



# Announcement of the 2025 ‘Stellar Design Award’ Competition by the North Latitude 45 Design and Education Group

## I. Competition Positioning

With the initiation and support of the North Latitude 45 Design and Education Group, the inaugural 2025 ‘Stellar Design Award’ is officially launched. Centred on the imagery of ‘stellar’, the Award symbolises that every design shines uniquely, embodying individuality, creativity, and hope. Through the convergence of diverse ideas, it seeks to illuminate the future and establish itself as a highly influential and innovative event in the global design field.

Winning entries will receive financial support, qualification for the global tour of the ‘Stellar Design Show’ and access to resources fostering collaboration across industry, academia, and research. The Award aims to help innovative concepts transition into practical applications, while promoting paradigm shifts in global design education and research.

## II. Competition Theme

Guided by the values of ‘Numerous · Nexus · Novus’ under the theme ‘design N’, the competition positions design at the intersection of environment, society, and economy. It promotes breaking disciplinary boundaries and advancing collaboration across industries and academic fields.

The competition focuses on four key directions: Climate Adaptation (design solutions addressing climate change), Cultural Heritage (contemporary reinterpretation and revitalisation of cultural heritage), Circular Regeneration (full life-cycle circular design systems), and Eco-Intelligence (integrating intelligent technologies with ecological protection). Educators, students, industry professionals,

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and independent creators worldwide are invited to integrate cutting-edge technologies with systemic thinking. Participants are encouraged to address critical environmental and social challenges through interdisciplinary collaboration.

Within fields such as product design, digital media, and the built environment, entrants should adopt sustainable strategies, integrate ecological restoration goals with human-centred values, explore innovative cultural expressions, and propose measurable, verifiable, and scalable solutions that deliver environmental, economic, and social impact.

### **III. Competition Information**

#### **(1) Eligible Participants**

Open worldwide to individuals and teams engaged in design-related work or study, including:

1. Students at design schools (undergraduate, master's, doctoral).
2. Design industry practitioners (corporate designers, agency staff, etc.).
3. Independent design creators (freelance designers, creative professionals, etc.).

*Note: There is no restriction on team size, but each team must designate a core leader and define clear roles for all members.*

#### **(2) Categories and Requirements**

##### **1. Spatial Design**

Focuses on urban and rural landscapes and architectural spaces. Participants should develop systemic, sustainable strategies aligned with the four competition directions and propose quantifiable, verifiable solutions. Designs may range from macro-scale planning to micro-level interventions, balancing ecological resilience with social inclusivity to 'reshape symbiotic environmental systems'.

##### **2. Product Design**

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Participants are expected to integrate traditional craftsmanship with modern functionality while addressing the needs of disadvantaged groups. Solutions should be low-cost, accessible, and user-friendly. Guided by principles of 'circularity' and 'near-zero carbon' designs must demonstrate a full life-cycle system (materials–manufacturing–use–maintenance/upgrades–recycling/regeneration), minimising environmental impact while maintaining practicality and emotional resonance.

### 3. Digital (Smart) Media

Centred on digital media art and technological applications, this category encourages the use of data intelligence, immersive interaction, and multi-sensory experiences to enhance environmental performance and public engagement. Submissions should explore the interconnections between technology, nature, and community, promoting active public participation and synergy between virtual spaces and physical environments to address pressing social and ecological challenges.

#### (3) Entry Requirements

##### 1. Drawings

Formats: JPG/PNG/PDF; ≤50 MB per file; minimum resolution 300 dpi  
(*suitable for both print and presentation*)

Content: Complete design presentation, including core drawings relevant to the category (e.g., plans, elevations, renderings, analyses for Spatial; appearance, structure, usage scenarios for Product). Optional text ≤500 words explaining the concept, innovations, and implementation path.

##### 2. Videos

Format: MP4; resolution ≥1920×1080 (1080p); duration 1–5;minutes; ≤800 MB.

Content: Clearly articulate the concept presentation, and core functionalities;

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visuals must be stable and high quality; audio must be clear.

No watermarks, signatures, contacts, or unrelated marks.

Note: Any background music or media must be legally authorised and listed with full attribution. Unmarked or infringing works will be disqualified.

### 3. VR/AR/MR Interactive Projects

Submission Content:

① Demo video: Follow the video specifications above; highlight interaction logic and key functions.

② Executable programme: Submit Windows .exe or Android .apk files, including required plug-ins.

③ Operation manual: PDF or TXT format detailing environment configuration, hardware requirements, instructions, and FAQs.

Note: *Submissions must be functional. The organiser may conduct testing onsite or online. Non-operational works will be disqualified.*

### (4) Other Rules

To ensure professionalism, fairness, and compliance, all submissions must adhere strictly to the following regulations. Any violation will result in immediate disqualification:

1. No religious symbols, politically sensitive themes, or illegal content.
2. No plagiarism, misappropriation, or use of unauthorised materials (including text, images, code, and models).
3. No watermarks, signatures, or contact details in submissions.
4. If AI-generated content (AIGC) is used (e.g., AI-produced images, text, or models), the specific modules and proportions must be clearly indicated in the Work Description. Failure to disclose will constitute a violation.

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5. No vulgar, violent, discriminatory or unethical content.

#### IV. Competition Schedule (2025)

Stage	Key Date	Key Matters
Registration & Submission	From 10 Sept, 00:00	Registration opens on the official website (nlde45.hit.edu.cn). Submit entries to NLD45Official@outlook.com. File naming format: 'Category + Team Name + Contact Email' e.g., 'Spatial Design + HIT Innovation Team + hit123@163.com'.
Submission Deadline	Until 31 Oct, 23:59	Late submissions will not be accepted. Email resubmissions are not permitted.
Results Announcement	15 Nov, 10:00	Winners announced on the official website and the WeChat account of the North Latitude 45 Design and Education Group.
Award Ceremony	Late Nov (TBA)	'Stellar Design Award' ceremony will take place; winners must confirm attendance.

*Note: The schedule may be adjusted. Any changes will be announced via official channels at least three working days in advance.*

#### V. Competition Awards

##### (1) Evaluation Criteria

Submissions will be assessed across four dimensions: Innovation – Advancing beyond traditional design paradigms and exploring cutting-edge concepts and technological applications. Practicality – Offering implementable solutions with real-world transformation potential). Social Value – Promoting inclusiveness, fairness, and public interest. Sustainability – Integrating ecological responsibility and low-carbon, circular principles.

##### (2) Award Categories

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The 2025 competition recognises three main award groups: Professional Awards, Mentor Awards, and Organisation Awards. All awards will be conferred in strict accordance with competition rules and applicable laws and regulations.

### 1. Professional Awards (per track, 23 seats):

Award Level	Seats	Title	Award Benefits
Gold Award	3	Annual Benchmark Solution Award	1) 'Stellar Design Award' trophy, certificate, and authorised emblem (non-commercial use ()); 2) One-to-one dialogue with leading design experts; 3) Feature interview in major design media; 4) Priority invitation to the global 'Stellar Design (Show)'; 5) Full travel subsidy for two participants to attend the ceremony and exhibition.
Silver Award	5	Breakthrough Innovation Practice Award	1.) Stellar Design Award Trophy + certificate, and authorised emblem; 2) Online dialogue with design masters; 3) Potential feature coverage by top media outlets; 4) Invitation to the central exhibition zone; 5) Full travel subsidy for one participant.
Finalist Award	15	Forward-Looking Exploration Award	1. Stellar Design Award Trophy + certificate, and authorised emblem; 2) Invitation to the ceremony and exhibition (admission only; travel/accommodation self-funded; 3) Priority recommendation for Alliance-based industry-academia-research collaborations.

### 2. Mentor Award

Awarded to the lead mentor of each Gold and Silver winning work (one per winning project). Benefits include: 'Excellent Mentor' certificate and customised badge; Priority invitation to serve as juror/mentor in the next competition; Qualification for participation in the Annual Design Education Forum.

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### 3. Organisation Award

Awarded to institutions submitting 20 or more entries or providing substantial support: 'Excellent Organisation plaque and certificate. Priority collaboration opportunities for future editions Co-curation rights for the 'Stellar Design Award'.

## VI. Competition Organization

### Hosts:

North Latitude 45 Design and Education Group

School of Architecture and Design, Harbin Institute of Technology

School of Architecture and Design, Politecnico di Torino

School of Innovation & Technology, Glasgow School of Art

### Supporting Institutions (in no particular order):

L'École de design Nantes Atlantique

University for the Creative Arts–Innovation & Creativity Institute

Tsinghua University – School of Architecture

Southeast University – School of Architecture

Tongji University – College of Architecture & Urban Planning

Tianjin University – School of Architecture

South China University of Technology – School of Architecture

Chongqing University – College of Architecture and Urban Planning

Xi'an University of Architecture and Technology – School of Architecture

Tsinghua University – Academy of Arts & Design

Central Academy of Fine Arts – School of Architecture

Central Academy of Fine Arts – School of Design

China Academy of Art – School of Visual Communication

University of Science and Technology Beijing – School of Intelligent Science & Technology

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SCHOOL OF ARCHITECTURE AND DESIGN, HARBIN INSTITUTE OF TECHNOLOGY



北纬45度  
创新设计与教育联盟  
NORTH LATITUDE 45  
DESIGN AND EDUCATION GROUP

Hong Kong Polytechnic University – School of Design

Jiangnan University – School of Design

Guangzhou Academy of Fine Arts – School of Industrial Design

Xiamen University – College of Creativity & Innovation

HIT Architectural Design and Research Institute

HIT Urban Planning and Design Institute

Cumulus International Association of Universities and Colleges of Art, Design  
and Media (Invitation in progress)

Politecnico di Milano–School of Design (Invitation in progress)

Universidad de Sevilla– School of Architecture (Invitation in progress)

Università di Pisa–School of Civil Engineering (Invitation in progress)

Universitat Politècnica de Catalunya – School of Architecture (Invitation in progress)

The North Latitude 45 Design and Education Group upholds the belief that ‘design is a tool to transform the world, and innovation is the driving force of progress’ We cordially invite exceptional design talents from across the globe to participate in the ‘Stellar Design Award’ where creativity shines as guiding stars, collective wisdom converges, and the power of design drives sustainable solutions to the challenges of our era.

School of Architecture and Design, Harbin Institute of Technology

North Latitude 45 Design and Education Group

21 August 2025



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