



Theme for 2017:  
**CRAFTSMANSHIP  
THE SPIRIT OF  
DESIGN**

Craftsmen are not necessarily good designers. However, excellent designs are always results of intense craftsmanship. Constant refining is what good designers always do. Perfection is what they expect for each and every piece of their own works. In an age of fickleness when enterprises are hunger for quick successes, young designers shall understand that only designs with craftsmanship can survive and prosper, which will eventually make them great designers.

**ELIGIBILITY  
& REQUISITES**

The Entrant can be an individual or a team. For an individual, his or her age should be under 35 by 31 December 2017. For teams, all members should be under 35 by 31 December 2017.

For architects, the age limit is under 40 by 31 December 2017.

For the student session, entrants should remain registered students in colleges or other educational institutions until 1 January 2017.

The entries must have actually been completed or produced and, in the cases of commercial products, have become available in markets between 1 January 2015 and 31 December 2017.

Entries submitted for SZ+DAY 2013 or 2015 are NOT allowed.

Conceptual designs or designs that are still under development and/or have not yet been commercially launched, as well as show flats, prototypes, renderings and artists' impressions of designs are only eligible as entries for the student session.

All entrants must be natives of or have been living for at least 2 years in one of the UNESCO Creative Cities or Hong Kong.

The entries can only be submitted by the author or the nominator.

Each entrant can submit no more than 10 pieces of works. For series, there should be no more than 5 pieces for each serial.

Entries from all fields of design which contribute to the sustainable growth of cities are welcome to participate, including but not limited to:

- Product and industrial design
- Architecture, urban landscape and interior design
- Graphic and communication design
- Animation
- Fashion and apparel accessories design
- Service design and design thinking in public policy

**AWARDING  
CEREMONY**

Awards presentation ceremony is scheduled to take place in Shenzhen in February 2018. All winners, representatives of all participating cities will be invited. Relevant events such as forums, exhibitions are foreseen.

**REGISTRATION**

All nominees must register online at [www.szday.org](http://www.szday.org) before 10:00 AM (GMT), 31 December 2017 by finishing following steps (all materials must be in English):

- Read and Agree to the Terms and Conditions
- Log in using User Name and Password provided by the nominator (ONE User Name and ONE password for ONE entrant ONLY)
- Fill out the registration form
- Fill out the description form one by one for all entries
- Upload a photo of the nominee
- Upload a recommendation letter (PDF or JPG) signed by the nominator
- Send the Actual Works to the Secretariat and ensure they arrive before 31 December 2017.

**FEES**

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

**JURY**

The Jury will consist of 7 professional members with international reputations and judging experiences from different cities in different countries. The Jury would be assembled based on the recommendations by UNESCO Creative Cities.

Names and biographies of jurors will be published on the award website as soon as they are available.

**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 first screening, and eventually nominating candidates.

The nominator in Hong Kong is Hong Kong Federation of Design Associations. All nominators have the liberty in deciding the methods, processes and 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, 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 SDPA and the commissioned or entrusted third parties. Focal points should exercise discretion when selecting nominators.

Nominators can only nominate entrants who are natives of or have been living for at least 2 years in the nominators' cities. Nominees of SZ+DAY 2013 or 2015 should NOT be nominated again.

Nominators decide themselves on the number of candidates for both professional and student session. However, nominators are advised to emphasize qualities, not quantities of candidates.

User names and passwords for the online registration system will be given to nominators who then can register on behalf of nominees or instruct nominees to register online before 31 December 2017. ONE User Name together with ONE password is for ONE entrant ONLY.

Shipping of designs and supporting materials must be arranged so as to arrive at the Secretariat before 31 December 2017.

**JUDGING  
CRITERIA**

Achievement in utilizing designs to contribute to the transformation of local economies, of social development, and of cities' development.

Achievement in utilizing designs to increase sales, lower costs, and improve product qualities, productivity and profitability.

Achievement in utilizing designs to enhance sustainability in urban environment, social and economic development, and to improve quality of lives in cities.

Achievement in uniqueness, creativity, originality, innovation, aesthetics, sustainability, use of technology, user-friendliness in designs.

International recognition, commercial and societal success in designs.

**JUDGING  
PROCESS**

The judging process will consist of two stages of detailed assessments, based on the actual 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 judging criteria listed above.

**Second Stage**

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

**TIMETABLE**

<b>1 September 2017– 31 December 2017</b>	<b>31 December 2017</b>	<b>31 December 2017</b>
Call for entries and first screening by nominators	Deadline for Registrations	Deadline for arrival at Secretariat of entries
<b>January, 2018</b> Final Judging	<b>February, 2018</b> Awarding Ceremony and Exhibition	

**PRIZES**

For Professionals	For Students
<b>Grand Award</b> (maximum 1 winner) <b>20,000 USD</b> per winner	<b>New Star Award</b> (maximum 10 winners) <b>3000 USD</b> per winner
<b>Merit Award</b> (maximum 10 winners) <b>5,000 USD</b> per winner	<b>Best Nominator</b> (maximum 3 Winners) Honorary Prize

The Best Nominator award recognizes the nominator who provides the best supports and cooperation for the Jury and the Secretariat or who nominates the most winners. SDPA would select the winner(s) with assistance from the Jury.

**ABOUT THE  
UNESCO  
CREATIVE  
CITIES  
NETWORK**

The Creative Cities Network was launched by UNESCO in October 2004 following the decision taken by the 170th Executive Board. It was originally born out of UNESCO' s "Global Alliance for Cultural Diversity" initiative. It is a network of creative cities, working together towards a common mission for cultural diversity and sustainable urban development.

The Network aims at developing international cooperation among cities and encouraging them to drive joint development partnerships in line with UNESCO' s global priorities of "culture and development" and "sustainable development" .

**ABOUT  
SDAY**

Shenzhen Design Award for Young Talents is competition which recognizes successful or potential young designers from creative cities and Hong Kong.

The purpose of the Award is to reward the efforts of young designers, who, through their creativity, have contributed to the enhancement of environmental sustainability, social and economic development and above all, quality of lives in cities.

The Award aims to encourage exchange between young talents from different countries, cooperation between creative cities, and the sharing of experiences and ideas for developing creative and cultural industries. The Award also aims to promote the value of design thinking, concepts and products as contributors to the transformation of economies and societies.

**ABOUT THE  
SHENZHEN  
CITY OF  
DESIGN  
PROMOTION  
ASSOCIATION**

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 SDPA include planning and executing major design projects such as the Shenzhen Design Award for Young Talents (SDAY), 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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