Golden Bauhinia Cup" of China-ASEAN Industrial Design Competition is established through public invitation and recommendation of cooperative institutions, with authoritative experts invited to serve as the evaluation experts in the China-ASEAN region. At the same time, in order to promote the commercialization of design works, 1-2 members of the competition organizing committee will be selected to participate in the evaluation. They will select and recommend design works from the perspective of economic and social value.

PRINCIPLES OF EVALUATION

作品评价原则

The principles of work evaluation include innovation, practicality, aesthetics, and economics. The Product Design Group tends to focus on practicability and economics, the Conceptual Design Group on innovation and aesthetics, and the Enterprise Proposition Group on the above perspectives as a whole. The preliminary evaluation and the final evaluation shall be all carried out following the above principles.

1. **Innovation:** mainly evaluates the uniqueness and novelty of the design concept, as well as the innovation in materials, technology, and application in science and technology.
2. **Practicability:** mainly evaluates the commercialization of the work and the degree to meet the needs of users from the aspects of function and structure.
3. **Aesthetics:** mainly evaluates the comprehensive aesthetic value and attraction of the form, function and technology of the work.
4. **Economics:** mainly evaluates whether the work has good business prospects and is conducive to the diversified development of society.

作品评价原则包括创意性、实用性、美观性、经济社会价值四个方面。产品设计组侧重于实用性和经济社会价值的评价，概念设计组侧重于创意性和美观性的评价，企业命题组主要综合上述原则进行评价。初评和终评均按照上述原则执行。

1. **创意性:**主要衡量作品设计理念的独特性和新颖性，以及在材料、技术和科技应用等方面的创新。
2. **实用性:**主要衡量作品的可转化性，从功能和结构方面满足使用者需求的程度。
3. **美观性:**主要衡量作品的形式、功能和技术的综合审美价值、情感价值以及吸引力。
4. **经济社会价值:**主要衡量作品的市场性和社会意义，是否有良好的商业前景以及利于社会多元化发展。

COMPLAINT AND ARBITRATION

申诉·仲裁

参赛单位有权对不符合竞赛规定或有失公平、公正的评判、奖励等行为提出申诉。

申诉时，应递交由参赛团队主创设计师亲笔签字同意的书面报告，报告应对申诉设计事件的现象，发生的时间、设计的人员、申诉依据与理由等进行充分、实事求是的叙述。事实依据不充分、仅凭主观臆断的申诉不予受理。

申诉时效：争议发生后5天之内提出，超过时效将不予受理申诉。

仲裁处理：组委会专设仲裁委员会受理申诉，收到申诉报告之后，根据申诉事由进行审查，并以书面通知申诉方，告知申诉处理结果。申诉人不得无故拒不接受受理结果，不允许采取过激行为刁难、攻击工作人员，否则视为放弃申诉。有关申诉与仲裁，向大赛仲裁委员会提交。

惩戒机制：当发生下列情况时、大赛组委会有权收回已颁发的奖励证书、奖杯、奖金，并在“金紫荆杯”中国—东盟工业设计大赛官网及与大赛相关的信息发布平台公布：

1. 获奖项目产品由于功能性缺陷造成了重大社会危害；
2. 正式确认获奖项目产品侵犯了其他产品的设计权或其他知识产权；
3. 正式确认获奖项目在评奖过程中有弄虚作假或其他有违公平、公正原则的行为。

Entrants are entitled to file complaints against judgments and rewards not conforming to competition rules or the principle of impartiality.

To file a complaint, the complaining parties should submit a written report with the signature of the chief designer of own team and provide a thorough and true statement on the situation, time, design personnel, complaint basis and reasoning about the design event and the complains against. Complaints without thorough factual basis or based on subjective assumptions will not be accepted.

Complaint Time: within five days after the violation. Complaints submitted later than this time will not be accepted.

Arbitration: The Organizing Committee has set up the Board of Arbitration to accept complaints. Upon receiving complaint reports, the Board of Arbitration will review the case according to the complaint causes and inform the complaining party of the handling result in written form.

Complaining parties must not reject handling result without a proper reason, and must not overreact to create difficulties for and attack working staff. Otherwise, they will be deemed giving up complaining rights.

The complaint and arbitration object should be passed to the Board of Arbitration of the Competition.

Accountability Mechanism: In any of the following circumstances, the Organizing Committee is entitled to reclaim certificates, trophies and bonuses granted, and publicize the reclamation on the "Golden Bauhinia Cup" official website and other related information platforms:

1. Products of awarded projects cause major social hazards due to functional defects;
2. Awarded projects are officially confirmed infringing the design right of other products or other intellectual property rights;
3. Awarded projects are officially confirmed practising fraud or other acts against the fairness principle during the evaluation process.

OTHER SUPPORTING ACTIVITIES

相关活动

Publicity :

The launching ceremony will be held in July 2021.

宣传发动:

2021年7月举行启动仪式。

Competition Evaluation:

From October to November 2021, the preliminary and final evaluation of entries of the competition will be conducted, as well as publicity and business matching activities that aim at promoting the commercialization and industrialization of the industrial design works.

大赛评审:

2021年10-11月进行大赛作品初评和终评。并开展以促进工业设计成果转化为目的的宣传和对接活动,推动工业设计成果产业化。

Awarding Ceremony:

On November 26, 2021, the award ceremony of the 2nd "Golden Bauhinia Cup" of China-ASEAN Industrial Design Competition will be held.

大赛颁奖:

2021年11月18日举办第二届“金紫荆杯”中国—东盟工业设计大赛颁奖活动。

Exhibition:

From November 26 to 28, 2021, offline exhibition and publicity as well as the online exhibition of excellent works will be conducted.

展示展览:

2021年11月17-19日期间对优秀作品进行线下展览宣传,并在线上平台开始对优秀作品进行日常化展示。

CONTACT

联系方式

本参赛手册(及参赛报名表)可在“金紫荆杯”中国—东盟工业设计大赛官网下载。

The Entry Guide and the registration form of the 2nd "Golden Bauhinia Cup" of China-ASEAN Industrial Design Competition can be downloaded from official website.

电话/传真 Telephone/Fax: +86 (0)771-5807700

联系邮箱 E-mail: lzgbc2021@163.com

官网 Official Website: lzgbc.caidif.com

官方微信公众号 Official WeChat Account: 金紫荆杯中国—东盟工业设计大赛

官方脸书账号 Official Facebook Account: fb.me/GBC.CAIDC



官方微信公众号

金紫荆杯中国—东盟工业设计大赛



lzgbc.caidif.com



fb.me/GBC.CAIDC