



中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



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For Immediate Release

DFA Design for Asia Awards 2025

Spotlighting Asian Designs on Global Stage

Global Submission Opens from April, Enjoy 50% Off on Entry Fee Until 30 April

(HONG KONG, 25 March 2025) Launched by the Hong Kong Design Centre in 2003 as one of the most prestigious annual global design awards, with the Cultural and Creative Industries Development Agency of the Government of the Hong Kong Special Administrative Region as the Lead Sponsor, the "**DFA Design for Asia Awards**" continues its mission to shine the excellent Asian designs that uplift the life quality in Asia and foster innovation and collaboration across borders under the global spotlight. The DFA Design for Asia Awards 2025 will open for online submission from 1 April 2025, welcoming outstanding projects that elevate Asia's visions on the world stage. The Awards provides a platform for designers and companies to showcase their design excellence and demonstrate the transformative power of design in enhancing lives and communities.

The DFA Design for Asia Awards 2025 welcomes entries from 30 design categories spanning across 6 design disciplines: **Communication Design, Digital & Motion Design, Fashion & Accessory Design, Product & Industrial Design, Service & Experience Design, and Spatial Design**. Entrants can enjoy 50% off on the entry fee by making their submissions online on or before 30 April 2025 (Hong Kong Time).

Design is not only a process of creation but also a reflection of cultural and social values, as well as human visions for the future. The "DFA Design for Asia Awards" has consistently recognised outstanding achievements in the design industry, showcasing innovative ideas that inspire and improve lives. These works represent a fusion of aesthetics and functionality, demonstrating designer's deep understanding of society and meticulous insight into human needs. "DFA Design for Asia Awards" eagerly looks forward to discovering more excellent designs with deep Asian cultural roots from this year's entries. These designs will spark more creativity and enable designers to shine on the international stage.

The **DFA Design for Asia Awards** has gained global recognition for its commitment to honouring outstanding projects that exemplify design excellence and contribute to the betterment of society and the design industry. To date, over 2,800 impactful design projects in Asia have been awarded, making it a stage which design talents and corporations to showcase their outstanding design projects globally.

DFA Design for Asia Awards 2025 - Entry Details

- Date : 1 April - 30 June 2025 (Hong Kong Time)
- Entry Fee : HK\$2,200 per entry
- Promotion : 50% off on the entry fee for submission on or before 30 April 2025 (Hong Kong Time)
- Online Submission : https://dfaa.dfaawards.com/en/online_submission/



Calling Award Entries from 6 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 • Apps • User Interface • 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 • Mobility, 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"> • Home & 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 confer the Grand, Gold, Silver, Bronze and Merit awards.

Entry Requirements

Design projects launched in one or more Asian markets[#] between 1 January 2023 and 31 May 2025 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 / Malaysia / Maldives / Mongolia / Myanmar / Nepal / Pakistan / The Philippines / Singapore / Sri Lanka / Taiwan / Tajikistan / Thailand / The Mainland / Timor-Leste / Turkmenistan / Uzbekistan / Vietnam



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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

Winners' Entitlements & Exposure*:

- Trophy & Certificate (certificates for Merit Award winners)
- Awards Publication:

Each winner will receive a complimentary copy of the DFA Awards publication, which introduces all the winning projects and the project teams behind them. The publication will also be disseminated to global industry leaders to enhance the winners' exposure.

- Exhibition & Online Showcase:

Winning projects will be showcased at relevant exhibitions and DFA Awards' [Online Showcase](#) platform.

- Awards presentation and other events:

Winners will be invited to trophy presentation and Business of Design Week (BODW) events to establish networks with international and local designers and business leaders. Selected winners will also be invited to speak at global and regional talks, forums or other events to increase their global exposure.

- Awards Endorsement Mark:

Winners will receive authorisation to use the globally recognised DFA DFAA Endorsement Mark for further promotion.

***A mandatory Publication and Promotion Fee applies to all winners**



DFA Design for Asia Awards 2024 - Grand Award Winners



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Learn More about our 2024 Awards winners:

<https://dfaawards.viewingrooms.com/>

Revisit the glorious moments – DFA Awards 2024's Highlights: <https://bit.ly/3DlGKtK>

Visit our website and social media pages for more information:

Website : <http://www.dfaa.dfaawards.com>
Facebook : <https://www.facebook.com/HKDC.Awards>
Instagram : https://www.instagram.com/dfa_awards/
WeChat : DFA 设计奖
YouTube : <https://www.youtube.com/@dfaawards5572>

Download DFA Design for Asia Awards 2025 – Call for Entry press kit and high-resolution press photos: <https://bit.ly/3DGLbjJ>

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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 and as one of the six programmes of the “DFA Awards” which is supported by The Cultural and Creative Industries Development Agency of the Government of the Hong Kong Special Administrative Region (HKSAR) as the Lead Sponsor, 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 (<http://www.hkdesigncentre.org>)

Hong Kong Design Centre is a strategic partner of the Hong Kong SAR Government in leveraging the city’s East-meets-West advantage to create value from design.

To achieve our goals we:

- Cultivate a design culture
- Bridge stakeholders to opportunities that unleash the value of design
- Promote excellence in various design disciplines

About Cultural and Creative Industries Development Agency (<https://www.ccidahk.gov.hk/en/>)

The Cultural and Creative Industries Development Agency (CCIDA) established in June 2024, formerly known as Create Hong Kong (CreateHK), is a dedicated office set up by the Government of the Hong Kong Special Administrative Region under the Culture, Sports and Tourism Bureau to provide one-stop services and support to the cultural and creative industries with a mission to foster a conducive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, promoting the development of arts, culture and creative sectors as industries under the industry-oriented principle, and promoting Hong Kong as Asia’s creative capital and fostering a creative atmosphere in the community to implement Hong Kong’s positioning as the East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan.

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