

The 6th SDAY Calls for entries

Shenzhen Design Award for Young Talents (SDAY)

In association and cooperation with UNESCO Creative Cities Network

In association and cooperation with the UNESCO Creative Cities Network, the Shenzhen Design Award for Young Talents (SDAY) is an international design competition for young designers from the 350 UNESCO Creative Cities under the age of 35. The SDAY is organized by the Shenzhen Culture, Creativity & Design Association (SCCDA), and administered by the Shenzhen Innovation & Creative Design Development Office.

The purpose of the SDAY is to reward the efforts of young designers who, through their creativity, have made outstanding contributions to making cities more environmentally friendly and more livable, society more harmonious, development more sustainable, and above all, human lives better. Meanwhile, the SDAY aims to encourage the exchange between young creative talents from different countries, the cooperation between the Creative Cities, the sharing of those cities' experiences and ideas for developing creative and cultural industries, the production and sale of creative design products, and the

新锐奖秘书处

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SDAY Secretariat

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promotion of design thinking.

Theme for the 6th SDAY:

Young Designs: Shaping the Future Together

The theme aims to inspire the power of youth designers, promote the deep integration of design innovation and sustainable development, and provide feasible solutions to the challenges faced by the world today.

Looking back on the 20 years' journey of the UNESCO Creative Cities Network, from just a small group of cities to a global network today, Creative Cities have become an important driving force for social, economic, and cultural development. The 2024 UCCN annual conference, themed "20 Years of UCCN: Bringing Youth to the Table for the Next Decade," emphasizes that empowering youth is at the core of UNESCO's mission. It aims to discover and recognize their capabilities and potential in creation, innovation, and transformation. UNESCO has been committed to supporting them in using design and creativity to promote sustainable development. Looking ahead to the next decade, youth will be indispensable participants and innovators in this process.

The SDAY advocates for young designers to prioritize social responsibility, use innovation as their driving force, and aim for sustainability. Through designs, they are expected to achieve both social value and environmental benefits, with

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the goal of building a diverse, inclusive, and sustainable ecosystem in the context of the UNESCO Creative Cities Network.

Eligibility

Professional designers or teams, and design students from the member cities of the UNESCO Creative Cities Network (UCCN) who make outstanding contributions to building better cities and societies through their creativity can be registered as candidates for the SDAY.

Entrant can be individuals or teams. For a nominated individual, he or she shall be aged 35 or below by 16 March 2025. For a nominated team, all of its members shall be aged 35 or below by 16 March 2025.

Entrants from architectural design field shall be aged 40 or below by 16 March 2025.

For the student group, entrants shall remain registered students in colleges or other educational institutions by 16 March 2025.

Categories

A. Communication: brand & identity, packaging design, publications, typography, posters, illustrations, information visualization

B. Interactive media: interactive design, website UI design, PC and mobile UX

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design, animation design, game & software design, motion picture and television design

C. Industrial design: automobile, furniture, product design

D. Spatial design: architectural design, landscape design, interior design, urban and public guiding system design

E. Fashion design: apparel, accessories, texture design, dyeing & knitting

F. Public service design and design thinking in public policy

G. Others: including designs generated with the assistance of AI

Prizes

Professionals:

Grand Award (1 winner): 100,000 RMB per winner

Merit Award (10 winners): 30,000 RMB per winner

Students:

New Star Award (10 winners): 20,000 RMB per winner

Best Nominator (1 to 3 winners): Honorary prize

This award recognizes the nominator who provides the best support and cooperation for the Jury and the Secretariat or who nominates the most winners.

SCCDA would select the winner(s) with assistance from the Jury.

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Prize payment:

1. The payment of the prize will be arranged after the SDAY Awarding Ceremony and paid in accordance with fiscal regulations and tax procedures of the People's Republic of China.
2. The payment of the prize could take up to 6 months (starting from the second day of the Awarding Ceremony). Winners are required to provide all the info and materials needed for the payment to the SDAY secretariat before the deadline. If submission of info and materials is delayed, the recipient of the prize changes or any other expected situation happens on the winner's account, the SDAY Secretariat has the right to postpone the payment and the Secretariat's explanation shall be final.
3. All prizes are pre-tax amount. All prizes are subject to income tax in accordance with local law, and SDAY Secretariat will pay the prize after paying tax on winners' behalf.
4. International winners are strongly suggested to receive the prize via personal bank account. If the recipient differs from the winner, a signed/stamped authorization letter is required for payment.

Prerequisites

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The entries submitted for the professional group shall be works that are complete, have been implemented, or have become available at the market. The entries shall be completed after 1 January 2023.

Conceptual designs or designs that are still under development and/or have not yet been commercially launched, as well as works for displaying, prototypes, renderings, and artist's impressions are eligible as entries only for the student group.

Entries submitted for the previous SDAY will NOT be accepted for the new edition of the award.

All entrants shall be natives of or have been living for at least two years in one of the UNESCO Creative Cities.

Entries shall be submitted by the nominators, or by the designer or the team's representative with the authorization by the nominators. Each entrant can submit no more than 10 pieces of works.

Awarding Ceremony

The awarding ceremony is provisionally scheduled (to be confirmed) to take place in Shenzhen in April 2025. All winners including the best nominator prize winners will be invited to the awarding ceremony and various events of the Shenzhen Design Week, including talks, forums, exhibitions, etc.

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Judging Criteria

- Achievement in utilizing designs to increase sales, lower costs, and improve product qualities, productivity and profitability.
- Achievement in utilizing designs to enhance urban environment and improve quality of lives in cities.
- Achievement in utilizing designs to contribute to the transformation of local economies and the sustainability of social development.
- Achievement in developing cultural diversity based on traditional cultures.
- International recognition, commercial and societal success in designs.
- Achievement in uniqueness, creativity, originality, innovation, aesthetics, sustainability, use of technology, user-friendliness in designs.

Judging Process

The judging process will consist of two stages of detailed assessments, based on the physical products, images, and additional supporting materials submitted by the entrants.

First Stage

First Stage Judging will be carried out by the nominators according to the

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judging criteria listed above. Each nominator will decide how many entrants he/she will recommend.

Second Stage

An International Jury would convene in Shenzhen. Physical design works and supporting materials will be displayed on-site for the jurors to evaluate. All award winners will be selected at the end of the second stage.

Jury

The Jury will be assembled in accordance with the SDAY statute, including one judge recommended by UNESCO, three judges recommended by Shenzhen, and three recommended by other cities. In the absence of the recommendation from UNESCO, one more representative will be recommended by Shenzhen. The chairperson of the Jury shall be elected by the Jury members.

Nomination

Generally, the nominators are the focal points of creative cities for UNESCO. The nominators are entrusted with the tasks of making call for and collecting entries, organizing the first screening, and eventually nominating candidates.

All nominators have the liberty in deciding the methods, processes and

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schedules for their own nominations.

In the event that focal points do NOT possess adequate resources, expertise, experiences, etc. to perform nominations, they are allowed to commission or entrust the nominations to local professional design institutions or organizations, who they believe possess relevant and adequate capabilities and capacities.

However, such shift of nominating parties should NOT be deemed as establishment of relationships of any kind between SCCDA and the commissioned or entrusted third parties. Focal points should exercise discretion when selecting nominators.

Each Creative City can have more than one nominating organization. Nominators can only nominate entrants who are natives of or have been living for at least 2 years in the nominators' cities.

Nominators will be given accounts and passwords (specific technical instruction will be given later) to register on behalf of nominees or instruct nominees to register online before 16 March 2025.

Shipping of tangible works must be arranged so as to arrive at the warehouse (the address will be given via email) designated by the Secretariat before 16 March 2025.

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Timetable

16 December 2024: Call for entries worldwide

16 March 2025: Deadline for online registration

16 March 2025: Deadline for tangible works submission (time for arrival at the Secretariat's warehouse)

22-23 March 2025: Final judging

Late April 2025: Awarding Ceremony and SDAY Exhibition

Registration

All entrants must register and submit documents online at the official website of the SDAY before 18:00 Beijing Time (GMT+8:00), 16 March 2025 by finishing the following steps (all materials must be in English):

- 1) Read and agree to the Terms and Conditions;
- 2) Log in using the User Name and Password provided to nominators;
- 3) Fill out the registration form;
- 4) Fill out the description form, one for each entry;
- 5) Upload a photo of the nominee;
- 6) Deliver the tangible projects, if any, to the warehouse designated by the Secretariat and ensure that they arrive before 16 March 2025.

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Fees

Registration, nominations and entries submissions are free. However, entrants are responsible for all logistic and insurance costs.

Terms and Conditions

Please read the Terms and Conditions of the 6th SDAY below carefully. By entering this competition, entrants declare that they agree to all these articles.

- All entries must meet moral and ethical standard accepted world-wide, and be in accordance with the theme, purposes, and regulations of this *Award*. The Secretariat reserves the right to refuse to accept entries which it considers do not meet these standards.
- The Entrant hereby acknowledges and warrants that the Entrant is the sole owner of the Design and owns all rights including but not limited to copyright, design rights and all other proprietary and intellectual property rights in or pertaining to the Design. Any infringement would result in immediate disqualification of the entrant and total withdrawal of his or her entries.¹ SCCDA should be indemnified against all actions, claims, loss,

¹Limited exceptions could be allowed at the discretion of the Jury to students who elaborate the cases explicitly so that such exceptions could be justified.

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damages, costs and expense which it may incur or has incurred as a result of any infringement.

- The Entrant hereby represents and warrants that the Design is original and independently created and does not infringe, breach, prejudice or violate the property, interests or rights (including but not limited to contractual rights, user rights, copyright, design rights, patents and all other proprietary and intellectual property rights whether registered or otherwise) of any third party. The Entrant agrees to fully indemnify SCCDA against all actions, claims, loss, damages, costs and expenses which it may incur or has incurred as a result of any breach of this representation or warranty. Should it prove in retrospect that a registered or even awarded entrant breaches third-party rights, SCCDA reserves the right to disqualify the entrant and revoke the relevant award. The above liability provisions apply accordingly to all items supplied by SCCDA in connection with the Entrant's participation in the *Award*.
- The Entrant hereby grants, on a gratuitous basis free of any fee, royalty or remuneration, to SCCDA, the organizer of SDAY, the right or license to use, edit, amend, copy, reproduce or publish in any size the Design (which includes but is not limited to drawings, artworks, photographs, images, sketches, transparencies, sculptures, models, prototypes, and printed or

digital materials) submitted for the *Award* or any part thereof in the promotional/exhibition materials or any publications in any media or medium related to the *Award*.²

- The Jury will have the right to determine the number of winners; and the right not to name a winner for any of the awards. The Entrant agrees that the decisions of the Jury will be final. No appeal will be entertained.
- SCCDA reserves the right to cancel, in part or in whole, postpone or bring forward the *Award* for any reason and is not obliged to reimburse entrants for any expenses related to such cancellation. While tangible works can be returned upon requests with entrants covering all relevant costs, all submitted material(s) relating to the *Award* will not be returned.
- The Winner of the *Award* agrees that his/her winning design will be displayed in such exhibitions at the decision of SCCDA for a period of minimum one year subsequent to the competition, and agrees to provide information as requested by SCCDA about the winning design for future activities, including but not limited to reports, publicity, marketing and exhibitions.
- The Winner of the *Award* agrees to cooperate with SCCDA to promote the *Award* and play active role in relevant promotional activities in the future

²It should be reiterated that the entrants are the only owners of all rights related to the Design they submit, including but not limited to contractual rights, user rights, copyright, design rights, patents and all other proprietary and intellectual property rights. Any use or modification of the Design by SCCDA is for the purpose of promotion (including promotional exhibitions and publications) of the Award only.

upon request.

- The entrant agrees to obtain approval by SCCDA beforehand on using the endorsement mark in printing.
- These terms and conditions shall be governed by the laws of the People's Republic of China and local laws of the City of Shenzhen. Any claim or dispute must be determined exclusively by the courts in the City of Shenzhen.
- These terms and conditions are prepared in both English and Chinese languages. If there is any inconsistency between the English version and the Chinese version, the Chinese version shall prevail.

Personal Data Protection

All personal information submitted will solely be used for the *Award* purposes. The entrants preserve the rights regarding access to and correction of personal data provided for nomination.

Prevention of Bribery Ordinance

Entrants are reminded that it is an offense to offer any advantages (e.g. money, gift, etc.) to the organizer, an employee of the organizer, co-organizers or the Jurors as an inducement to or reward for favorable considerations.

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Optional materials requirement and arrangement³

- Photos: All photos should be uploaded on the *Award* website. Maximum 10 photos for each item submitted. All photos should be in JPEG/PNG format, over 300dpi and no more than 1024*768 pixels each. MUST be actual photos without special effects.
- PPT files: Maximum 10 pages for each item submitted and should be uploaded on the website.
- Video: Maximum 3 minutes, MP4 format only, must be uploaded online or sent to the Secretariat via WeTransfer. Unoriginal scores or music must come with copyright authorization.
- Animation and other program files: HD video files or large programme files can be sent to the Secretariat via email or WeTransfer. Files larger than 4G must be recorded on U-Key before shipping to the Secretariat. The device will not be returned.
- Display board(optional): NO bigger than 700mm x 1000mm.

Tangible Projects

- The submitted entries must be completely assembled and fully functional. Electrical products must provide transformer and adapter to match Chinese electrical voltage: 220 volts AC, 50 Hz.

³ To upload supporting files, log on sday.design and register first before going to Submission and click on Submit Now.

- Shipping of entries bigger than 1m x 1m x 1m or with weight over 50 KG can proceed ONLY after consulting the Secretariat, who reserves the right to refuse any oversize entries.

NOTES for material arrangement

- All texts must be in English.
- Entry label should be downloaded from the *Award* website and fixed on the top right-hand corner of the packaging of each submitted item (including supporting materials).
- Posters, display boards, U-Keys, documents, perishables, and liquids are not returnable.
- The Entrant shall have adequate insurance coverage for his or her works submitted, particularly with regards to the risk of theft, fire, breakage and damage.
- The Entrant shall be responsible for all costs (including but not limited to all packaging costs, transport costs, documentation, postal charges, courier charges, insurance costs, governmental / jurisdictional approvals and licenses, and any other costs necessary or likely) in the passing and transporting of the entries into the possession of the Secretariat or the return of the designs upon the entrant's request.

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- The Entrant agrees that SCCDA shall not be liable for any loss or damage of the Design during the passing or transporting to and from SCCDA or at the premises arranged by SCCDA for the judging sessions.
- While reasonable care will be taken when handling the Design in the premises arranged by SCCDA, SCCDA shall not, in the absence of negligence on the part of SCCDA, be liable for any loss or damage of the Design. For the avoidance of doubt, it is agreed that superficial rust, oxidation, discoloration, or any like condition due to moisture is not a condition of damage but is inherent to the nature of the Design and SCCDA shall not be responsible for such condition.
- Entrants, except the winners of the *Award*, who intend to retrieve the designs, shall reply within 14 days after receiving email from the logistics. Otherwise, designs may be subject to disposal.

Contact

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About the Shenzhen Culture, Creativity & Design Association

Shenzhen Culture, Creativity & Design Association (SCCDA), formerly Shenzhen City of Design Promotion Association (SDPA), is a semi-official and nonprofit body commissioned by Shenzhen municipal government to manage and brand “the City of Design” program. It is the focal point for UNESCO Creative Cities Network program, maintaining liaison with UNESCO and other creative cities around the world.

Other missions of SCCDA include planning and executing major design projects such as the Shenzhen Design Week, consolidating different design forces and resources in Shenzhen for the benefit of the design community and the city as a whole, (e.g. branding Shenzhen designs and the city itself), enhancing the exchange and cooperation in the creative sectors between Shenzhen and other cities around the world, facilitating design education and student exchange programs, etc.

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