

PARTICIPATION REGULATIONS



We are proud to announce, The 2009 China's Most Successful Designs Award starts now!

This award is an international competition honoring outstanding design in China, recognizing excellence in strategic and social impact as well as marketing and financial performance.

All winners will be invited to attend the award ceremony and participate in the party of closing ceremony on 2009 Shanghai International Creative Industry Week. The results will be announced on All Design Magazine as cover story, Official Website: www.designsuccess.cn (Under Construction) and CBI's website: www.shcbi.com.

Organizing Structure

Sponsors:

Shanghai International Creative Industry Week Organizing Committee
Shanghai Industrial Design Association
Shanghai Creative Industry Association
Shanghai Creative Industry Center

Supporter:

Shanghai Economic and Information Technology Commission

Organizer:

China Bridge International

Media:

Shanghai Media & Entertainment Group
All Design Magazine
More to come

QUALIFICATION

The award is suitable for design companies and teams from all over the world, including manufacturing and R&D departments that are developing design. All entries must be completed and appearing during 2009, or scheduled to do so in 2010.

CATEGORIES

PRODUCTS

- Home Appliances
- Communication & Entertainment
- Computer & Business Products
- Furniture and Lighting
- Household Products
- Sanitary Ware
- Industrial Products
- Sports Products
- Medical Products
- Monitoring Equipment
- Video and Audio Equipment

TRANSPORTATION

- Motorcars
- Commercial Transportation
- Mechanism
- Public Transportation
- Yacht

VISUAL TRANSMISSION

- Packaging Graphics
- Corporate Identity Programs
- Indicating System
- Game
- Webpage or Interface
- Design of Books or Magazines
- Posters or Publicity Material
- Font Design

APPERAL AND ACCESSORIES

- Fashionable Accessories
- Costume (including functional dress)
- Bags and Luggage

SPACE

- Interior Design
- Landscape Design
- Commercial Space
- Public Facilities

PRIZES AND AWARDS

- Diamond Award
- Gold Award
- Most Successful Design Award
- Most Successful Team Award
- Superior Award
- Top 1
- Top 2
- Top 10
- Top 2
- More than 10

CRITERIA FOR JUDGING

Entries are assessed according to the following criteria:

Strategy

- * Does the design have a well-defined target and strategy?
- * Does the design focus on the strategy, or accomplish the strategy in particularly creative ways?

Design Process

- * Has the project been systematically managed during the design process?
- * Were the team, its resources and its knowledge well recorded, organized and communicated during the design process?

Results

- * Does the design meet expectations and meet the customer's needs as previously defined by the strategy?
- * Does the design move people emotionally? Do people love it intuitively?

TIMELINE

Deadline for Application	August 10, 2009
Deadline for Entry	August 15, 2009
Judging	September 2009
Winners Notified	October, 2009
Award Ceremony, dinner party	October, 2009
Forum (Planning)	October, 2009

ENTRY PROCESS

- There is no limit on the number of entries.
- Please complete the Application Form and return it to the Organizing Committee before August 10, 2009.
- After receiving your Application Form, the Organizing Committee will send you a Confirmation Letter and Entry Form.
- Please complete the Entry Form and return it, along with all relevant material, to the Organizing Committee before August 15, 2009. Material submitted should include:
 - * A full case description of Strategy, Process, and Results for each entry. This should be included on the Entry Form.
 - * No more than three JPEG images for each entry. Each image should be 300dpi in size with minimum dimensions of 9cmx13cm.

METHOD OF SUBMISSION

- Please send the Application Form to: award@shcbi.com.
- Please send the Entry Form and other material in CD form to:
China's Most Successful Designs Award Organizing Committee,
528 Kangding Rd, Building D, 2F, Jingan, Shanghai, China. 200040
Tel: 86.21.5059 6066 Ext882/884.

Alternatively, if the total file size is under 5MB, please e-mail it directly [to:award@shcbi.com](mailto:award@shcbi.com).

ENTRY COST

The application fee for the 2009 China's Most Successful Designs Award is RMB2, 000 per entry.

SERVICE FOR WINNERS

Award Ceremony

The grand ceremony will be held in Shanghai International Creative Industry Week 2009, showing achievements and honor of designers and companies to the media, the public and potential business partners.

Media

There will be significant local and international media exposure for the winning designs. The Media Department of the Organizing Committee will issue a press release, which will be available to download for publicity purposes.

Shanghai Media & Entertainment Group will share corporate image and work's competitiveness with the community through TV media vigorously. In addition, hundreds of cooperative media and websites will report and reprint "2009 China's Most Successful Designs Award".

Publicity in All Design Magazine

All Design Magazine which is hosted by Shanghai Creative Industry Association and Shanghai Industrial Design Association is a professional journal with a unique perspective of art and design. It aims at presenting excellent design and fashion trends, the interpretation of fashion, art, humanities, science and technology, construction and life.

The winners will be announced on All design Magazine. They will also present special interviews of the winning companies including illustrations and text descriptions. All winners will receive a copy.

Endorsement Mark

Once the results have been announced, the China's Most Successful Designs Award Endorsement Mark will be available to all award winners, and they will have the official right to describe themselves as winners of the China's Most Successful Designs Award.

Certificate

After the results announced, every winner will receive a certificate.

Benefits Comparison

	2006-2008	2009-
Recognition of International Authority	√	√
Cover Story of Authoritative Media	√	√
Sharing corporate image and competitiveness with television media and community		√
Promotion through Endorsement Mark And Certificate	√	√
Online Show of Winning Design		√
Award Ceremony and Dinner Party		√

Questions about the Award? Please contact us:

China's Most Successful Designs Award Organizing Committee



528 Kangding Rd, Building D, 2F,
Jingan, Shanghai, China. 200040
TEL: +86.21.5059.6066 ext.882 / 884
FAX: +86.21.5059.6866
Mobile: +8613524330246
E-mail: award@shcbi.com