

# SEOUL DESIGN AWARD 2025

for sustainable life

## Call for Entry



### Host & Organization



### Cooperation



## Overview

Since being designated a City of Design by the UNESCO Creative Cities Network and selected as the World Design Capital in 2010, the Seoul Metropolitan Government (SMG) has successfully hosted numerous major design events. Beyond that, it has actively **leveraged design to address social issues and contribute to the implementation of the UN Sustainable Development Goals (SDGs)**.

In line with these efforts, the SMG and Seoul Design Foundation has been hosting the **Seoul Design Award, an international award now in its sixth edition**, since 2019. It recognizes designers who use creativity to tackle everyday challenges and foster harmonious, sustainable relationships between people, society, and the environment.

Each year, designers from over 80 countries, aiming to drive social change through design, submit their work to the Seoul Design Award. A panel of 32 design leaders from more than 20 countries serves as juries, providing valuable feedback. **Recognized by international design experts, the Seoul Design Award is the world's only public design award dedicated to sustainable daily life.**

**We look forward to welcoming many participants to Seoul Design Award 2025, which celebrates and supports designers with creative solutions for a better daily life.**

<b>Award Name</b>	Seoul Design Award 2025
<b>Purpose</b>	To promote the values of design by showcasing outstanding projects that creatively address everyday challenges
<b>Theme</b>	Designs for sustainable daily life that aim for harmony between people, society and the environment
<b>Eligibility</b>	Individual designers, or groups and enterprises with designers from around the world
<b>Design Areas</b>	All designs within the past 5 years (Product, visual, digital/multimedia, spatial/system, service/experiential/social, etc.)

### Area 1 Main Award

(Projects or products that are produced, launched, and available for users)

### Area 2 Concept Award

(Design mockups, prototypes, plans, etc.)

## Focus Areas

<b>Health &amp; Peace</b>	Projects ensuring the health and well-being of all people and promoting sustainable peace
<b>Equal Opportunities (Universal Design)</b>	Projects creating equal opportunities for all, such as Universal Design
<b>Energy &amp; Environment (Upcycling, Recycling)</b>	Projects for ecosystem conservation and sustainable resource management, such as upcycling
<b>Cities &amp; Communities</b>	Community-oriented projects utilizing sustainable infrastructure and innovative technologies

**Cost** None

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**Award Details** (61 winners, 150,000,000KRW prize money in total) ※ The prize money includes taxes

**Area 1 Main Award** (Design projects realized within the past 5 years) **40 winners**

**Grand Prize \*(Selected from the Top10)** **1 winner** **50,000,000 KRW**

\*The Grand Prize winner will be selected from the Top 10 through a live presentation, based on votes from judges and citizens.

\*Two Special Prize winners will be selected from the Top 10 through recommendations from collaborating organizations. (planned)

**Best of the Best (Top10)** **9 winners** **10,000,000 KRW (each)**

- ① Health & Peace
- ② Equal Opportunities: Universal Design
- ③ Energy & Environment: Upcycling Design
- ④ Cities and Communities

**Finalist** **30 winners** **-**

**Area 2 Concept Award** (Design project realization methods) **20 winners**

**Best of the Best** **2 winners** **5,000,000 KRW (each)**

**Finalist** **18 winners** **-**

**Honorary Award** ※ Nominated by the juries **1 winner**

Presented to an individual who has made an innovative design contribution for a sustainable future **1 winner** **-**

**Winner Benefits**

**Benefits for All Winners**

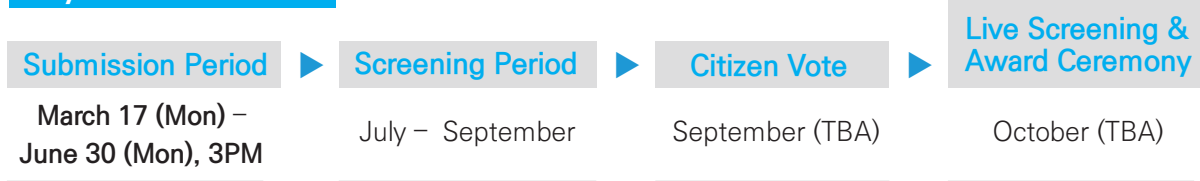
- E-Certificate
- Permanent use of the award logo
- Global expert feedback
- Invitation to the award ceremony and networking party
- Promotion through the global "Press Day" event
- Global promotion through newsletter, social media, etc.
- Archiving on the award website
- Introduction in the Sustainability Trend Report e-book archive

**Additional benefits for 12 Best of the Best Winners**

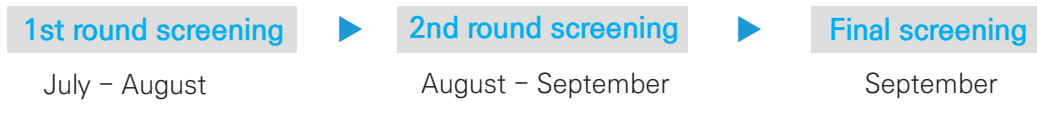
- Total prize money of 150 million KRW
- Invitation to speak at the International Design Conference (only for the Top10 Main Award winners)
- 3-night hotel accommodation
- Partial support for round-trip airfare

**\*Finalists attending the ceremony in person will receive a special trophy**

## Key Dates for 2025 (Korea Standard Time)



## Screening Method (Korea Standard Time)



- ※ Additional documentation and interviews may be requested during the screening process
- ※ The final winners will be announced after all verification processes is completed
- ※ The Grand Prize winner among the top 10 teams will be announced during the Live Screening & Award 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 & 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 Concept</b>	Does the concept propose a feasible method of realization based on the expected user experience?	*Applicable to <b>Area 2 only</b>

## Submission Method

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

## Notes

- 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 differs 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 plagiarism, illegal copying, or failing to cite 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 consulting 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 based on the circumstances of the organizer.

## Inquiries

Seoul Design Award Secretariat (Mon – Fri, 10:00 – 17:00 KST)

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