



Press Release

For Immediate Release

DFA Design for Asia Awards 2023

Showcase the Power of Asian Design on the Global Stage

Open for International Submission on 1 April, Limited-Time 50% off Entry

(HONG KONG, 31 March 2023) With Asia's growing influence in the international arena in various aspects, the Asian ways of design thinking and social betterment aspiration can inspire new and comprehensive solutions to global issues. The **"DFA Design for Asia Awards" (DFA DFAA)**, with its focus on Asia, is one of the reputable international annual design events enabling global eminent design projects to propagate Asian values and perspectives. Its 2023 Edition will open for online submissions on 1 April 2023 (Hong Kong Time).

Launched by Hong Kong Design Centre in 2003 with Create Hong Kong of the Government of the Hong Kong Special Administrative Region (HKSAR) as the lead sponsor since 2009, the DFA DFAA aims to recognise projects in Asia that demonstrate design excellence and highlight the impact of the design-led approach on addressing social issues and contributing to the betterment of society and the design industry. Thus far, more than 2,000 impactful design projects with an Asian focus have been awarded under the DFA DFAA.

"Being one of the globally acknowledged awards in the design industry, the 'DFA Design for Asia Awards' has never stopped promoting Asian design excellence to the world. With the Awards serving as a catalyst, we continue to honour and celebrate Asian design's contributions to the globe, and at the same time foster cultural exchanges and encourage cross-disciplinary collaborations. We are excited to see the creative and innovative solutions from designers who cut across borders to drive positive impacts all over the world," said Prof. Eric Yim, Chairman of Hong Kong Design Centre.

The DFA DFAA 2023 accepts entries from 30 design categories spanning across six design disciplines, including Communication Design, Digital & Motion Design, Fashion & Accessory Design, Product & Industrial Design, Service & Experience Design, and Spatial Design, aiming to honour even more noteworthy designs in Asia. Entrants can save 50% on the entry fee by making submissions on or before 30 April 2023 (Hong Kong Time).

DFA Design for Asia Awards 2023 – Submission Details

Date: 1 April – 30 June 2023 (Hong Kong Time)
Entry fee: HK\$2,000 per entry
Promotion: 50% off on entry fee for submissions on or before 30 April 2023 (Hong Kong Time)
Online Submission: https://dfaa.dfaawards.com/en/online_submission/



Calling for Award Entries from Six Design Disciplines:

<p>(1) Communication Design</p> <ul style="list-style-type: none"> • Identity & Branding • Packaging • Publication • Poster • Typography • Marketing Campaign 	<p>(2) Digital & Motion Design</p> <ul style="list-style-type: none"> • Website • Application • User Interface (UI) • Game • Video
<p>(3) Fashion & Accessory Design</p> <ul style="list-style-type: none"> • Fashion Apparel • Functional Apparel • Intimate Wear • Jewellery & Fashion Accessory • Footwear 	<p>(4) Product & Industrial Design</p> <ul style="list-style-type: none"> • Household Appliance • Homeware • Professional & Commercial Product • Information & Communications Technology Product • Leisure & Entertainment Product
<p>(5) Service & Experience Design</p> <ul style="list-style-type: none"> • Service Design • Experience Design 	<p>(6) Spatial Design</p> <ul style="list-style-type: none"> • Residential Space • Hospitality & Leisure Space • Culture & Public Space • Commercial & Showroom Space • Workspace • Institutional Space • Event, Exhibition & Stage

Awards Structure

All design projects submitted will be assessed by an international judging panel comprised of world-leading design experts and professionals. The panel will determine the Grand, Gold, Silver, Bronze and Merit Awards' winners.

Entry Requirements

Design projects launched in one or more Asian markets[#] between 1 January 2021 and 31 May 2023 are eligible for submission by their design owners, clients, brand owners, designers or design consultancies.

[#] Asian markets include: Afghanistan / Bangladesh / Bhutan / Brunei Darussalam / Cambodia / Democratic People's Republic of Korea (North Korea) / Hong Kong / India / Indonesia / Islamic Republic of Iran / Japan / Kazakhstan / Korea / Kyrgyzstan / Laos / Macau / The Mainland / Malaysia / Maldives / Mongolia / Myanmar / Nepal / Pakistan / The Philippines / Singapore / Sri Lanka / Taiwan / Tajikistan / Thailand / Timor-Leste / Turkmenistan / Uzbekistan / Vietnam

Judging Criteria

The judging panel will assess each entry based on the criteria below (as applicable):

- (1) Creativity and Human-centric Innovation
- (2) Usability
- (3) Aesthetic
- (4) Sustainability
- (5) Impact in Asia
- (6) Commercial & Societal Success



About DFA Design for Asia Awards (dfaa.dfaawards.com)

Since 2003, the “DFA Design for Asia Awards” honours design excellence and acknowledges user-centric design projects which embrace the unique Asian perspectives to enhance and improve the quality of life for people in the region. Organised by Hong Kong Design Centre as one of the five programmes of the “DFA Awards”, the “DFA Design for Asia Awards” has been a platform for design talent and corporates to showcase their design projects internationally.

About Hong Kong Design Centre (www.hkdesigncentre.org)

As a non-governmental organisation registered in 2001 and established in 2002, Hong Kong Design Centre (HKDC) is a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia. Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being. Our initiatives are anchored by five major work directions: CONNECT, CELEBRATE, NURTURE, ADVANCE and ENGAGE.

About Create Hong Kong (www.createhk.gov.hk)

Create Hong Kong (CreateHK) is a dedicated office set up by the HKSAR Government in June 2009 to spearhead the development of creative industries in Hong Kong. From 1 July 2022 onwards, it is under the Culture, Sports and Tourism Bureau. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia’s creative capital and fostering a creative atmosphere in the community. CreateHK sponsors HKDC to organise “Business of Design Week” (BODW), “BODW City Programme”, “DFA Awards”, “Knowledge of Design Week”, “Fashion Asia Hong Kong”, “Design Incubation Programme” and “Fashion Incubation Programme”, among other projects, to promote Hong Kong design.

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