

# SEOUL DESIGN AWARD 2024

for sustainable life

## Call for Entry



## Overview

In 2010, Seoul was designated a City of Design by the UNESCO Creative Cities Network, a program initiated to support the United Nations Sustainable Development Goals (SDGs). This designation marked the beginning of Seoul's journey towards a sustainable future through collaborative design efforts among cities.

With the aspiration of advancing global sustainability through shared learning, the Seoul Metropolitan Government (SMG) in 2018 invited 20 cities worldwide to facilitate the exchange success stories. This effort led to the establishment of the 'Seoul Design Award for Sustainable Daily Life' in 2019. The award acknowledges designs promoting sustainable daily life that aim for harmony between people, society and the environment.

The Seoul Design Award is a non-profit honor that has attracted entries from 62 countries. It is esteemed by international experts as a prestigious platform that highlights the impact of socially transformative designs and celebrates designers committed to their social responsibilities.

We cordially invite designers who are actively shaping a brighter future in our ever-evolving world to partake in the 'Seoul Design Award 2024 for Sustainable Daily Life'.

<b>Name</b>	Seoul Design Award 2024 for Sustainable Daily Life
<b>Theme</b>	Designs for sustainable daily life that aim for harmony between people, society and the environment
<b>Core Values</b>	<ol style="list-style-type: none"><li>① Public/Shared: Public sector that can be shared with others</li><li>② Creativity/Innovation: Creative, innovative problem-solving methods</li><li>③ Participation/Cooperation: Open to public participation, multi-sectoral and cooperative</li><li>④ Inspiration/Impact: Inspiring and spreading impact</li><li>⑤ Sustainability: Sustainable daily life that aims for harmony between people, society and the environment</li></ol>
<b>Area</b>	All designs (product, visual, digital/multimedia, spatial/system, service/experiential/social etc.) <b>Area 1</b> Design projects in all areas realized within the past 5 years (Projects must be produced, launched, and open with users) <b>Area 2</b> Research on design project realization methods (Realization methods: design mockups, various design prototypes, etc.)
<b>Eligibility</b>	Designers (Planners) ※ Planners are only eligible to submit in collaboration with a designer. Individual submissions are not accepted.
<b>Cost</b>	None

## Award Details

### Area 1 Design projects realized within the past 5 years

23 winners  
(Includes multiple awards)

#### Main Prizes

1st place Grand Prize	1 winner	50,000,000 KRW
2nd place Best of the Best	3 winners	15,000,000 KRW (each)
– Creativeness/Innovation		
– Participation/Collaboration		
– Inspiration/Impact		
3rd place Honorable Mention	6 winners	5,000,000 KRW (each)
4th place Finalist	10 winners	–

#### Special Prizes

*Citizen's Choice (Korean 1, Global 1)	2 winners	3,000,000 KRW (each)
**Issue of the year (Digital) Prize	1 winner	5,000,000 KRW

\*The recipients of the Citizen's Choice will be selected from the top 10 teams based on citizen votes. Specifically, one winner will be chosen exclusively by Korean voters, while another will be chosen by voters from other regions worldwide.

\*\*Issue of the Year (Digital) Prize acknowledges exceptional sustainable design projects leveraging innovative digital technologies to enhance people's lives.

### Area 2 Research on design project realization methods

4 winners

#### Research Prizes

Best of the Best	1 winner	5,000,000 KRW
Honorable Mention	1 winner	3,000,000 KRW
Finalist	2 winners	–

27 winners  
in total

※ The prize money includes taxes

## Winner Benefits

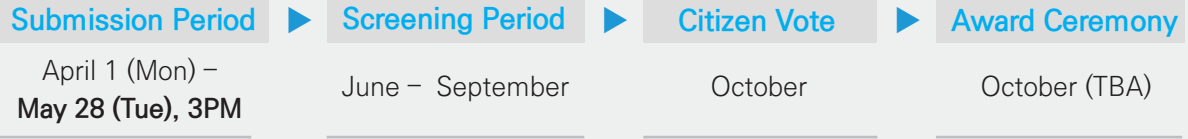
#### For all winners

- ① Publicity opportunities
- ② Trophy and package
- ③ Award logo usage rights
- ④ Project featured in the 2024 booklet

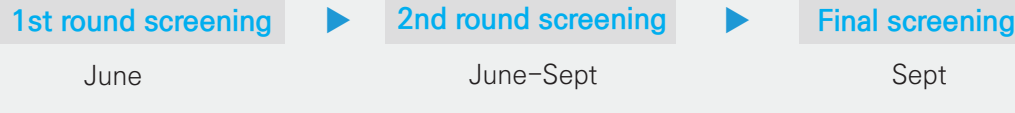
#### Additional benefits for top 10 teams

- ① Invitation to the award ceremony at DDP in Seoul
- ② Opportunity to present at the international conference

## 2024 Key Dates (Korea Standard Time)



## Screening Method (Korea Standard Time)



- ※ Additional documentation and interviews may be requested during the screening process
- ※ After the final screening, the teams that successfully pass the verification process will be announced as the ultimate winners
- ※ The winners of the first through third places among the top 10 teams will be announced during the awards ceremony in October

## Screening Criteria

<b>Everyday Problems</b>	Does the project address challenges for sustainable daily life, aiming to foster harmony among people, society, and the environment?	Applicable to both Area 1 & Area 2
<b>Creative Solution</b>	Does the design offer a creative approach to solving the problem?	
<b>Social Impact</b>	Does the design's solution ripple into society?	
<b>Vision for the Future</b>	Does it present a forward-looking vision that can be scaled globally?	
<b>*Feasibility of Design Research</b>	Does the research propose a feasible method of realization based on the expected user experience?	*Applicable to Area 2 only

## Submission Method

Submission link will be made available on the Seoul Design Award website  
(All documents must be written in English)

## Notes

- Detailed submission guidelines are provided in the FAQ section on the website.  
(The FAQs will be continuously updated as necessary)
- All responsibility for submitted documents remains with the applicant(s); documents received by the Secretariat will not be returned.
- Entries will be disqualified and awards may be revoked in the following circumstances:
  - The content of the submitted documents differ from the facts or are found to be false.
  - The submission violates intellectual property rights, including copyrights and the design rights of a third party. This can include engaging in plagiarism, illegal copying, or not citing sources.
- Copyright for the materials submitted at the time of entry belongs to the applicant(s); the host or organizer may use the submitted work for publicity purposes (exhibitions, events, publications, etc.) after consultation with the applicant(s).
- Even if the project was carried out in the name of an official organization, the individual/organization that actually executed the project is subject to the screening process.
- All schedules for screening, awarding, and announcements are subject to change with the circumstances of the organizer.

## Inquiries

Seoul Design Award Secretariat (Mon – Fri, 9:00 – 18:00 KST)

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