

THE FIRST AIM INTERNATIONAL DESIGN COMPETITION FOR LIFE DESIGN PROPOSALS  
首届生活设计力提案 AIM 国际设计竞赛

# 登录转移 LOGIN TRANSFER

🕒 2024.12.21 - 2025.3.30

## LOGIN & TRANSFER 登录转移

探索科技、艺术与文化的交互之美

探索设计生活力的价值「LOGIN登录」

以建筑为入口，汇集多样化生活创意「TRANSFER转移」

以触达转化为路径，传递连接美好生活世界

抵达想象的自由，拥抱生活无限可能

**登录 · 转移 · 陪伴 ·**

在「LOGIN & TRANSFER」这一竞赛主题之下

我们将生活视作一段尚未编写完成的“程序”

通过生活设计力提案「登录」程序，提出新颖精致的设计方式

洞察当代生活信念和价值观，鼓励想象力

## LOGIN & TRANSFER LOGIN & TRANSFER

EXPLORE THE VALUE OF DESIGN VITALITY「LOGIN登录」

USE PROPOSALS AS THE ENTRANCE TO GATHER DIVERSE LIFE IDEAS「TRANSFER转移」

USE TOUCH AND TRANSFORMATION AS THE PATH TO PASS ON THE CONNECTION TO A BETTER LIFE WORLD

REACH THE FREEDOM OF IMAGINATION AND EMBRACE THE INFINITE POSSIBILITIES OF LIFE LOGIN & TRANSFER LOGIN TRANSFER

## LOGIN.TRANSFER.ACCOMPANY

UNDER THE THEME OF THE COMPETITION「LOGIN & TRANSFER」

WE REGARD LIFE AS A "PROGRAM" THAT HAS NOT YET BEEN COMPLETED. WE PROPOSE A "LOGIN" PROGRAM THROUGH

THE POWER OF LIFE DESIGN AND PROPOSE A NOVEL AND EXQUISITE DESIGN METHOD

EXPLORE CONTEMPORARY LIFE BELIEFS AND VALUES AND ENCOURAGE IMAGINATION

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# 01 INTRODUCTION TO THE EVENT



## AIM Competition

## About the Organizer

This is a story about the collision of "vigorous life" and "profound mission". In May 2010, a group of young architects debated the current status of design talents in China, and a young, pioneering and dynamic organization "AIM - Architects with a Mission" was established. AIM aims to select outstanding talents from young designers through competitions, and more importantly, we hope that through this competition, we can arouse more young designers' enthusiasm and investment in design, care for social responsibility and sense of mission, and actively think and act.

AIM has always focused on the growth of young designers and the neglected disadvantaged architectural groups as society develops. At the same time, it maintains good cooperative relations with governments, colleges, media, non-profit organizations, firms, designers, developers and other parties. AIM started in Beijing and is committed to providing the cultural and tourism industry with compatible, sustainable, productive and growing content industries and innovative talents. 26 competitions in 13 years, more than 8,000 creative solutions, more than 1 million people affected, involving architectural design, homestays, IP, public art, cultural and creative industries, etc. In the continuous updating and iteration, an innovative competition investment promotion model has been formed that uses awards instead of subsidies and competitions instead of recruitment. By organizing a competition, a community is created and a platform connecting production needs and productivity is built. In the conventional track of cultural tourism, a diversified path is created to solve the key core of "IP upgrade, talent upgrade, content upgrade, and community upgrade".

For more details: AIM International Design Competition <http://www.aim-competition.com/portal/aim/index>



## Culture Convenience Club CO., LTD. Co-organizer Introduction

CCC, full name Culture Convenience Club, is a corporate group with retail and cultural industries as its main business. It is the parent company of the famous brand TSUTAYA (i.e. "Tsutaya"). As Japan's largest music, video software (CD, DVD) and book rental, sales, and game software acquisition and sales chain brand, TSUTAYA has more than 1 million online brand members and more than 1,250 offline stores in Japan. There are also top-level complex retail commercial brands such as "TSUTAYA BOOKS" and "TSUTAYA Electrics" that focus on elegant comprehensive literary shopping atmosphere.



## DIAMOND FAZit DIAMOND CO., LTD. Co-organizer Introduction

A company that focuses on providing Japanese importers and manufacturers with diversified sales channels and a wider range of brand products for wholesale customers. Founded in 1948, the company has continuously innovated its business model and adjusted its business strategy, from writing instruments to watch groceries, from a single manufacturer to the establishment of import and wholesale trade channels throughout Japan. Now it has become a well-known company that is deeply loved by Japanese and overseas customers and suppliers.

## 02 BACKGROUND & SIGNIFICANCE

### **Let design return to the aesthetics of life and make proposals to life**

Design can be a way to convey culture, and culture can be integrated into every corner of people's lives. Through this competition, pioneering brands and excellent products are collected and selected from around the world. The best proposals will have the opportunity to be displayed in CCC and its subsidiaries Tsutaya and DIAMOND and enter the sales network.

Explore the ideal life with the new generation of design aesthetics, realize the collision of inspiration and creativity, invite global designers and brand managers to use their unique perspectives and concepts on "lifestyle" as the starting point, enter the life context of users, convey new lifestyle concepts through products, propose new life, put forward new visions, create new scenes, and create more possibilities about lifestyle.

## 03 COMPETITION CHALLENGE

### **Login transfer, connect life with emotional design; ideals are visible, and the best proposals are selected into the world's top platform`**

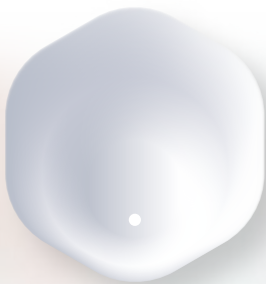
The theme of this competition is "Login Transfer", which connects life with emotional design and shows the interactive beauty of technology, art and culture. "Login" is like technology making our lives more convenient and delivering the connection of a better life; "Transfer" focuses on the interaction between lifestyle and design ecology. When lifestyle or experience itself becomes a design object, designers have room for innovation. Based on daily stationery and cultural and creative products, with creativity, convenience, art, IP and local culture as elements, three tracks are set up: stationery product design, creative technology product design, and fashion cultural and creative derivatives. Pioneer brands and managers from all over the world are collected, and the best winners will have the precious opportunity to display at Tsutaya.

## 04 TRACK SETTINGS



### **STATIONERY PRODUCT DESIGN**

From the perspectives of stationery functions, design, creativity, etc., while focusing on the functionality of stationery, the aesthetics of life is incorporated into it without limiting the types of stationery.



### **CREATIVE TECHNOLOGY PRODUCT DESIGN**

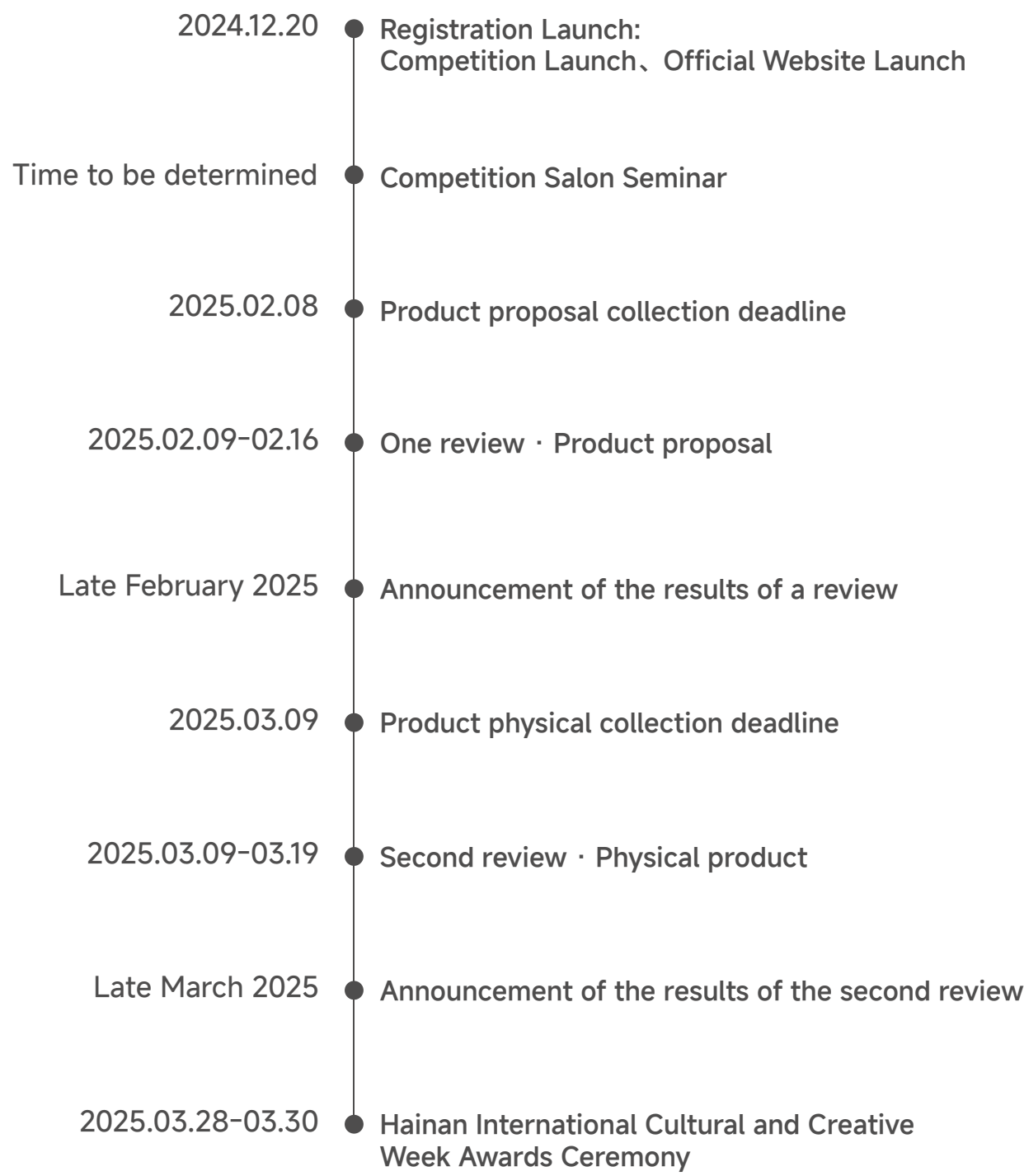
In terms of the design concept and the expression characteristics of design elements, it reflects the cutting-edge trends and combines elements such as design aesthetics, ecological protection, technological intelligence and interactive experience.



### **FASHION AND CULTURAL DERIVATIVES**

The design of fashion and cultural creative derivatives focuses on fashion trends and cultural creativity and is highly recognizable, highly commercializable and has a high market value.

# 05 COMPETITION SCHEDULE





## 06 COMPETITION JUDGES





## 07 JUDGING CRITERIA

30%

### **Product innovation**

The design should be forward-looking, novel and original in accordance with the theme and purpose of the competition.

20%

### **Eco-friendly**

Based on the concept of sustainable development, it combines beauty and practicality, and embodies green design

20%

### **Local culture**

Integrate local cultural characteristics and promote regional cultural dissemination

30%

### **Commercial value**

It has high commercial value, can achieve high economic benefits after the product is put into use, and has the ability to continue operating in the long term

# 08 AWARD SETTINGS

In order to encourage pioneering brands and cutting-edge young designers, the three tracks have set up different awards for **"participants with product plans and physical finished products"** and **"participants with product plans"**, including:

## WITH PHYSICAL PRODUCTS

### Stationery Product Design Track

- Best Product Design Award **10000RMB** 1person
- Best Practical Function Award **6000RMB** 2person

### Creative Technology Product Design Track

- Best Lifestyle Award **10000RMB** 1person
- Best Technology Innovation Award **6000RMB** 2person

### Fashion and cultural derivatives track

- Best Fashion Creativity Award **10000RMB** 1person
- Best IP Image Design Award **6000RMB** 2person

## WITHOUT PHYSICAL PRODUCTS

- Stationery Product Design Track **3000RMB** 1person
- Creative Technology Product Design Track **3000RMB** 1person
- Fashion and cultural derivatives track **3000RMB** 1person

## HONORS

- Grand Jury Award **20000RMB** 1person

\* All prize money is before tax; the Grand Jury Award and the first prize of each track will be displayed in Tsutaya stores around the world and enter the sales network

# 09 REGISTRATION METHOD & WORK SUBMISSION

## First review stage: Design proposal

The first review must be submitted through the official website before February 8, 2025

### 1. Application form (download materials from the official website)

### 2. Design proposal (pdf / ppt / pptx format)

The design proposal must include: overall product design proposal (must include design instructions, which should explain the design concept, creative highlights, etc. of the plan), product promotion plan, product market research report, etc., and must be submitted in PPT and PDF format, text materials in doc format, and pictures in jpg / jpeg / png format with a precision of no less than 300dpi.

### 3. Process materials (jpg / jpeg / png format)

Participants are requested to submit creative ideas, creative sketches, work photos, market feedback, sales and other materials at the same time. The proportions and sizes shall all be submitted in metric unit plates, pictures and drawings in jpg / jpeg / png format, the size of a single image should not exceed 50M, a precision of no less than 300dpi, and text materials in doc format.

\*Optional submission content: Video (within 5 minutes). In order to better present the product plan, you can submit a short video that can include product display, team members' appearance, product design concept description, etc. The format is not limited, but the best video format is mp4.

## Second review stage: with physical products or substitute

For "design proposal that have passed the first review", a second review will be conducted by submitting physical products or physical substitutes. In the second review, the competition judges will compare the physical products of each entry with the entry materials to confirm the actual use experience.

Contestants must submit the following materials through the product collection address provided by the competition organizing committee before March 9, 2025:

# 10 COPYRIGHT

Before submitting your product, please read the following terms carefully, fully understand and agree to them. In accordance with relevant national laws and regulations, any "participant" or "brand manager" who actively submits a product for the competition will be deemed by the organizer to have made the following irrevocable declaration on the copyright ownership of the submitted work:

## **1. Originality Statement**

The participating products are original works of the participants and do not infringe any patents, copyrights, trademarks or other intellectual property rights of any other person.

## **2. Ownership of Intellectual Property Rights of the Participating Products**

The participants/organizers/teams/studios, etc. participating in the competition have the right to sign, trademark and copyright for the participating products in accordance with the law. The organizers and title sponsors of the competition have the right to display and promote all the participating works.

## **3. Disclaimer**

All participating products only represent the views of the participants, and do not represent the views, opinions and positions of the organizers and title sponsors of the competition.

The organizers and title sponsors of the competition do not guarantee the accuracy, reliability, timeliness, completeness and error-freeness of the content, products, services or other materials of the participating products. No representations or warranties of any form, whether express or implied, regarding the information, content, materials or products in the participating products are provided.

\*The final right of interpretation of this event belongs to AIM DESIGN COMPETITION

## **1. Physical products of the competition proposal (submit physical finished products)**

If necessary, please prepare two sets of products for display and experience. Products registered in series must display the full series of products. However, product groups with the same specifications and performance can be replaced by lists and color samples.

## **2. Product display design documents (submit substitutes; Participants who submit physical products are also required to submit)**

The exhibition board design size is A1 size in portrait orientation (H841 × W594mm), which can explain the product overview and design points, and clearly show the overview, appeal, innovation and special features of the participating products. It must be submitted in pdf format, and the image must be in jpg/jpeg/png format with an accuracy of not less than 300dpi.



# 11 CONTACT US

## AIM Organizing Committee

Website: [www.aim-competition.com](http://www.aim-competition.com)

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## Contact us

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### © Copyright Statement:

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