

CHINA RED STAR DESIGN AWARD 2008



中国创新设计红星奖

征集函

CHINA RED STAR DESIGN AWARD

宗旨

为建设创新型国家，促进设计产业发展，鼓励企业创新设计，提高产品竞争力，弘扬中华民族文化，保护自主知识产权，提升国民生活品质，推动中国设计国际化。

Building a creative country; propelling the development of China's design industry; encouraging Chinese manufacturers' independent innovation and enhancing their products' international competitiveness; promoting Chinese culture; protecting intellectual property rights of enterprises; raising the living standards of Chinese people; internationalizing Chinese design.

意义

通过国际化水准的评选，将中国设计与产品推向世界，既鼓励企业自主设计创新，又向世人昭示中国注重对知识产权的保护，同时也将提升国民生活品质和专业化审美素养。

With international judgment, China Red Star Design Award is beneficial for promoting Chinese design and products into the international market, encouraging Chinese enterprises to carry on independent innovation, showing that China attaches great importance to the protection of intellectual property rights, improving Chinese people's living quality and aesthetic attainment.

目标

2006年首创“中国创新设计红星奖”，并用8到10年的时间，将其塑造成为中国设计领域的“奥斯卡”，跻身世界著名设计奖项之列。

China Red Star Design Award is created in 2006. Sponsors intend to develop it into the “Oscar Award” of Chinese design industry and a world-famous design award within 8-10 years.

中国创新设计红星奖委员会办公室

CHINA RED STAR DESIGN AWARD OFFICE

地址：100088 北京市西城区新外大街28号北京工业设计促进中心DRC工业设计创意产业基地102室

Add：Room 102, Beijing Industrial Design Center DRC Base,
No.28 Xinwaidajie, Xicheng District, Beijing, 100088, China

联系人 / Contact Person：楼晓红女士 / Lou Xiaohong (Miss)

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传真 / Fax：(+86)10-82054919

电子邮箱 / E-mail：award@redstaraward.org

网址 / Website：www.redstaraward.org

中国创新设计红星奖

组织机构

ORGANIZING INSTITUTES OF CHINA RED STAR DESIGN AWARD

主 办 ORGANIZER

中国创新设计红星奖委员会
China Red Star Design Award Committee

发 起 SPONSOR

中国工业设计协会
北京工业设计促进中心
《新经济导刊》杂志社

China Industrial Design Association
Beijing Industrial Design Center
New Economy Weekly

项目支持 SUPPORT

北京市科学技术委员会
Beijing Municipal Science & Technology Commission

承 办 HOST

北京工业设计促进中心
Beijing Industrial Design Center

协 办 CO-ORGANIZER

中国光华科技基金会	中国产学研合作促进会	北京工业设计促进会
上海工业设计协会	天津市工业设计协会	重庆工业设计协会
广东省工业设计协会	四川省工业设计协会	黑龙江省艺术设计协会
无锡工业设计协会	广州工业设计促进会	青岛市工业设计协会
	深圳市设计联合会	宁波市设计联合会

China Guanghua Science and Technology Foundation	
China Industry-University-Research Institute Collaboration Association	
Beijing Industrial Design Promotion Organization	
Shanghai Industrial Design Association	
Tianjin Industrial Design Association	
Chongqing Industrial Design Association	
Guangdong Industrial Design Association	
SICHUAN Industrial Design Association	
HeiLongJiang Province Artistic Design Association	
Wuxi Industrial Design Association	
Guangzhou Industrial Design Association	
Qingdao Industrial Design Association	
Shen Zhen Industrial Design Association	
Ningbo Industrial Design Union	

合作媒体 COOPERATING MEDIA

科技日报	北京商报	搜狐网	科学时报	北京科技报
	北京电视台·魅力科学		中国高新技术产业导报	
视觉中国	视觉同盟	Design News China	第一财经周刊	
Science & Technology Daily,	Beijing Business Today,	SOHU.com,	Science Times.	Beijing Sci—Tech Report,
Beijing Television – Funny Science,	China Hightech,	ChinaVisual.com,	VisionUnion.com,	Design News China,
	The First Finance Weekly			

中国创新设计红星奖专家评审委员会

SCREENING COMMITTEE OF CHINA RED STAR DESIGN AWARD



Peter Zec
(德国 / Germany)

2005-2007国际工业设计联合会主席
红点设计奖主席
President of 2005-2007 Executive Board
of International Council of Societies of
Industrial Design (ICSID);
President of Red Dot Award



Brandon Gien
(澳大利亚 / Australia)

澳大利亚设计奖总裁
Director of the Australian Design Awards



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湖南大学设计艺术学院院长、教授
中国工业设计协会副理事长
Dean & Professor of Design School of
Hunan University;
Deputy Chairperson of China Industrial
Design Association



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清华大学美术学院工业设计系系统设计工
作室总设计师
中国工业设计协会副理事长
Chief Designer of System Design Studio
of Industrial Design Department of Art
College of Tsinghua University;
Deputy Chairperson of China Industrial
Design Association



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北京工业设计促进中心主任
北京工业设计促进会理事长
Director of Beijing Industrial Design
Center(BIDC) ;
Director of Beijing Industrial Design
Promotion Organization(BIDPO)



Alberto Cannetta
(意大利 / Italy)

意大利设计协会首席亚洲顾问
Chief Asian consultant of Italian Design
Agency



Ralph Wiegmann
(德国 / Germany)

德国IF设计奖常务理事
Managing Director of International
Forum Design.



赵英吉 Cho Young Kil
(韩国 / Korea)

韩国设计公司协会会长
Chairman of Korea Design Firms
Association (KODFA)



Ola Lantz
(瑞典 / Sweden)

CBD国际设计公司首席设计师
Chief designer of CBD international
design company



George Teodorescu
(德国 / Germany)

全球联合学院执行理事
TESIGN国际设计咨询公司主席
Member of Executive Board of United
Global Academy; President of
TESIGN- International Design Consulting



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Professor & Doctoral Tutor of
Academy of Arts & Design, Tsinghua
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& Design of Academy of Arts &
Design, Tsinghua University



官政能Cheng Neng Kuan
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产品与建筑设计研究所所长
Professor of School of Design of Shih
Chien University;
Chairman of Institute of Industrial &
Architecture Design of Shih Chien
University



Chelsea Sutula
(美国 / USA)

美国工业设计师协会 (IDSA) 奖项主任
Director of Awards & Special Projects with
the Industrial Designers Society of
America (IDSA)



喜多俊之 Toshiyuki Kita
(日本 / Japan)

日本G-mark奖评委会主席
Chairperson of the Jury of Good Design
Award



Kristina Goodrich
(美国 / USA)

美国工业设计师协会 (IDSA) 前CEO
Former Executive Director & Chief
Executive Officer of Industrial Design
Society of America (IDSA)



许平 Xu Ping
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中央美术学院设计学院副院长、教授、博
士生导师
Deputy Dean & Professor & Tutor of Phd.
Students of Design School of China
Central Academy of Fine Arts



陈文龙 Wen-long Chen
(中国台湾 / China Taiwan)

2007-2009国际工业设计联合会执委会委员
浩汉产品设计股份有限公司总经理
Member of 2007-2009 Executive Board of
International Council of Societies of
Industrial Design (ICSID); President of
Nova Design Co., Ltd



林衍堂 LAM,Yanta
(中国香港 / China Hong Kong)

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Professor of Design & Associate Head
school of Design of Hong Kong Polytech-
nic University



Michael Thomson
(英国 / UK)

欧洲设计协会 (BEDA) 办公署副部长
Vice President of the Bureau of
European Design Associations
(BEDA)



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President and Chief Executive Officer
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& Art of Tongji University



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Design Department of Architecture &
Urban Planning Institute of Tong Ji
University



黄天祥 Huang Tianxiang
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京报集团高级记者、专职阅评员
Senior Journalist and Evaluating
Member of Beijing Newspaper Group



童慧明
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广州美术学院设计学院教授、院长
Dean & Professor of College of
Design of Guangzhou Academy of
Fine Arts

活动日程 SCHEDULE

在线征集产品：4月11日-7月18日
Online Application: 11th April - 18th July

初评：7月下旬
First Screening: Late July

终评：9月
Second Screening: September

颁奖典礼及年鉴出版：11月
Award Ceremony & Yearbook Publication: November

获奖产品展：11月
Exhibition of Awarded Products: November

全国巡展时间安排 Schedule of Domestic Tour Exhibition

东莞巡展 4月
Exhibition in Dong Guan - April

福州巡展 5月
Exhibition in Fu Zhou - May

香港巡展 7月
Exhibition in Hong Kong - July

青岛巡展 8月
Exhibition in Qing Dao - August

奖项设置 PRIZES

至尊金奖 2名
Best of the Gold Prize Quantity:2

金奖 8名
Gold Prize Quantity:8

最具创意奖 10名
Best Originality Prize Quantity:10

红星奖 若干
Excellent Prize

最佳团队奖1名
Best Team Prize Quantity:1

最佳新人奖1名
最佳新人奖将在参加设计工作不满三年的获奖产品设计师中评出。
Best New Designer Prize Quantity:1
The best new designer will be selected from the designers of awarded products, whose working period is less than three years.

参评者范围 QUALIFIED APPLICANT

在中国注册的（含港澳台地区）内资企业、设计公司、院校和自由设计师。
Chinese domestic-funded enterprises, design firms and universities registered in China.
(Including Hong Kong, Macao and Taiwan)
Chinese Free Designers

参评产品要求 QUALIFIED PRODUCT

由中国内资单位或个人研发、设计，并在国内外市场有批量销售的具有自主知识产权或经授权许可、未侵犯他人知识产权的产品；
报送的产品应为在过去二年和未来一年内上市销售的产品；
同一件产品只能由一家单位或个人进行申报；
历届中国创新设计红星奖获奖产品不可重复参评。

Products which are developed and designed by Chinese domestic-funded enterprises or designers and are or will be batch sold in China and abroad. They must own independent intellectual property rights or designs that don't infringe other artificial persons or individuals' intellectual property rights;
Products which have been sold in the past two years or will come into the market in next year;
One product must be submitted by one enterprise or designer;
The product which has won a prize in one of past China Red Star Design Awards isn't qualified for entry.

参评程序 PROCEDURE

（一）报名 Application

本评奖活动采用在线报名的形式，请参评者登陆以下网址进行报名
Applicant should go to the following website to make online application
网址 / Website：http://www.redstaraward.org

办公室负责对在线提交的信息进行参评资格审查，资格审查通过后，参评者需在指定日期前邮寄以下资料至办公室：
1、两份报名表并加盖单位公章或参评个人签字。
2、一套与网上报名所上传一致的产品实物图片(6寸照片)。
3、按照评审标准对参评产品的功能特征、设计特点、创意理念、团队组织等内容制作成以图文形式进行介绍的PPT文件（刻录光盘）。

China Red Star Design Award Office will examine the applicant's qualification through the submitted information.Once passing the examination, the applicant should post data as below to China Red Star Design Award Office before the designated date.
① Two application forms with the enterprise's common seal or his (or her) signature
② The uploaded products' photos
③ PPT which introduces the applied product's function, design, creative idea and design procedure.

（二）产品提交 Product Transportation

参评者需在规定日期内将进入终评的产品实物运送到指定的评审现场。如产品无法运抵评审现场或产品所占空间过大，参评者需提交能够准确反映产品设计品质的模型。参评者需尽可能提交产品实物，否则可能会影响评审成绩。

Once passing the first screening, applicant needs to transport the entry product to the venue of second screening before the designated deadline. In case the product is unable to be transported to the designated venue or occupies too much space, its applicant must provide a model which is able to accurately reflect the product's design qualities. It should be mentioned that the real product is preferred than the model for the second screening.

（三）相关费用 Fees

本届评奖免收报名费和评审费（可能发生的产品运输和展览费用由参评者自行承担）。
2008 China Red Star Design Award is free of charge of application and screening. (The possible incurring transportation and exhibition expenses will be paid by the applicants)

评审标准 SCREENING CRITERIA

创新性：突出科技与艺术的结合，有效使用新技术、新材料、新工艺，创新点突出；设计概念独特新颖，提供新的问题解决方案，引领未来产品发展趋势；

Innovation: it stresses on the integration of technology and art, effectively makes use of new technology, material and craft; possesses unique design concept, provides new problem-resolving methods, directs the trend of product development;

实用性：功能结构合理，以人为本，考虑人机工程关系，安全耐用；

Utility: it is human oriented, possesses rational function and structure, shows good performances of ergonomics, safety and duration;

经济性：适合市场需求，具备较高的性价比，能够提升产品品牌价值；获得规模化效益或具有良好的获益前景；

Economic Benefit: it meets market demands, owns a good value for the price, helps to increase the enterprise's income and enhance its brand value;

环保性：考虑绿色，节能，环保，具有可回收性，再生循环利用；

Environment-friendliness: it considers green, energy saving and recycling;

工艺性：工艺与材料使用合理，产品品质符合和达到国内外相关质量标准；适合批量生产制造；

Craft:it makes good use of crafts and materials, and its quality meets the related domestic and foreign standards; it is suitable for mass production;

美观性：外观造型设计适度，风格特色突出，色彩设计协调；

Aesthetics: it owns special style and harmonious appearance and color;

所有参评者均被视为接受本评审标准和评审规则。

All applicants are considered to have accepted the above criteria.

评 审 SCREENING

（ 一 ）评审程序 Screening Procedure

初评 ：初评根据评审标准和参评者提交的报名材料、图片和PPT文件对产品进行评审。

First Screening :

According to the screening criteria, jurors select the products by examining their submitted data.

终评：终评是对初评入围产品的实物进行评审。通过终评获奖的产品经签约后可在产品推广过程中使用奖项标志。

Second Screening :

Jurors score on the real products or models which have passed the first screening.

（ 二 ）评委 Jury

由国内外设计、经济、媒体等领域的权威专家组成专家评委会。

The screening committee is composed of domestic and foreign experts in design, economy and media areas.

奖项召回 RECALLING OF PRIZES

当遇到以下情况时，中国创新设计红星奖委员会有权收回奖项标志的使用权和已颁发的奖品。

China Red Star Design Award Committee is entitled to recall the prize and the right of using the “Red Star” logo from the awarded enterprise or individual in the following situations.

（ 一 ）获奖产品由于功能性缺陷造成了重大社会危害。

The awarded product causes damages to the society due to its functional defects.

（ 二 ）正式确认获奖产品侵犯了其他产品的设计权或其他知识产权。

The awarded product is confirmed to have violated another product's intellectual property rights.

（ 三 ）设计者或生产者在未通知主办者的情况下对获奖产品进行重大修改， 并继续在该产品上使用获奖标志或利用其进行宣传。

The applicant goes on publicizing the awarded product with “Red Star” logo after it has modified the product without informing China Red Star Design Award Committee of the change.

免责声明 DISCLAIMER

（ 一 ）奖项颁发 Prizes Grant

所有奖励只针对参评者。

The prize will be granted to the applicant.

（ 二 ）知识产权保护 Intellectual Property Rights Protection

参评产品不得存在任何知识产权纠纷或争议， 参评者自行负责一切关于其参评产品的知识产权保护问题, 中国创新设计红星奖委员会对此不承担任何责任。

The entry product must have no intellectual property rights disputes or lawsuits. The applicants should be responsible for their products' intellectual property rights protecting issues, and China Red Star Design Award Committee doesn't assume any responsibility for these issues.

（ 三 ）产品运输 Product Transportation

参评者需按照中国创新设计红星奖委员会发出的相关通知进行参评产品运输。

Applicants should transport their products for the screening according to the notices sent by China Red Star Design Award Committee.

（ 四 ）产品保险 Insurance

参评者应确保已经为参评产品购买了相关的保险，特别是针对盗窃、火灾、破损和损坏等风险的保险。

When joining China Red Star Design Award Selection, applicants must have bought the related insurances for their entry products especially burglary insurance, fire insurance, breakdown insurance etc.

（ 五 ）保密条款 Information Disclosure

中国创新设计红星奖委员会办公室将对参评者提交的相关信息进行严密的管理。中国创新设计红星奖委员会有权利用参评者的信息进行与评奖活动有关的宣传活动，例如发布获奖产品信息、出版年鉴等。

当参评者要求公开、修改或延期使用其提交的信息时，办公室经过身份核实后给予答复。

China Red Star Design Award Office will strictly and effectively protect the data submitted by applicants, and China Red Star Design Award Committee is entitled to publish and utilize the information to organize activities relating to the award such as the publishing of yearbook etc.

若日期有变动, 办公室将在本奖项网站的"最新消息"中公布,请参评者及时关注网上信息。

China Red Star Design Award Office will publicize the renewed information about the award on its website.

本活动的最终解释权属于中国创新设计红星奖委员会。

All interpreting rights of China Red Star Design Award belong to China Red Star Design Award Committee.

AWARD CEREMONY

隆重的颁奖典礼



2006年12月，首届中国创新设计红星奖颁奖典礼在人民大会堂隆重举行。
In December 2006, the 1st China Red Star Design Award Ceremony was held in the Great Hall of the People.



2006年11月，在2006中国工业设计周暨无锡国际工业设计博览会上，来自10个国家和地区的专家进行了首届红星奖终评。

In 2006 China Industrial Design Week & Wuxi International Industrial Design Festival November 2006, Juries from 10 countries and areas selected the awarded products for the 1st Red Star.



严格规范的评审程序

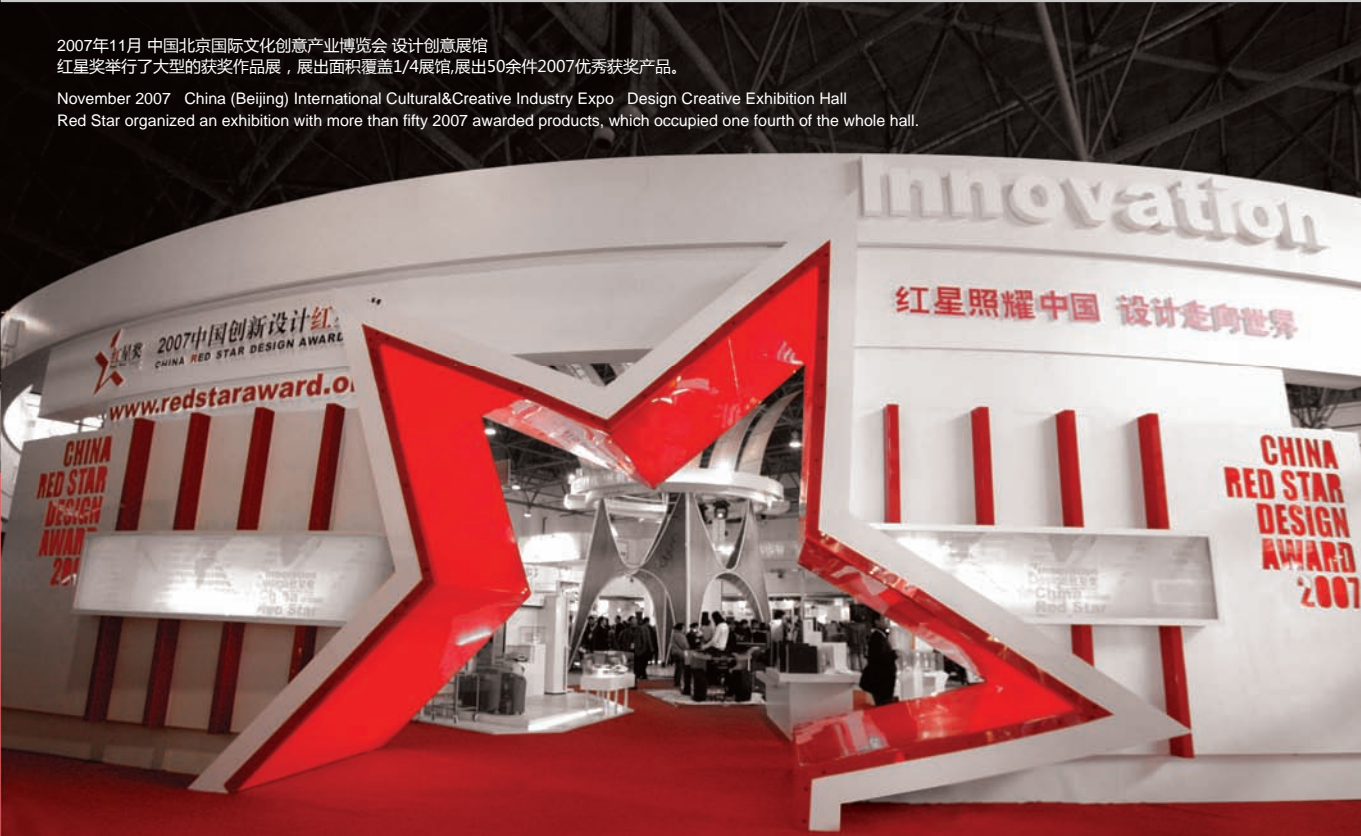
STRICT AND IMPARTIAL JUDGING PROCEDURE



2007韩国设计展 — 世界最佳设计汇展
红星奖与德国红点奖，IF奖，日本G-MARK奖，美国IDEA奖等20余个世界著名奖项共同参展。
Design Korea 2007 — World Best Design Exchange
Red Star was exhibited with more than 20 world-famous design awards including Reddot, IF, G-mark and IDEA etc.



2007年11月 中国北京国际文化创意产业博览会 设计创意展馆
红星奖举行了大型的获奖作品展，展出面积覆盖1/4展馆，展出50余件2007优秀获奖产品。
November 2007 China (Beijing) International Cultural & Creative Industry Expo Design Creative Exhibition Hall
Red Star organized an exhibition with more than fifty 2007 awarded products, which occupied one fourth of the whole hall.



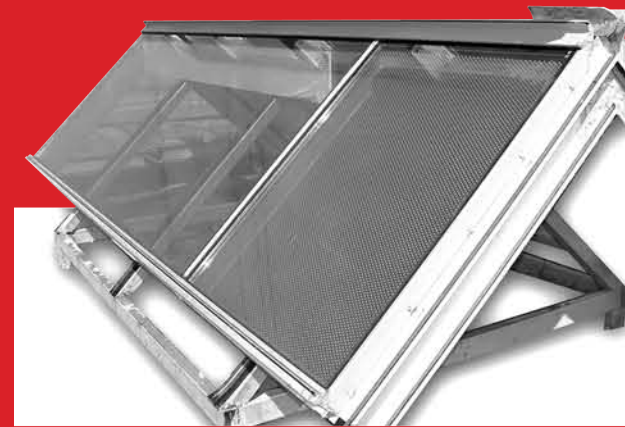
CF500-B全地形车
设计者：春风控股集团杭州摩托车制造有限公司



海尔空调·08奥运风
设计者：海尔集团海高设计制造有限公司



SUNSEA43玻璃钢豪华商务游艇
设计者：青岛海特远东游艇有限公司



智能型呼吸式幕墙
设计者：北京江河幕墙股份有限公司



半坡鞋
设计者：李宁有限公司

中国工业设计的“奥斯卡”

“OSCAR AWARD” OF CHINESE DESIGN INDUSTRY

珍珠珠层无损成像检测仪
设计者：深圳无限空间工业设计有限公司



民居筷子笼
设计者：北京工美集团有限责任公司技术中心

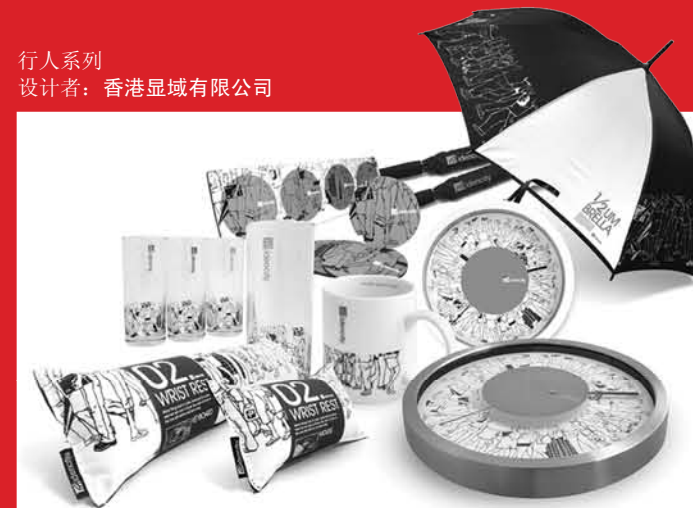


海信V69系列液晶电视
设计者：海信集团有限公司

C-21A氦离子止血综合电刀
设计者：北京恒实基业科技有限公司



行人系列
设计者：香港显域有限公司



LP6500六感按摩椅
设计者：东莞生命动力有限公司



新天骄S
设计者：联想（北京）有限公司



ZTE中兴 H250家庭网关
设计者：中兴通讯股份有限公司



创维手机 T660
设计者：深圳创维·RGB电子有限公司



紫禁城系列HIFI音响产品
设计者：石振宇



凡太奇 电动型 越野自行车
设计者：凡太奇精品玩具（南京）有限公司