

## Overview of Award

In 2018, Seoul City declared itself the “Human City Design Seoul.” The Human City Design Seoul Declaration pursues the common goal of a sustainable urban ecosystem aiming for a harmonious relationship between people and the environment.

As people around the world are increasingly living in urban areas, cities must cope with many socioeconomic and environmental issues. Cities face challenges such as rising social inequality, housing and energy crises, unemployment, climate change, aging populations and the recent pandemic crisis and many more. We believe Design is an important tool for cohesion and social transformation and to create the best living conditions for people.

The complexity of urban challenges requires interdisciplinary and collaborative participation with design and citizens.

In response, the Seoul Metropolitan Government launched the international Human City Design Award in 2019 to celebrate designers or groups that use creative design to address complex urban environment problems and therefore contribute to building a more harmonious and sustainable relationship between people and people, people and society, people and the environment, and people and nature. The global health crisis that began in 2020 has made us aware of the necessity to reinvent our cities to ensure a better quality of life for humanity.

With the Human City Design Award, we wish to highlight design projects from all fields through Product, Process, Place, and Promise and learn about their Impact, Innovation and Social Inclusivity for people and society. This award is a window to communication and a platform of best practices, helping us understand what design can do to improve our everyday lives and inspire other cities.

Now, in 2021, we are pleased to announce the call for entry for the 3rd Human City Design Award.

Award Name	2021 Human City Design Award
Theme	Design for Sustainable City for a harmonious relationship between human, society and the environment
Purpose	<ul style="list-style-type: none"> <li>① To establish a sustainable urban ecosystem promoting a harmonious relationship between humans and the environment through design</li> <li>② To expand design’s power to address and heal social problems globally as a creative solution to complex urban issues</li> <li>③ To enable the design sector contribute to the advancement of mankind</li> </ul>
Core Values	Creativity and Innovation, Sustainability, Publicness and Sharing, Participation and Cooperation, Impact and Inspiration
Area	Less than 5 years’ implemented design projects that contribute to a more harmonious and sustainable relationship between human and human, human and society, human and the environment and human and nature (Product, Visual, Digital/Multimedia, Space/System, Service/Experience/Social, etc.)
Eligibility	Individuals or groups who are of design-related major and/or have design-related career
Host	Seoul Metropolitan Government
Organizer	Seoul Design Foundation
Sponsorship/Cooperation	Ministry of Foreign Affairs, UNESCO Creative Cities Network, World Design Organization(WDO), Cumulus, World Silk Road University Federation, Human City EU Network, Korea Federation of Design Organizations, etc

## Official Schedule (Korean Standard Time) ※ Dates are subject to change

Notice Period	29 July 2021(Thu) ~ 31 October 2021(Sun) (KST 24:00)
Submission Period	1 September 2021(Wed) ~ 31 October 2021(Sun) (KST 24:00)
Screening Period	November 2021 ~ February 2022
Winner Announcement	Expected to announce separately
Award Ceremony	21 March 2022(Mon)

## Award

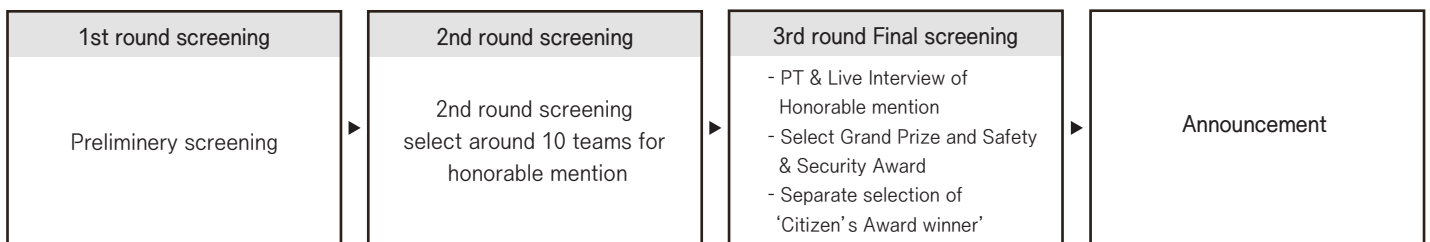
- Prize Money [Grand Prize] 1 team - 50 million KRW (About 45,000USD)  
 [Honorable Mention Award] ±10 teams - 5 million KRW each (About 4,500USD)  
 [Special Awards] ① Safety & Security Award, 1 team - 5 million KRW  
 ② Citizens' Award, 1 team - 5 million KRW  
 ※ The Special Awards can be given additionally  
 ※ All prize money are VAT included
- Award Privilege ① Invitation to 2020 Human City Design Award online ceremony  
 ② Opportunities for promotion and permission to use the award logo  
 ③ Presentation of plaques (Grand Prize : Trophy, others : Plaques)

## Screening Criteria

Does the theme address a design issue involving the city, human's lives, human, the society, the environment, or nature in order to create a harmonious human city?

Problem solving for urban life	Does the theme deal with public design issues such as city, life, people, society, environment, nature and etc to create a sustainable and harmonious human city?
Global value expansion	Does the perspective of solving design problem have a ripple effect that is creative, solved by participation and cooperation, and can be expanded and shared globally?
Provide vision for the future	Does the design contribute to the vision of a sustainable, future-oriented world culture and civilization where humans and the environment coexist in harmony?

## Screening Process



## Submission

- Submit through the 2021 Human City Design Award homepage (from September)
- ※ If you register your name on our website, we will send you an e-mail when the submission system opens ( humancitydesignaward.or.kr/en - [Guidelines] - [Guidelines] end of page )
- Documents: Information of less than 5 years' implemented design projects, photo/video and design experience

## Notice

- For more details, refer to FAQ on our official website.
- Candidates are responsible for the materials they have submitted, and all documents that have been submitted to the secretariat will not be returned.
- In any of the following events, the candidate will be disqualified and the award may be cancelled even after winners are announced and award are delivered.
  - The content of a submitted document is discovered to be false or falsely written.
  - A candidate is acknowledged as having violated intellectual property rights (e.g. the copyright or design rights of others) by engaging in plagiarism, - illegal copying, or unauthorized citation.
- Candidates hold the copyright of the submitted works, and the sponsor and the organizer of the award may use the submitted works for PR purposes (exhibitions, events, reviewing, publishing, etc.) after consulting with the work's owner.
- For a project that was carried out under the name of an official organization, the individual/group that has actually implemented the project will be reviewed.
- All schedules of the review process, the award ceremony and the announcement of winners are subject to change depending on the circumstances of the organizer.

## Enquiry Contact

### Human City Design Award Secretariat

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