

Kunpeng Global Design Award 2025

Call for Entries

The Kunpeng Global Design Award (KPA) aims to discover designers with creativity, vision, foresight, and influence. It also aims to enhance the exchanges and cooperation among all designers from different countries and inspire the industrialization of creative designs as well as the promotion of creative design concepts.

The award is directed by the Shenzhen Innovation & Creative Design Development Office, and organized by the Shenzhen Media Group and the Shenzhen Culture, Creativity & Design Association. This year includes the “Concept Award” (for products not yet on the market) and the “Brand Award” (for products that have been on the market for less than two years).

I. Eligibilities & Prerequisites

The award is open to individual designers, teams and companies. Each entrant can submit unlimited number of entries which must fulfill the following criteria:

1. Except for the Concept Group, all entries must be projects that have been built, completed, put on the market, or entered mass production. The completion date must be between 1 January 2023 and 30 September 2025.

2. Entries must comply with relevant scientific and technological standards.

3. Entries must be submitted by the project's owner/client/brand owner/designer/design consultancy, and the same project can be submitted by one entrant ONLY. If one entry involves more than one party, it is necessary to submit a contract or an agreement between relevant parties to confirm the entrant and state clearly the settlement of possible prize money. Otherwise the entrant will be disqualified.

4. Projects that have participated in any of the previous KPA are NOT eligible as entries for the KPA 2025.

II. Categories

The KPA 2025 targets 3 categories: Fashion Design/ Industrial Design/ Digital Design.

1. Fashion Design

Apparel

Including men's apparel, women's apparel, children's apparel, home wear, lingerie, functional apparel, e.g. safety clothing & personal protective equipment design, clothing for special needs (for elderly, disabled, infant), uniform & occasion apparel, etc.

Accessories

Including belts, bridal fashion, jewelry, eyewear, watch, gloves, hair accessories, hats & caps, mobile & tablets accessories, scarf, footwear, smart accessories, swimwear & accessories, wallets & purses, etc.

Bags & luggage

Including handbags, schoolbags, suitcases, backpacks, travelling bags, briefcases, camera bags, carrier bags, dry bags, etc.

Fashion design projects generated with assistance by AI.

2. Industrial Design

Telecommunication

Including 3C products & accessories (computer, communication & consumer electronics), gaming devices & accessories, VR devices & accessories, etc.

Automobiles & Vehicles

Including cars, ships / boats / yachts, trains, airplanes, accessories & devices, entertainment systems, etc.

Sports & Leisure

Including sports equipment, fitness and activity trackers, outdoor products, hiking gear, bicycles & accessories, musical instruments, pet products, etc.

Babies & Kids

Including all products for babies and kids, lifestyle accessories for children and babies, playground equipment, kitchen aids, toys, school essentials, teaching supplies, etc.

Office

Including lounge furnishings, office accessories, office equipment, stationary, etc.

Lighting

Including lamps, built-in lighting, ceiling lighting, decorative lighting, mobile lighting, outdoor lamps, construction lighting, solar-powered lamps, guidance systems, etc.

Household

Including kitchen appliances, household appliances, cookware and tableware, home furniture, bath and sanitary wares, gardening tools, etc.

Medicine & Health

Including assisted living products & technology, clinical and laboratory equipment, medical / healthcare devices & equipment, skincare devices, etc.

Robotics

Including autonomous mobile robots, exploration robots, humanoid robots, industrial robots, medical robots, service robots, toy robots, robotic components, etc.

Industrial design projects generated with assistance by AI.

3. Digital Design

New Media

Including E-Commerce, E-magazine, E-paper, landing pages, microsites, news portals, newsletters, online platforms, online shops, social media, corporate websites, public service websites, community / networking websites, App, etc.

Interface & User Experience Design

Including operating systems, screen design, Interactive media design, smart home solutions, user interfaces, virtual reality, wearable technology, data visualization, etc.

Film and Animation

Including games, animations, documentaries, film crafts, image films, movie teasers, videos, online films, short films, station IDs, trailers, TV commercials, visual effects, motion graphics, etc.

Digital design projects generated with assistance by AI.

III. Awards and Prizes (all in RMB)

| Category | Award | Gold Award | Silver Award | Future Award |
|--|------------|------------|--------------|--------------|
| Concept Designs that are not yet on the market, in production or for sales. | Prizes | 60,000 | 30,000 | 10,000 |
| | Fashion | 1 | 3 | 10 |
| | Industrial | 1 | 3 | 10 |
| | Digital | 1 | 3 | 10 |
| | Total | 3 | 9 | 30 |
| Brand Projects that are fully completed, launched, or have been on the market for less than two years. | Award | Gold Award | Silver Award | Future Award |
| | Prizes | 150,000 | 100,000 | 40,000 |
| | Fashion | 1 | 3 | 10 |
| | Industrial | 1 | 3 | 10 |
| | Digital | 1 | 3 | 10 |
| | Total | 3 | 9 | 30 |

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| Industry Assignments Section (For details, please refer to the Industry Assignments Rules) | The organizer will provide CNY 700,000 in total as seed funds, and select enterprises with specific design needs. Participating enterprises are required to contribute funds on a 1:1 basis, expanding the prize pool. The organizer will launch a global call for solutions for the assignments, with the aim of addressing the enterprises' specific needs. |
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2. All prizes amount are pre-tax. All prizes are subject to income tax in accordance with local law.

3. The payment of the prize could take up to 6 months. Winners are required to provide to the KPA secretariat before deadline all the info and materials needed for the payment. If submission of info and materials is delayed, the recipient of the prize changes or any other unexpected situation happens on the winner's account, the KPA Secretariat has the right to postpone the payment and Secretariat's explanation shall be final.

4. Overseas winners (including the Hong Kong, Macao and Taiwan regions) can ONLY use personal accounts to receive the payment. If the prize recipient and the entrant are different entities or individuals, a Prize Reception Authorization Letter is required.

IV. Criteria

Winning projects should be:

(I) Pioneering and market-driven, with strong industrial orientation, able to integrate with multiple related industries in the short term;

(II) Original, experimental, and exploratory, forward-looking and presenting creative ideas for future development;

(III) Public-oriented, practical, and eco-friendly, with recyclability and new concepts for urban living;

(IV) Innovative, facilitative, and transformative, with strong driving force to improve the efficiency of industrial development;

(V) Conceptual, academic, and comprehensive, with significant influence that can attract wide international attention and impact.

V. Judging Panels

(I) Each category has its Jury with five members, and each Jury is responsible for selecting the Gold, Silver, Future Award winners. Each Jury consists of world-leading designers, managers of design organizations, editors of design magazines or digital media, or professors of leading design institutes from different countries and cities. Members of the Jury possess recognized authority and outstanding professional achievements worldwide. Biographies of Jury members will be released on the official website before the judging dates. The Chair of each Jury is elected by the members of the Jury of each category and is responsible

for convening the meetings, monitoring the assessment procedure and delivering the final results.

(III) Members of the Juries should not enter the competition. If an entry is a project designed by a juror, or involving a juror, or a project by an entrant who has previously cooperated with a juror or is currently cooperating with a juror, the relevant juror should NOT participate in the review of that entry.

(IV) The organizer will invite world-leading architects, designers, professional magazines or publication editors, and professional organizations to nominate projects. The list of nominators (individuals and institutions) will be posted on the official website in due course.

(V) The judging is mainly based on the tangible objects, images and supporting materials. The panels will meet and judge in Shenzhen. Tangible projects and supporting materials of entries will be presented at the jury meeting (Some of the overseas jury members will participate in the final judging meeting through real-time connection). The panels will name all the awards winners in this final judging.

VI. Judging Procedure

The judging is mainly based on the tangible objects, images and supporting materials, and is divided into two phases:

Phase One: First Screening

The panels will conduct the first screening online according to the judging criteria. The projects nominated by nominators (individuals and

institutions) do not need to go through the first screening and go directly to the final judging.

Phase Two: Final Judging

The panels will meet and judge in Shenzhen. Tangible projects and supporting materials of entries will be presented at the jury meeting. The panels will select all the awards winners in this final judging.

VII. Schedule

Call for Entries: Mid August 2025

Online registration deadline: 30 September 2025

Tangible projects submission deadline (Arrival date at the designated warehouse): 7 October 2025

Final judging: 11-12 October 2025

Award presentation ceremony and exhibition: Late October 2025

VIII. Registration and Application

Entrants must register on the official website of the Award (k-p-a.design) and submit supporting documents (all materials must be written in English) before 24:00, 30 September 2025 (GMT+8:00) by following the steps below):

1. REGISTER & CREATE MY ACCOUNT: Read the terms and conditions carefully, create user name and password before logging in;

2. COMPLETE PROJECT INFO ONLINE: Log in to the account, complete information about designers and projects, upload profile photos and project materials, save and submit;

3. PACKAGE REVIEW: The organizing committee will conduct an integrity review of the project packages submitted by the designers before the online application deadline (24:00, 30 September 2025). Designers can log in to their accounts to check the status of their projects.

4. DELIVER PROJECT: Deliver tangible projects or additional materials as per instructions in the email (after receiving the notification of passing the package review) and make sure the projects arrive at the designated warehouse before 24:00, 7 October 2025 (GMT+8:00).

Note:

1. Please do NOT deliver projects to the Organizing Committee or the Secretariat Office! Address of the warehouse will be sent to the entrant's registered email with the notification email.

2. Entrants must submit the supporting and other legal documents requested by the KPA Secretariat by 24:00, 30 September 2025 (GMT+8:00). Templates can be downloaded from the "download" section of www.k-p-a.design.

3. Please keep the original copies of the above documents. THE ORGANIZING COMMITTEE has the right to re-inspect the documents after the final judging. Please wait for the official email notification for details.

4. Entries for Concept Group and Digital Design can be submitted online for judging without shipping tangible objects.

IX. Fees

Online registration and entry submission are free of charge. Any costs arising from packaging, shipping, postage, customs clearance, insurance and any other necessary fees are at the expenses of the entrants.